

The Billboard

CONVENTION
NUMBER

featuring
the
1955
Cavalcade
OF
Fairs

EMBER 27, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

TV Stars to Turkey Trot in Major Cities

Thanksgiving Parades to Tie-In Glamor With Merchandising Promotions

By GENE PLOTNIK

NEW YORK, Nov. 20.—TV stars going to glitter brighter than the big Thanksgiving Day parades to be sponsored by department stores in major cities next

fall. The array of TV personalities in the march will be six out of the 10 dedicated film shows. Two of the parades are getting network coverage, and the others will be local stations.

The usual Thanksgiving festival will be the biggest single promotion of the year by retailers and TV. The producers have been scrambling for months to get their personalities prominently in the big parades. The merchants, on the other hand, are recognizing that TV has defamed in on their venerable Claus exploitations, have eagerness to get the mark of high on their floats.

Macy Parade

The H. Macy's 28th annual parade here in New York will carry entertainers from at least 10 different TV shows. The parade will start at 11 a.m. at Central Park West at 11 a.m., Thursday (25). It will be on NBC-TV's "Home" show, 11 a.m. to noon, on 78 stations.

The Macy parade, Jon Hall as "King of the Jungle" (Television Films of America) will ride a elephant, Ann Baker as "Circus" (Ziv-TV) will walk as a sister of a group of kids behind the Iron Curtain. It and Costello (MCA-TV) will ride the circus float along with CBS-TV from TPA. Jackie will appear as young Jimmie in "Long John Silver" (NBC-TV). Sid Caesar (NBC-TV) dressed as Noah on an ark. Judy Holliday (NBC-TV) in the motion picture "Phffft" will be the snow on a 30-foot "Winter Holiday" float. J. Fred Muggs (NBC-TV) will ride a phaeton by a Shetland pony. Pinky (NBC-TV) will be the star of the candyland float. And the

Archives Plug Sales of Items

NEW YORK, Nov. 20.—A major effort for the TV film companies is to get their stars into department stores' Thanksgiving sales to spark sales of licensed merchandise in those stores.

At least three of the characters in the march next week are represented by items on sale in department stores for whom they'll be the star of the day. These are "King of the Jungle," "Ann Baker" and "Rocky Jones, Space Ranger." For "Ramar" this Macy's only the beginning. A two-day department promotion for the spring.

whole "Howdy Doodie" gang (NBC-TV) will ride a car.

Detroit Floats

In Detroit, J. L. Hudson Company's 28th annual parade will be picked up by WXYZ-TV and fed to the ABC-TV network, 10:15-11 a.m., EST. The Detroit parade will feature eight-foot-high walking figures imported from Italy, and a 100-foot-long Santa float. There will be a total of 21 floats in the Hudson parade, plus 13 bands and 1,300 marchers. Paul Winchell and Jerry Mahoney (NBC-TV) will do the descriptions on the network coverage.

The ABC-TV station here in New York is tying in with Bamberger's 20th annual Thanksgiving Day parade in Newark, N. J., which will consequently feature WABC-TV personalities. But the host of the parade, who will hail the crowd from atop the store's marquee, will be none other than Ray Heatherton. "The Merry Mailman" (WOR-TV).

Dick Crane as "Rocky Jones, Space Ranger" (United Television) (Continued on Page 6)

RECORD LABELS SCRAMBLE TO 'LET GO, LOVER'

By BOB ROLONTZ

NEW YORK, Nov. 20.—The sensational demand this week for the Joan Weber Columbia recording of "Let Me Go, Lover" after the record was featured on the "Studio One" TV show Monday (15) set off the greatest excitement on all levels of the music business in the past two years.

It caused major record firms to rush releases of the tune by such artists as Patti Page, Sunny Gale, Peggy Lee and Teresa Brewer.

It started new thinking about the power of TV for breaking thru a record (see separate report). And it provided the record business with a much-needed shot in the arm, as customers demanded the disk.

It all started on Monday when thrush Joan Weber's first record was featured five times on the "Studio One" show over the CBS-TV network. The record had been made-to-order for the show at the request of "Studio One" press agent Murray Martin. He phoned the firm's pop a.&r. head Mitch Miller and (Continued on page 12)

Outdoor Business a Winner With Uncle Sam Off Its Back

Rides and Midways in Black; Fairs Enjoy Biggest Season—Lotsa Kids

By HERB DOTTE

CHICAGO, Nov. 20.—Uncle Sam got off the back of outdoor business this year, and the result, as anticipated, was a boon to the industry.

The end of the 20 per cent federal admission tax on tickets priced at 50 cents or less bailed many carnivals out of the red, aided amusement parks and Kiddielands generally to more than offset lower per capita spending, and helped the nation's fairs to a more prosperous year than in '53.

'54 Best for Fairs

Of all segments of the outdoor field, fairs as a whole had by far the best year of any branch of the business, although they were least affected by the tax relief granted during the year.

Fortunately for them, Uncle Sam had previously eased their load by returning to them their tax exemption on front gate admissions because of their educational nature.

To be sure, fairs benefited from the '54 tax relief, for they recorded in the greater net receipts shared by carnivals that provided their midway attractions. But, the prime reason for their better-than-'53 showing was increased attendance.

Interest on Rise

Most fairs registered higher attendance, others held close to their '53 gate totals and only a relatively few experienced smaller attendance.

One of the main reasons for the upsurge in attendance was the powerful impact of the nation's mounting population. Heretofore, the postwar population rise was largely statistical to fairs, but this year the huge crop of war babies—youngsters now 7 to 10 years old—turned meaningful as a large percentage of them went to fairs for the first time.

Kids' Days Big

This was mirrored by record kids' days turned in by the vast majority of fairs in Canada as well as in the U. S.

There were other reasons for the hefty attendance. Ranks of exhibitors have swelled each year since the end of the war, and a large number of fairs found themselves confronted with problems of overflow exhibits, even with greatly enlarged facilities since the war's end.

The increase in exhibitors was not confined to any one group, though it was sharpest among 4-H Club boys and girls and Future Farmers of America. Notable was the increased participation of women, not only as exhibitors but as participants in special programs and activities.

Grandstand Biz Off

The attendance was up, fairs as a whole suffered a slight drop in grandstand patronage. Somewhat tighter economic conditions were blamed in part for this. So, too, (Continued on page 48)

U. S. to Tour Giant Exhibit

WASHINGTON, Nov. 20.—To sell the American way of life, the U. S. Government will road show a huge government exhibit at 20 trade fairs throughout the free world in the next year.

In the process, it will offer fireworks, free ice cream and cinerama.

The exhibit, Assistant Commerce Secretary Samuel W. Anderson said, will include displays of about 100 American firms and "give the world a graphic picture of this nation's production for peace and human well being."

Bangkok, Thailand, will be the site of the first fair December 7-16. The touring exhibit is under a new \$5,000,000 program authorized last summer by Congress.

NEWS OF THE WEEK

NBC-TV in Multi-Million Dollar Lure To Tivo Colgate Shows From CBS . . .
NBC-TV makes major effort to strengthen its daytime operation via a multi million dollar offer to Colgate and the owners of "Strike It Rich," and "The Big Payoff" to move the shows from CBS-TV. . . .Page 2

Ziv-TV Pares Cantor Price Tag In New York to Mere \$3,500 . . .
Ziv-TV has shaved the New York price on the Eddie Cantor show from \$5,000 to \$3,500, which still makes it quite expensive, but no longer the most expensive. Ziv appears to be holding price in other markets, and has now sold a total of 60. . . .Page 4

Three Du Mont Stations May Join Guild-Vitapix Ranks . . .
The three Du Mont-owned stations may become members of the Guild-Vitapix combine if negotiations now taking place pan out. That such a tie-up may eventually mean Guild's becoming a factor in Du Mont's network operation was being speculated this week. . . .Page 5

TV Film Tips Program Scales Westward With New York Losing Originations . . .
The continuing trend to TV film is increasingly tipping TV's program scales Westward with Hollywood's mounting importance cutting into New York as an origination center. . . .Page 6

Record Firms Expect Album Sales to Reach New Highs This Christmas . . .
Record manufacturers are readying promotion plans on packaged merchandise for the Christmas market, with all signs pointing to unusually good sales. . . .Page 11

Music Industry Leaders Throng to WSM's Annual Disk Jockey Event . . .
The annual disk jockey festival which honors WSM's "Grand Ole Opry" brought hundreds of disk jockeys, publishers and artists to Nashville this week. . . .Page 11

Should Clooney Record Be Banned? ABC Only Net to Think So . . .
The controversy over Rosemary Clooney's "Mambo Italiano" record continues this week, with ABC declaring the disk is not up to the web's "standards of good taste." The other three networks and most of the local stations disagree. . . .Page 12

Giant Exposition Planned to Hit Road on 42-City Tour . . .
An elaborate traveling exposition, dwarfing all previous efforts, is planned for an early February bow in Miami with a 42-city tour to follow. Educational aspects will be stressed, promoter Robert Bittner said. . . .Page 48

Outdoor Talent Bookers Hunt Fresh Grandstand Attractions . . .
Grandstand revues at major fairs in '55 will follow the pattern of the past, two of nation's top outdoor talent bookers, George A. Hamid Sr., New York, and Sam J. Levy Sr., Chicago, report after huddling. Both say they're prowling for fresh talent to strengthen revues. . . .Page 70

Music Ops Gird for Heavy Christmas Record Buying . . .
Juke operator buying expected to at least equal last year's high mark. Operators to build up their stock of 45's to replace old supply of 78's. Avalanche of new Christmas tunes to hoist operator holiday buying. . . .Page 98

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NBC Angles for CBS Shows To Bolster Daytime Line-Up

Web Trying to Buy 'Big Payoff,' 'Strike It Rich' From Packagers

NEW YORK, Nov. 20 — In a move to project itself more vigorously into the daytime TV sweepstakes, NBC-TV this week was reported engaged in multi-million dollar negotiations to purchase outright two properties now airing on the rival CBS-TV network.

The shows involved are "The Big Payoff" and "Strike It Rich," the former owned by Walt Frammer, and the latter jointly by Frammer and Frank Cooper. Both shows are bankrolled on CBS by Colgate. NBC is said to be dangling a highly attractive capital gains deal before the packagers as a lure to part with the properties, and to be wooing Colgate with a most favorable time deal to switch networks if and when the entire deal eventuates.

Colgate now has a long-term contract with the packagers for both shows, with the bankroller naturally retaining the option to place the stanzas where it pleases. Should the complicated negotiations work out, NBC would wind up not only owning but controlling the programs. This would be the latest in the long-time moves by the major webs to control properties airing on their facilities as insurance against sponsors moving them over to a rival.

Sponsors Interested

Reports are that the sponsor and the packagers are giving the proposal some concentrated thought. If the deal pans out, "Strike It Rich" would move into the 11-11:30 a.m. slot on NBC-TV and would precede "Home," which would start at 11:30, half an hour later than at present. "Big Payoff" likely would play the 3-3:30 p.m. period, as it now has on CBS-TV. There is also consideration being given to shifting it to 2:30 p.m. time, where it would tee off the web's afternoon line-up 30 minutes earlier than it now opens and would provide a strong rating tee-off.

Colgate, of course, is wondering whether the move would help or hurt the ratings of the shows. NBC is trying to convince the advertiser that viewers would remain with the show whatever network it uses.

As proof of this, it points out

'Millionaire' For Esty?

NEW YORK, Nov. 20. — The William Esty agency this week is reported to have acquired an option on "The Millionaire," the new Don Fedderson package. It is aimed at Colgate, which is looking for a show to replace "Strike It Rich" on CBS-TV.

The film program was created in an hour-long version, but it's expected to shave it to a half hour if it moves into the Colgate slot. It consists of various human interest stories dealing with millionaires.

REVOLVING DOOR IN SPIN

Biow Reorganization Sees Many Executive Changes

NEW YORK, Nov. 20.—Major changes in the ranks of its executive personnel are now taking place at the Biow Company, an agency which on January 1 changes its name to Biow-Beirn-Toigo. Several vicepres have already resigned, with the expectation that before much more time elapses another five veeps will also move elsewhere.

Several new execs have already been named, among whom are Robert Beaumarchais, senior vicepres

and John Toigo, executive vicepres, whose elevation was taken for granted since his name will grace the agency's new tag. Leaving the agency are Samuel Sutter, vicepres in charge of its creative department; Ben Alcock, vicepres and associate creative head; Remus A. Harris, vicepres and director of marketing; Leonard A. Weiner, head of TV film production.

The revised agency will, for the first time, function with a plans

(Continued on page 2)

AFTRA'S PENSION A PRECEDENT?

Webs Give 5%; Actors Don't Contribute; Other Unions May Seek Same Contract

NEW YORK, Nov. 20. — The pension plan concluded between the four video networks and the American Federation of Television and Radio Actors is expected to have labor-wide ramifications within show business. The webs have agreed to contribute 5 per cent of the "gross compensation" paid each artist to a huge pool which will become the pension fund. Performers are not to contribute.

The deal is expected to set off a chain reaction among important unions within the industry which will demand the same consideration from the networks. The trade expects members of the Screen Actors' Guild, the International Alliance of Theatrical Stage Employees, the National Association of Broadcast Engineers and Technicians and the various writers' and directors' guilds in live and film TV will put pressure on their officials to go out and get them a cut of the network pension pie.

Tho the American Federation of Musicians has no pension plan, it has an agreement with the webs which is somewhat comparable. On syndicated shows the producer pays 5 per cent of the network gross to the Musicians' Trust Fund, and on network shows the sponsor pays 5 per cent of the net time costs to the same source. This money is, in turn, used to furnish work for unemployed musicians. Thus, tho it does not come to members of the union as a pension, it becomes a further means of amplifying their income.

Petrillo Pact

James C. Petrillo, the head of the AFM, has just signed a contract for five years with the webs, but when it lapses he, too, will doubtless demand a similar deal to justify his continual claim that he does a better job for his boys than any of the rival union heads do for their members. And he has been especially vociferous in fighting with the artists' unions and with

George Heller, the AFTRA leader, in particular. Heller has scored a notable victory in getting the pension from the networks, which is a major achievement in show business contract negotiations. He did this by using it virtually as his major demand. Since the networks are not giving any pay raises, their feeling might have been that the pension was given in lieu of any such increases which actors would ordinarily have got in this prosperous TV season.

But Heller's main objective was to establish the pension principle and to toss overboard other major demands for the duration of this contract, which runs two years. He succeeded, and his success is bound to be reflected in future demands from other show business unions.

(Continued on page 3)

Bud Barry to William Morris

NEW YORK, Nov. 20. — The William Morris Agency this week confirmed reports that Charles C. (Bud) Barry will join the talent organization as of January 1 as a member of its executive staff. Barry, who recently resigned his post as vice-president in charge of program sales at NBC-TV, will work closely with Wally Jordan and George Gruskin in the agency's TV and radio group.

The Morris office indicated that the pacting of Barry is in line with its plans to expand its management service for its talent roster, as well as for the sponsors, networks and ad agencies with which it does business. Barry, previous to his last post, held down the top program veepee's berth at both NBC and ABC.

NBC Packages \$2.5 Mil Sports Series for '55

NEW YORK, Nov. 20.—NBC-TV is putting together a unique sports package priced at \$2,500,000 for time and talent for next year. The unusual part of the package is that it consists of seven or eight top sports events to be programed at different times during the year, giving a continuity of coverage which sponsors do not ordinarily receive when they buy sports. The usual deal is to purchase each big sports event individually.

Among the features are the Cotton Bowl, the National Basketball Association finals, the United States Open Golf Tourney, spring training baseball films, and perhaps a top notch tennis match. NBC is already trying to sell the package in quarters, with the price \$750,000 per quarter.

Quinn Heads for Coast To Aid 'Lux Theater'

NEW YORK, Nov. 20.—Lever Brothers is sending Stanley Quinn, a top video dramatic producer, out to the Coast immediately to give its Hollywood-originated "Lux Video Theater" the benefit of his New York live-production know-how. Quinn is the most seasoned producer in the J. Walter Thompson shop, with almost 200 hour-long productions of the "Kraft Theater" to his credit. J. Walter Thompson, of course, is one of the many Lever Brothers agencies and handles the show.

Quinn must first get the nod from Corny Jackson, the agency's headman on the Coast, before he institutes any radical changes. But after he does, he is expected to have a completely free hand in producing the drama. Cal Kuhl is the present producer of "Video Theater," and whether he and its three directors, Dick Goode, Earl Ebi and Buzz Kulick, remain with the show will probably be up to Quinn and Jackson.

Competition

Under consideration by Lever Brothers for the producer's slot on the show were many Broadway names, but the sponsor settled on Quinn because of his excellent record and experience. An important factor, too, was the kind of money asked by the Stern producers.

Whether the show remains in Hollywood or returns to New York is dependent upon the success Quinn has with it. There has been considerable question as to whether the show is being harmed because of its Hollywood origination. If Quinn, with his wealth of experience, is unable to produce it successfully, the program could conceivably be moved to the East

Quinn Heads for Coast To Aid 'Lux Theater'

It is also not beyond the realm of possibility that "Video Theater" may go to film if it remains in Hollywood. Jack Gross and Phil Krasne, producers of "Big Town" for Levers, have constantly told the sponsor that its problems would be ended if the series were on film. Taking over for Quinn on "Kraft Theater" will be George Roy Hill, an assistant producer on the show.

P&G Trades Day for Night

NEW YORK, Nov. 20.—Procter & Gamble this week dropped one daytime show and bought a little more nighttime on NBC-TV. Canceled by the advertiser was "Three Steps to Heaven," which was in the 10:45-11 a.m. slot on the network, now owned by Borden's.

The sponsor also purchased the five half hours of "Caesar's Hour" during January, February and March which were vacated by Speidel. O'Cello had previously agreed to step into the breach for Speidel, but changed its mind at the last moment.

French Makes 1st Day Buy on NBC

NEW YORK, Nov. 20.—A network client, French's Mustard, this week made its first daytime buy on NBC-TV. The advertiser will purchase one quarter hour of the "World of Mr. Sweeney," the Charles Ruggles vehicle.

J. Walter Thompson is the

Half-Hour Show For Berle May Hurt Hope, Ray

NEW YORK, Nov. 20.—Berle will probably move in 8:30-9 p.m. time period during season of 1955-56 when he switches to his new half-hour format. The sponsor will likely be Buick, but the client made no decision as yet but the program hasn't even priced.

Buick will have until the January to make up its mind all indications being that it will buy the half-hour show. Berle has done a good job slotting of Berle 8:30-9 will the end of the Tuesday 8-9 on NBC-TV which for 50 years contributed strong ratings to the network.

What the shift of Berle half-hour format will mean to Hope and Martha Raye, both of whom share the hour with Berle is not yet known. They may be forced to go to half-hour if they can be shifted to a hour, possibly on Sunday—can be worked out. Berle's filmed in Hollywood.

WU to Sponsor 'Down You Go'

NEW YORK, Nov. 20.—WU-TV will make its bow as a sponsor when it picks a Monty "Down You Go" bet December 8. On that date the show will begin originating from Monty's Telecenter here.

Since its debut in 1954 panel show has been staged on WU-TV. A Louis Cowan produced "Down You Go" is emceed by Bergen Evans. The agency deal was Albert Frank-Cu Law.

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Storer Corp. to Drop Katz, Make Own Spot Deals

NEW YORK, Nov. 20.—Storer Broadcasting Corporation is rumored to be getting set to drop its station rep in order to set up its own spot sales operation.

The chain is reported to have been long considering taking the step. Storer's maximum radio-TV station holdings makes logical the move, which would eliminate the payment of commissions to an outside rep. The move would put the Storer chain into a position similar to the national networks, which also handle spot sales for their o.&o. stations. Katz is the rep now handling the Storer outlets.

Meanwhile, Storer this week closed a deal that will add another UHF station to its roster, bringing its TV station holdings to five VHF and two UHF, the new legal maximum. The deal came in the form of a combined purchase of WFLL-TV in Fort Lauderdale, Fla., and WMIE-TV, Miami. The two stations would be merged into one, which would retain the WFLL call letters. Storer recently purchased its first UHF station, KPTV, Portland, Ore.

New Agency for Bayuk

NEW YORK, Nov. 20.—Bayuk is moving its business from Advertising Agency to Bayuk in the not too distant future, it was reported this week.

It's also understood that the advertiser is getting set to bow out as sponsor of "Saturday Night Fights" on ABC-TV.

RESTLESS PEOPLE

Jon Arthur, "Big Jon" to moppets who follow his five-a-week ABC show, is on the move with a heavy schedule of personal appearances. Arthur has been doing two and three shows a day on the West Coast, all sponsored by local fund-raising organizations. . . . Herbert Bayard Swope Jr., director of "Fragile Fox" on Broadway, returned to his director-executive producer job at NBC. . . . Dana Hardwick has been set for the second successive week on "Justice." . . . Frank Ford has been set in a production number for "Hit Parade" as a dancing grandfather. . . . Hans Conried, actor, will do a starring role with Fess Parker and Buddy Ebsen in "Davy Crockett at the Alamo" which Walt Disney is shooting for his ABC-TV net "Disneyland" series.

FULL CYCLE

'Corbett' To NBC, Its Fourth Web

NEW YORK, Nov. 20.—Kraft Foods this week finally gave the nod to NBC-TV to carry "Tom Corbett, Space Cadet." Du Mont also had been pitching hard for the deal. But NBC's new Saturday morning schedule seems to have made the difference.

"Space Cadet" will be slotted 11:30 a.m. to noon. It thereby follows the new Paul Winchell and Jerry Mahoney show. "Corbett" goes on sustaining December 11, and will be picked up by Kraft's caramel division beginning January 1.

For Rockhill Productions' veteran space property, the NBC booking means a full circle of the four webs in five years. It started on CBS-TV for Kellogg. Then went to ABC-TV for the same sponsor, which dropped it when it dropped Kenyon & Eckhardt for Leo Burnett. Last season it was on Du Mont for International Shoe.

Gypsum Drama Seg Is Retitled 'Fame'

NEW YORK, Nov. 20.—A mid-February starting date has been set for the airing of the "Greatest Drama" series, which National Gypsum has purchased from General Teleradio for spotting on 19 stations.

The 15-minute series will be retitled "Fame" for its Gypsum run. A new opening has been shot to introduce each episode. Batten, Barton, Durstine & Osborn is the agency for National Gypsum.

Revolving Door

group, headed by Toigo, and other major changes will be made in its methods of operation.

The emphasis will now be on teamwork under the new regime. The Biow Company was more or less regarded in the past as a one man operation, with Milton Biow consistently carrying the ball and making all major decisions. This method of operation built it into one of the largest firms in the business, but in recent years it has started to slip. The Philip Morris account has been regarded in jeopardy, a rumor which has been fed by the tobacco company's failure to improve its position in the industry.

The climax, of course, came when a struggle for power occurred within the agency which was resolved when Terry Clyne left and took with him the Bulova account, one of the agency's mainstays. The new order then moved in and some of the old order now are moving out.

Lehn & Fink Offers CBS-TV \$30,000 for 'Lucy' Re-Runs

NEW YORK, Nov. 20.—The CBS-TV network this week received an order, as yet unaccepted, for the second-runs of "I Love Lucy" from Lehn & Fink. Sponsorship is to begin in April in the Sunday evening 6-6:30 p.m. time period, after "Omnibus" finishes its season's run.

The price the client is paying for the top-rated situation-comedy is \$30,000 each week, net. It is not yet known whether the show will be retitled when it begins its second run.

"Lucy" will be the only show in TV to have two network sponsors at the same time, each of whom will be using the same network on a different day. It will undoubtedly become the most successful show financially in the annals of TV. Its cost for the first run is estimated to be about \$45,000 per week. The program therefore will

be netting the sum of \$75,000 each week which will put it considerably ahead of its closest competitor, "Dragnet." This show has been retitled and gone into syndication under the title of "Badge 714."

It, too, has been a fantastic moneymaker, but will net the owners much less because of a fairly sizable distribution fee. "Lucy," of course, will still have a great deal of value left for syndication. The owners of the situation-comedy are its stars, Lucille Ball and Desi Arnaz, and their firm, Desilu Productions.

Lehn and Fink are alternate sponsors of "The Ray Bolger Show" on the ABC-TV network. Whether its sponsorship of this property will be affected by its new buy is not known, but the ratings of Bolger in the coming months will bear strongly on the situation. There also may be a conflict next season

when "Omnibus" returns with a half hour of its time taken by the second run version of "Lucy." The problem can be sidestepped by giving "Lucy" another acceptable slot when one opens up.

KHJ-AM-TV Struck By 70 Engineers

HOLLYWOOD, Nov. 20.—Seventy engineering employees at TV-radio Stations KHJ-TV and KHJ went on strike yesterday (19) after the complete breakdown of contract negotiations that started in September.

Engineers are asking \$5 weekly wage increases and a job classification system. The stations, Hollywood origination points for the Mutual and Du Mont networks, are temporarily being kept on the air by supervisory employees.

NBC Angles

• Continued from page 2

were further irritated when its chief competitor got the properties.

Should the two shows move back to its web, NBC would stand to gain an estimated \$6,000,000 in billings over the period of a year. Both shows have considerable life left in them and consequently NBC would be in a position to recoup most of its investment in several years. It also stands to gain further by the increased business that it figures will come its way with these two shows on its web. And it will not have to waste important time building shows and waiting for sponsors to take the plunge.

In the event this coup cannot be pulled off, NBC will move almost immediately to strengthen its morning line-up by shoving down "Home" 30 minutes into the 11:30 a.m. 12:30 p.m. time period. Pressure is being put on Bordens to move its 10:45-11 a.m. stanza to a later time period. This would open up three quarters of an hour for a strong personality show similar to Arthur Godfrey and Garry Moore. Also a possibility for the time period would be the Betty White Show, which would take on board a strong male emcee to win the female audience.

The major task of NBC is to revitalize its daytime programming operation in order to give the network a more favorable profit position. In the coming months considerable effort will be expended toward that end. The network has a number of advertisers ready to plunge into the medium in a big way, among whom are General Mills and Lever Brothers.

RCA Defendant in U. S. Anti-Trust Suit

NEW YORK, Nov. 20.—The Justice Department this week filed an anti-trust suit against the Radio Corporation of America aimed at breaking up what Acting Attorney General William P. Rogers called RCA's "monopolistic and restrictive control over the radio-TV patent licensing industry."

The suit, filed in the U. S. District Court in New York, charged that RCA since 1932 had gained control over some 10,000 patents in the radio-TV field and had used them both to control introduction of new developments and to exclude potential or actual competitors from the patent licensing business.

As a result, the complaint alleges, competing radio-TV manufacturers were discouraged from realizing their full research, manufacturing and profit potentials, while new radio-TV developments were barred from the market, and the manufacture and sale of radio and TV products were unreasonably restrained.

RCA Answers

In a statement replying to the charges, RCA pointed out that its "liberal licensing policy of making its inventions available to all has resulted in the development of the radio-TV industry as the fastest growing and most competitive industry in the world." RCA also said that the agreements on which the complaint is based are the same agreements which were approved by the courts and the government in 1932 and have since been twice upheld by the courts, once in 1942 and again in 1954. It

also stated that RCA does not acquire for itself, nor does it grant to others, exclusive patent licenses.

The Justice Department complaint also requested a separate hearing to determine how to restore competitive conditions in the radio-TV patent licensing business and in the manufacture, sale and distribution of radio-TV products and devices.

CHICAGO, Nov. 20.—Zenith Radio Corporation this week announced that the suit brought against the Radio Corporation of America by Zenith and the Rauland Radio Corporation has been sustained in the U. S. Court of Appeals and that both companies may proceed with their \$16 million triple damage claim.

The decision which was handed down by the Court of Appeals denied a mandamus petition filed by RCA July 13. Zenith and Rauland, in their original suit, charged that since 1919 RCA and others have engaged in a conspiracy to monopolize the radio and television business, and together with large foreign interests have divided the electronics business of the world among themselves. Both firms contend that as a direct result of this conspiracy they have been excluded from Canada and other foreign markets. The suit was originally filed January 8.

NEWS IN BRIEF

The number of radio and television retailers has zoomed 12 per cent in the past two years, according to a Radio-Electronics-Television Manufacturers' Association survey. The survey shows that of a current total of 107,100 retailers, 20,950 are in the North Atlantic region, 13,050 in the South Atlantic, 35,850 in the Midwest, 21,650 in the Southwest and 15,600 in the Far West. The average dealer sold 60 TV and 61 radio sets in the 12 months ending June 30 this year.

Harold E. Fellows, National Association of Radio and Television Broadcasters' president, this week urged the Radio TV News Directors' Association to co-operate with NARTB's Freedom of Information Committee to spot "the early symptoms of the creeping paralysis of censorship."

A total of 1,005,725 TV sets were shipped to dealers in September, up 2 per cent from the number shipped in September last year, according to the Radio-Electronics-Television Manufacturers' Association. Shipments for the first nine months this year totaled 4,469,596 TV sets compared with 4,643,456 units shipped in the same period last year.

Federal Communications Commissioner Robert E. Lee disclosed last week that he will

make a study of a new reflector-booster device which can be used to extend TV broadcasts to small and isolated communities. The study was requested, he said, by Sen. Warren G. Magnuson (D., Wash.), who will take over as chairman of the Senate Interstate and Foreign Commerce Committee next year, and Sen. Henry M. Jackson (D., Wash.). The device already has been used to extend a TV broadcast from Seattle across the Cascade Mountains to Bridgeport, Wash., over 100 miles away.

The U. S. Court of Appeals last week upheld the Federal Communications Commission decision to grant Channel 3, Montpelier, Vt., to Station WCAX without holding a competitive hearing.

RCA has begun commercial production on its new 21-inch color TV picture tube. The firm has already shipped a batch of demonstration 21-inch receivers to its distributors in key color TV markets. It expects to start turning out the sets on a limited basis within a few weeks.

ABC has started installation of five new 50-kw. CE transmitters for its o.&o. stations. The transmitters, first of the kind to be manufactured by GE, are capable of transmitting color signals. They were designed co-operatively by ABC and GE.

SUPER POWER

WGAL-TV NBC CBS DUMONT

LANCASTER, PENNSYLVANIA

316,000 WATTS



MR. CHANNEL 8

Covers a vast, prosperous territory—a rich target for your advertising dollar

Steinman Station
Clair McCollough, President

Represented by
MEEKER TV, Inc.
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

Cantor Pricing a Test: Can Syndicators Get Big Dough?

N. Y. Tag on Show Reduced; Other Markets Pay Well; Trend Sought

NEW YORK, Nov. 20. — With the industry avidly watching sales of Ziv-TV's "Eddie Cantor Comedy Theater," which is being touted as one of the most expensive syndication properties in the history of the business, the distributor is reported to have begun shaving down its asking price for sponsorship here in New York.

Ziv started its peddling with a price tag of \$5,000 a week for New York. By the early part of this week it was reported to have come down to \$4,000. By the end of the week the show was reported to be available for \$3,500.

That's still regarded as the second highest price yet for this market. The previous highest New York price asked or paid over the past year was \$3,250 which Motion Pictures for Television is getting for 26 weeks of "Sherlock Holmes." MPTV got \$3,000 for "Duffy's Tavern," which Arnold Bread canceled after 26 weeks. Also \$3,000 is the price Television Programs of America is asking for "Ellery Queen," which is still not sold here.

But the marked-down price brings the Cantor show closer to the general market price and down

from the heady heights of "highest price list in the business."

Abbott-Costello

The highest price ever actually paid for a syndicated show here was \$4,500. That's what MCA-TV got from the Chevrolet dealers for the first run of Abbott and Costello. At the time, MCA-TV had been asking \$7,500. That deal was made about two years ago. Chevy ran the show on WCBS-TV at 10:30 p. m., Friday, a slot which is now filled by the network. Chevy canceled after 26 weeks. Total time and talent cost on

that deal came to about \$7,000. The show drew ratings of close to 20.0, which got it into almost 600,000 homes, giving a cost-per-thousand-homes of over \$10.

But another determining factor in Chevy's bow out of that deal was that Abbott and Costello were seen to be a strong kiddie attraction, and that potential was considered to be dissipated by the late-evening slotting.

Chevy now sponsors "The Lone Wolf," which it got from United Television Programs for a reported (Continued on page 8)

'GAME OF THE WEEK'

Bloch Gets Rights to Film Yank Games

NEW YORK, Nov. 20. — Ray Bloch Associates this week acquired the rights to the "New York Yankees Game of the Week," which it will produce on film for delivery next season. The half hour show will offer highlights and features of one of the games played each week by the ball club. It will be delivered for telecasting about a week later. Since there are 26 weeks in the season, there will be that many films available. A pilot film of the property already has been made.

The rights are world-wide and theatrical, and would naturally include such places as South America and Japan, which are red-hot baseball countries. The program can be delivered five days after it is filmed. The immediate pitch will be to network caliber sponsors, but the show will also go into distribution on a syndicated basis. No syndicator has been selected.

The only market not available will be New York City, where the Yankees do not wish to compete with themselves. Since Ballantine beer and White Owl cigars jointly sponsor the regular telecasting of the Yankee games, no beer or tobacco sponsors who obviously would be competitive will be accepted.

Producing the show for Bloch will be Mace Neufeld and Sherwin Basch, who will offer a completely different type of coverage of base-

ball than that now seen on TV and in the newsreels. Five cameras will be stationed in various parts of the field to strive for comprehensive and interesting coverage.

An important aspect of the program is that it cannot be shown in competition with any organized baseball being played at the same time. This regulation makes certain that the Yankees do not violate agreements with minor league clubs which prohibit invasion of their territory. At the same time, the Yankees will be seen in areas which ordinarily do not see them play.

Brit. Net Gets 'Burns, Allen'

HOLLYWOOD, Nov. 20.—The "Burns and Allen Show" has been bought out for airing on the new British commercial network beginning March 1, 1955. No price figures were given, but MCA handled negotiation for the 39 half hours.

Burns and Allen made their radio debut over the BBC network in 1925 when they were signed for 26 weeks after being spotted as part of a vaudeville act in the Palladium.

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series, and Their Pulse Multi-Market Ratings

This month's feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	October Rating
1	Badge 714 (NBC Film)	16.6
2	Stories of the Century (Hollywood TV Service)	14.9
3	I Led Three Lives (Ziv TV)	14.3
4	Mr. District Attorney (Ziv TV)	13.9
5	Racket Squad (ABC Film)	13.0
5	Gene Autry (CBS Film)	13.0
7	Wild Bill Hickok (Flamingo Films)	12.9
8	Cisco Kid (Ziv TV)	12.6
8	Superman (Flamingo Films)	12.6
10	Douglas Fairbanks Presents (Interstate TV)	12.4
11	Ellery Queen (TPA)	12.3
12	The Falcon (NBC Film)	12.2
13	Death Valley Days (Pacific Borax)	11.8
14	Foreign Intrigue (Sheldon Reynolds)	11.7
15	Annie Oakley (CBS Film)	11.1
15	Hopalong Cassidy (NBC Film)	11.1
17	Waterfront (UTP)	10.9
18	Meet Corliss Archer (Ziv TV)	10.6
18	Liberace (Guilf Films)	10.6
20	City Detective (MCA-TV)	10.4
21	Amos 'n' Andy (CBS Film)	10.2
21	Favorite Story (Ziv TV)	10.2
23	Kit Carson (Coca-Cola Co.)	10.1
24	Range Rider (CBS Film)	9.9
25	Boston Blackie (Ziv TV)	9.2
25	Duffy's Tavern (MPTV)	9.2

THE BILLBOARD SCOREBOARD

Top Ten Network Film Shows and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standing of film show vs. live web show by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly finding of the American Research Bureau.

Rank Among Web Shows	Rank Among All Web Shows	Program	Web	Oct. ARR Ratings
1	2	I Love Lucy	CBS	52.1
2	4	You Bet Your Life	NBC	46.4
3	5	Dragnet	NBC	44.0
4	9	G. E. Theater	CBS	35.4
5	14	Private Secretary	CBS	33.2
6	15	Ford Theater	NBC	33.0
7	16	Burns and Allen	CBS	32.5
8	17	Life of Riley	NBC	31.5
9	19	Fireside Theater	NBC	31.1
10	22	December Bride	CBS	28.7

30 STATIONS WOULD JOIN FILM NETWORK

Kaufman Plan Proposes NFN Advertisers Be Billed 50% of Individual Rate Cards

NEW YORK, Nov. 20. — At least 30 independent stations have so far indicated interest in joining the National Film Network being promoted by Julian Kaufman, general manager of XETV, Tijuana, Mexico, which covers the San Diego, Calif. market. Kaufman intends to call a meeting of these stations, probably in Los Angeles, sometime in January.

At that time Kaufman will propose that NFN advertisers be billed 50 per cent of each station's rate. Virtually all of that would go directly to the station, since NFN would be a co-operative venture and there would be only a small administrative charge to come off the top.

In New York this week to discuss the plan with film distributors and put the finishing touches on an affiliation contract form, Kaufman said that one distributor has asked for an exclusive tie-in with NFN which, in effect, would have resulted in a Guild-Vitapix type of combine.

Against Exclusivity
Kaufman would not identify the distributor, but he said he does not now look with favor on such a deal. Kaufman justified that 50 per cent time charge by noting that network affiliates normally get only 30 cents of the advertiser's dollar anyhow. And the main point of NFN, as conceived by Kaufman and XETV sales manager Gil Lee, was to get top film programing on independent stations without out-of-pocket expenditures by the stations. As in any network situation, it's the big nationally advertised shows that build a station's ratings so that its adjacencies find a demand.

According to Kaufman's plan, the responsibility for selling NFN time will be the film distributors. The top film firms will be invited to attend the Los Angeles meeting, as will ad agency people.

Pilots, Plans For Several New Series

HOLLYWOOD, Nov. 20.—Pilots and plans for several new series were announced in Hollywood this week. Most advanced, production-wise, is a Biblical series being prepared as a joint enterprise of Arthur Lyons' Artists Productions and Fred M. Packard Productions.

Three of the projected 156 half-hour color films have been completed by Packard, who shot them under the aegis of J. Arthur Rank but has obtained 100 per cent control over them. Another 61 teleplays are finished, while 92 are in treatment form. The three half hours so far completed were filmed on location in Egypt and Israel.

Joseph Justman, head of Motion Picture Center, has obtained rights to 11 Upton Sinclair "Lanny Budd" novels and has formed a (Continued on page 8)

\$25,000,000 BITE

O'Neil Enters Bid for Part Or All of Hughes' 700 Pix

NEW YORK, Nov. 20. — Tom O'Neil, head of General Teleradio's radio-TV-film empire, is the latest entry into the bidding for Howard Hughes' RKO feature films.

O'Neil, who earlier this summer parlayed his high-priced purchase of 30 Bank of America features into a success story that still has TV film row dazzled, is understood to have begun preliminary negotiations with Hughes for acquisition of a good part or all of the approximately 700 RKO features. Hughes' latest reported asking price for the films was \$25,000,000.

Also reported negotiating with Hughes for the features is Eliot Hyman, head of the newly re-activated Associated Artists Productions. Whether Hyman and O'Neil are each bidding for the entire package or are seeking to split

the bundle between them is open to speculation.

Rationed Basis

Control of the entire RKO library by one TV film company would put it in a position to release the pix to the TV market on a rationed basis. By releasing, say, no more than 150 of the pictures a year, there would be less chance of a large-scale drop in TV feature prices than there would be if a much greater number of the RKO properties were unloaded on the TV market at the same time.

O'Neil's appetite for the RKO films has been whetted sharply by the success he has achieved with the 30 Bank of America films which he bought for \$1,250,000, a price which many seasoned TV feature film distributors confidently felt left no room for profit. The

price tag on the Hughes pix, of course, is many times that O'Neil paid out for his current crop of films, and will no doubt raise that many more doubts about the ability of any firm to break into the black on their release for TV.

Fine Judgment

In the few months since the purchase of the Bank of America films, however, O'Neil has proved the wisdom of his deal. The price he paid has already been made back by the General Teleradio Film Division's sales of the package to stations, reportedly for record-breaking sums. Additionally, by turning the Bank of America pix over to WOR-TV, here, for programming as "Million Dollar Movie," he has succeeded in catapulting that station into a more respected and financially more solid position in the New York market.

Smash Plan to Go Afield After Success in S. F.

HOLLYWOOD, Nov. 20.—Success of UTP's Smash Plan as tried out by Station KRON-TV in San Francisco (The Billboard, November 20) has decided United Television Programs to push the plan in other areas also, and company salesmen began huddling with station representatives in New York, Los Angeles, Chicago and San Francisco this week.

Being offered in the package for 39 consecutive night screenings are three first-run shows, "Where Were You?", "Lone Wolf" and "Waterfront." A fourth, "Mayor of the Town," is being held out because not enough pix have been completed yet, but may be included later.

Price to stations will be about the same as for regular runs, according to UTP Vice-President Wynn Nathan, but one determining factor will be the time slot in which the show is placed. Distribution costs are expected to be slightly lower under the new plan.

Malone Firm To Produce Mystery Films

HOLLYWOOD, Nov. 20.—Joel Malone, originator of "The Whistler" series, this week formed Joel Malone Associates to produce the remaining 26 segments of the show as well as to prepare a new mystery series, "Satan's Waiting," pilot of which has been shot with Jeanne Cagney.

Dispute arose over costs between CBS, which is financing "The Whistler," and Lindsley Parsons, the producer. Difficulties appeared because of the length of shooting time and because Malone had authority of over-the-line costs while Parsons was responsible for actual production.

Parsons, as a result, bowed out this week, and production reins were handed to Malone, who will do the shows on a cost-plus basis.

WGAW Elects Breen Prexy

HOLLYWOOD, Nov. 27.—Richard Breen has been elected as the first president of the Writers' Guild of America West. Named with him at the group's first annual meeting this week were Paul Franklin, vice-president; Curtis Kenyon, secretary-treasurer, and Julius Epstein, Sonya Levien, Ronald MacDougall and Frank Nugent, council trustees.

Fenton Earnshaw was chosen president of the television branch, Irvin Goff as prexy of the screen writers, and David Friedkin as head of the radio writers.

The membership dickered, for the time being, the issue of whether to bar Communists or writers who refuse to testify before congressional committees.

GEN. TELE. READIES NEW PUSH IN SYNDICATION

NEW YORK, Nov. 20.—General Teleradio is preparing to take its half-hour and quarter-hour TV shows off the shelf and push their sale to stations and local sponsors.

The firm up to now has been holding back on its syndication activities in order to concentrate on its feature film package. Now that it is off the hook on the features, it's ready to launch within the next two weeks a major direct mail promotion campaign on its syndication properties, to be followed by an intensive sales effort by its staff.

Due for the biggest push is its newest property, the Fulton Lewis Jr. weekly quarter-hour news anal-

SHOW TO AID CANCER DRIVE

NEW YORK, Nov. 20.—"Janet Dean" and Ella Raines, the series' star, will throw their weight behind the Damon Runyon Cancer Fund drive to achieve its goal of \$10,000,000 by December 10. Station managers in the 37 markets playing the film series have been deputized to handle all checks sent in by viewers watching the show.

Program time on the show is being donated by the Emerson Drug Company, its sponsor, to plug the drive. Miss Raines will also make many appearances on behalf of the Runyon Fund.

LONE RANGER

Map Campaign To Promote Merchandise

HOLLYWOOD, Nov. 20.—A campaign to plug Lone Ranger merchandise will be launched sometime within the next month, following a meeting between Jack Wrather, president of Lone Ranger, Inc., and some 100 of the 150 merchandisers licensed to manufacture Ranger products.

ABC will start a TV and radio promotion campaign simultaneously with a merchandising push by the company. Altho the Lone Ranger has made few personal appearances to date, the company hopes to send masked men on tours throughout the country in an effort to lure the kids to stores.

This is the first time a concentrated effort will be made to sell the merchandise. Records, up to the time Wrather bought the company several months ago, are incomplete, and, according to Lone Ranger officials, there is no way of telling what the dollar volume has been or how many articles are being manufactured, since a number of the licensees turn out as many as six or seven.

New products will be issued whenever some are found which are not selling, a company spokesman declared. Plugs will emphasize that 1955 will be the Ranger's 22d year on the air.

MCA-TV Buy of UTP Blows Hot and Cold

HOLLYWOOD, Nov. 20.—It appears that negotiations are still going on between the top executives of MCA-TV and United Television Programs for a deal whereby the former would take over the latter. A verbal agreement is reported to have been reached a week ago, but the contracts have been drawn, none was signed by the end of this week.

For a while this week it looked as if the deal might have cooled off. But by the week's end, it was hot again, tho no one would pre-

dict what the outcome might be. A final decision was generally not expected until the end of next week.

Meanwhile, UTP was this week setting syndication plans for three more shows to go into production in January. "Alias Jimmy Valentine" will be produced by Gross-Krasne, owner of UTP. "O Henry TV Playhouse" will be produced by A. Edward Sutherland in association with G-K. And Eugene Solow and Brewster Morgan, producers of "Authors Playhouse," which UTP is peddling nationally, will expand one of the segments, "Dr. Hudson's Secret Journals," based on the Lloyd C. Douglas novel, into a 52-episode series starring John Howard.

"Wolf" Off
G-K has apparently decided to stop production of "The Lone Wolf" after completing the 39th installment this week. The reason for this appeared to be that the production costs were going over budget.

A dark horse in the MCA-UTP negotiations is said to be Roland Reed, for whom UTP distributes two shows, "Waterfront" and "Rocky Jones." Another Reed production, "Alarm," is also supposed to be heading for UTP syndication. Whether or not MCA-TV would get these shows in the event the merger came off would probably be up to Reed, and he's apparently not going to make up his mind until he sees what the terms of the take-over are.

3 Du Mont Stations Near to Joining Up With the Guild-Vitapix Combine

Talks Scotch Rumors of ABC Buy, Center on WABD; Potentials Rife

NEW YORK, Nov. 20.—The possibility of the three Du Mont owned TV stations joining the Guild-Vitapix combine became very real this week. The refrain arose as the last note died away in the "ABC is buying out Du Mont" rumor, which had reverberated thru the trade last week.

Ted Bergmann, managing director of the Du Mont broadcast division, told The Billboard he had been in consultations with Reub Kaufman, Guild president. The main topic of interest, he indicated, was WABD here. But he said WTTG, Washington, and WDTV, Pittsburgh—there is not a Vitapix member in either of those towns—were also part of the discussion.

Trade observers noted that such a tie-up held the potential for still bigger things on both sides.

For Vitapix, the entry of the three Du Mont stations could well increase the momentum of the rush of other stations to join the line-up. There are now about 40 active Vitapix outlets in the deal, and about 20 more pending.

But, even more important, such a deal would give Guild Films a pipeline into the Du Mont network,

and Du Mont would thereby have vastly broadened programing resources by which to lure sponsor prospects.

Good Spot

As for the Guild-Vitapix combine, with the Du Mont organization as an ally, it might be in a position to offer national advertisers a most attractive combination of spot and network coverage which would be formidable.

In an official statement this week in which he finally scotched the rumors that Du Mont was in any negotiations to dispose of the network, Bergmann indicated his organization was exploring every way by which it might strengthen Du Mont's competitive standing.

Citing the UHF-VHF intermixture as the core of Du Mont's problem, Bergmann said, "Expectation that prompt relief could come from Congressional action has not been realized, and other measures must and will be taken."

He added: "We have been engaged in technical and other studies which offer encouraging promise for new and more economical network service which we are convinced will meet wide approval."

As in the past, we will exercise every effort to reduce the burdensome limitations on network operation and perpetuate the Du Mont TV network as a potent force for public service and advertising."

Former Talks

Bergmann said that Frank Mullen, president of Vitapix, had invited him to join the group over a year ago, but that he didn't see anything in it for Du Mont at that time. But, he said, since the Vitapix tie-up with Guild, and in view of the line-up of programing to which Guild has committed itself, he is definitely interested.

Meanwhile, it was reported that Guild was close to its first national sponsorship deal to ride the Vitapix stations, but the identity of the advertiser was not revealed.

ATLAS AWARDS

Films, Live Segs to Vie For Emmys

HOLLYWOOD, Nov. 20.—Film and live programs will fight it out together for the 34 Emmys to be awarded by the Academy of Television Arts and Sciences this year. Altho there had been some talk that programs would be separated into two categories, the ATAS decided against this and, as a result, the awards should provide a good measuring stick as to the comparative quality of filmed and live shows.

Awards will be made in these categories: Individual program, dramatic series, situation comedy series, variety series, news commentator, cultural or educational program, children's program, best actor in single performance, best actress in single performance, best actor starring in regular series, best actress in regular series, best supporting actor and actress, best Western and best mystery series, as well as several others.

In addition, 13 professional technical awards are to be presented for the first time.

Open Road Shoots 3 Pix

HOLLYWOOD, Nov. 20.—Open Road Productions has completed filming of the first three pix of a projected teleseries in London. Starring Joan Shawlee, the films tell the story of an American girl's adventures in Europe.

Producers Victor Hamburg and Bob Goldstein plan to resume shooting in January, using varying backgrounds for the show.

'Blondie' Offered For Network Sale

HOLLYWOOD, Nov. 20.—"Blondie," series pilot shot by Hal Roach Jr., is being peddled by the Morris agency in New York for network sale. Several sponsors, including a cosmetics firm, are reported interested, and Roach hopes to get the series under way by January 1.

Ziv Peddles Cantor Show in 60 Cities

NEW YORK, Nov. 20.—Two weeks after sending its salesmen out on the road, Ziv-TV has wrapped up another 47 markets on the "Eddie Cantor Comedy Theater." Added to the three regional beer deals clinched before syndication sales began, the total spread so far is 60 cities.

A number of other deals were reported to be hot, but Ziv is not telling what they are. Bud Rifkin, Ziv sales vice-president, did say that top interest was being evinced by breweries.

It was, in fact, beers which led the list of new buyers. Weideman Brewing, thru Tatham Laird, bought Cincinnati, Dayton and

Colmbus, O. San Francisco Brewing (Burgermeister Beer), which already bought six top West Coast markets, bought another six in California: Bakersfield, Salinas, Fresno, Stockton, Sacramento and Eureka. Fort Pitts Brewing Company, thru BBDO, took six markets in Pennsylvania, Ohio and West Virginia.

Other Sponsors

Crown-Zellerbach, Inc., of San Francisco, the lumber and paper firm, will make its bow in TV sponsorship with the Cantor show. It will ride it in Denver and Colorado Springs, Colo.; Albuquerque, N. M., and El Paso, Texas. Purity Biscuit has taken Cantor in Reno, Nev., and Boise, Idaho, and will probably take a still larger spread.

Meanwhile, Ziv has continued to rack up sales on "Meet Corliss Archer." The show is now in a total of 156 markets. It was recently sold to stations in Las Vegas, Nev.; Rockford, Ill., and Eau Claire, Wis. Rifkin said that food firms continue to dominate "Corliss" sponsorship.

MCA Gives Stock To 10 More Execs


HOLLYWOOD, Nov. 20.—Another 10 officers of the five Music Corporation of America companies were given common stock in the firms this week. Most of them were in MCA's motion picture operation. Three were in the TV end: Alan J. Miller, executive producer of Revue Productions, and Berle Adams and M. C. Levee Jr., of the TV department here.

There are thus a total of 20 MCA execs who own stock, plus the trustees of the five profit-sharing trusts which hold stock for the benefit of participating employees.

THE Acknowledged LEADER


- MEET CORLISS ARCHER
- MR. DISTRICT ATTORNEY
- TIMES SQUARE PLAYHOUSE
- YESTERDAY'S NEWSREEL
- I LED 3 LIVES
- FAVORITE STORY
- BOSTON BLACKIE
- THE CISCO KID

- SPORTS ALBUM
- STORY THEATRE
- THE LIVING BOOK
- YOUR TV THEATRE



ZIV TELEVISION

This One



L02N-AFD-JN83

FILM PROGRAM EXPANSION NEXT YEAR BY NBC, CBS

Variety Stanzas, Big Shows, Some Dramas, Daytimers to Remain Live

HOLLYWOOD, Nov. 20.—Both NBC and CBS plan to expand the number of their film programs next year, thus continuing the Westward movement of production that has been going on for the past two or three seasons.

All but a few of the new shows being developed by the two nets will be of the film variety, if present plans develop. The primary holdouts will be the variety programs, the big shows such as the Chrysler "Shower of Stars," the daytime programs and some dramas.

Of 10 new programs in the CBS hopper, six or seven would be done on film, and all would originate from the West Coast. NBC has a block of 40 new show concepts of which Fred Wile Jr., vice-president in charge of programming in Hollywood, believes about four will hit the nation's screens next year. Of the five which are the hottest right now, at least three would be placed on celluloid.

The nets took the big swing toward the West Coast last year. In 1953 NBC originated 16 programs, seven live and nine film, from Hollywood. This season the figures are 31 programs, 15 live and 16 on film. CBS in 1953 originated 29, 19 live and 10 film. This year it's 33, with 15 live and 18 on film.

Completion of NBC color studios in Burbank is expected to bring another considerable migration. NBC will begin telecasting some of its spectaculars from there about February, and will probably originate the majority from the Coast within a year. There is also a possibility that Sid Caesar will move west, and Milton Berle already has announced plans to put himself on film.

Both Wile and Harry Ackerman, vice-president of CBS, foresee a continuing trend toward the Coast. Wile points out that production costs for live TV are higher in New York, where NBC studios are scattered all over town, and when there is a physical problem of moving props and equipment from place to place.

Ackerman thinks that the fact that most stars prefer to live on the Coast will do in TV the same as it did in theatrical motion pictures. All situation comedies and most dramas will be on film very shortly, he believes. In comedy, he points out, there is a matter of timing involved which it is extremely difficult to achieve on live shows, while dramas need the movement that pictures are able to provide.

CBS has also begun to recognize the value of residuals, Ackerman declares, another reason for the film shift. The success of the "Amos n' Andy" reruns has frankly been surprising, he states. NBC execs are perplexed over "Badge 714," which in some markets has been getting a higher rating than "Dragnet."

Ackerman believes it's the job of a net to have new shows prepared even though there may be no time slots available, and that these should be placed on the airwaves whenever an old program falters. He thinks the Red Skelton show will not be shunted off, however, because talks with a sponsor are nearing the selling stage.

The "Professional Father" series, being filmed by McCadden, should be sold and on the air by the first of the year, Ackerman said. Although no definite plans on the fall shows will be made until March, he continued, these are the top candidates at present:

"No Way Out," an anthology series being written by Robert Carson and Bill Brennan; a Bob Crosby nighttime show; a Johnny Carson variety program; a mystery series based on Raymond Chandler's Philip Marlowe detective, for which David Dortort and E. Jack

Neuman are preparing the scripts; a TV version of "Gunsmoke," the adult Western drama now on CBS radio; a sensational drama called "The Townspeople" which would utilize various motion picture stars; a Claudette Colbert series, format of which has not yet been set; "The Mighty O." casting for the pilot of which is now going on; and the "Henry Aldrich" show, pilot of which was shot at Motion Picture Center this week.

NBC has plans for a "Fibber McGee and Molly" series, for which casting is in progress; Tom McKnight is preparing to shoot two pilots for the net: One is based on the Alexander Botts "Earthworm Tractor" stories in The Saturday Evening Post, and would be a comedy, while the other is a "Hildegard Withers" detective drama; a TV version of "Baby Snooks" in the works, a half-hour series based on the "Two Soldiers" sketches for which Tom D'Andrea and Hal March have become famous on the "Colgate Comedy Hour" is being planned; also being readied is a new show for Keefe Braselle, who has been signed to a five-year contract; Paul Gilbert, who starred in "The Duke," may be re-signed for another program.

The spectaculars apparently will be continued next year, at least on CBS, according to Nat Perin, who produces the color shows, altho he thinks they may have been premature this year. He believes they will eventually become recognized as the big shows, similar to the Cecil B. DeMille epics on theatrical screens, and will draw comparable audiences.

This year, however, CBS is not emphasizing the color angle nearly as much as NBC and, in fact, is not even telecasting in color on the West Coast. Whereas NBC, which originates in the East, is sacrificing the better evening time, CBS, originating in the West, kinescopes the programs and then retecasts them three hours later in black and white for the West Coast.

Kinescopes of old live shows
(Continued on page 8)

PRODUCTION NOTES

By BOB SPIELMAN

Tony London, producer of the new "Craig Rice" series for McCadden, says TV has created an entirely new problem for comedy writers, that of being funny on schedule. In the theatrical motion picture field sometimes months will go by between the origination of an idea and its actual execution into script form, London points out, but in TV two or three writers have to turn out the equivalent of 12 features in six months if it's a 39-segment series. This pressure is bound to result in uneven scripts, especially in a comedy series, he thinks.

The way to raise the level of TV is not to "go egghead" but to do the best job possible within the limitations set by the audience you're aiming for. That's the opinion of "Life of Riley" producer Tom McKnight. The sure way for a show to be successful is for it to be panned, McKnight cracks. On a more serious vein, he believes many reviewers are too influenced by personal prejudices instead of looking at a program from the viewpoint of the general public.

Writers may wind up as top dogs in TV if the present trend continues. With TV devouring material in assembly-line fashion, more and more producers are realizing that good scripts are the prime essential for turning out topflight shows. Whereas five years ago the going price for a half-hour teleplay was as low as \$75, Paddy Chayevsky this year reportedly received as much as \$7,500. CBS Vice-President Harry Ackerman and "Fireside Theater's" Frank Wisbar, especially, speak up for the writers.

It's been "now you see it, now you don't" with the names of the Ed Beloin-Dick Bare production for Toni. First titled "So This Is Hollywood," series was changed to "That's Hollywood," is now back to "So This Is Hollywood." Name of company was Palisades Productions, now is Arrowhead Productions.

Add the Danny Thomas show, "Make Room for Daddy," to the growing list of TV series rumored to be on their way to motion picture houses via theatrical production. Both M-G-M and Warner Bros. are reportedly interested.

Acting cycle will be completed by Boris Karloff next week when the saturnine heavy of many a pic will appear as a song and dance man in the Donald O'Connor teleseries, "Here Comes Donald." Karloff started his theatrical career as a minstrel.

Jimmy Stewart will make his telefilm debut in "Windmill" by Borden Chase for "GE Theater," while Ruth Roman takes the TV plunge in a Karen DeWolfe script for "Ford Theater." Shooting on both begins in December.

Dan Dailey is scheduled to do "When My Baby Smiles at Me" as a CBS spectacular in January if his "Pink Tights" theatrical pic sked doesn't conflict. Dailey would get \$25,000 for his stint.

Story of Marine hero Lou Diamond is being told by Jack Denove in his "The Marine Who Was 200 Years Old" telepic for "Cavalcade of America." Ward Bond will star.

"Big Town's" next four titles, set by producer Ed Sutherland, are real cheery. In order they're "Egomaniac," "Dead Reporter," "Phony Hero" and "Police Story."

Hal Roach Jr., who's had a "Code 3" telefilm pilot for more than a year, may be scooped by Vincent M. Fennelly, who's producing a theatrical feature with the same title for Allied Artists. "Code 3" in police lingo means "proceed with sirens," so why not do one without sirens, "Code 2?"

"Beany" and Cecil, the seaisick sea serpent, made famous by Bob Clampett over Station KTTV, will be the heroes of a feature-length production on which Clampett has started work.

Lux Video Theater star J. Carroll Naish has been awarded a citation from the American Legion for furthering greater understanding of Spanish-speaking people.

Lassie is scheduled for an appearance in the Macy Day parade in New York on November 25.

Former Cecil B. DeMille designer, Naomi Littelli, has joined the staff of Bob Clampett Productions at KTTV and will do costumes for "Time for Beany," "Thunderbolt the Wonder Colt" and "Willy the Wolf."

Franchot Tone, Laraine Day and Natalie Woods have been signed by producer Irving Starr to star in Screen Gems' color TV film, "Too Old for Dolls," for "Ford Theater."

TV FILM PURCHASES

Sales of CBS-TV Sales' Western teleseries, "Annie Oakley," continue to mount, with three new markets reported this week. Carnation Milk bought the series for airing on KPRC, Houston; Bristol-Meyers for WGAL, Lancaster, and Chuckles Candy will be the sponsor in the Chicago market.

Station KGBM, Honolulu, purchased two shows from CBS-TV Film Sales, "The Whistler" and "Art Linkletter and the Kids." Other sales this week include "Amos n' Andy" to WHYN, Springfield, Mass.; "Gene Autry" to WMCT, Memphis, for Dixie Meat Company; "Cases of Eddie Drake" to WMAR, Baltimore, and "Newsfilm" to WJBK, Detroit. "Range Rider" was sold to the Kellogg Company for WTVR, Richmond, and Station KGUL, Galveston, bought the show on a sustaining basis.

NBC Film Division this week sold its newest series, "The Falcon," to WFMS, Youngstown, O.; KEDD, Wichita, Kan., and KMID, Midland, Tex. Station KMID also bought two other NBC film properties, "Weekly News Review" and "Badge 714" (Series B).

Sherer Oil Company will pick up the tab for NBC Film's "Badge 714" (A) in Johnstown, Pa., over WARD, and KSWS, Roswell, N. M., will carry the show on a sustaining basis. Other sales of NBC Film shows were "Inner Sanctum" to WTRI, Albany, N. Y., and WGN, Chicago, and "Life of Riley (C) to KFBC, Cheyenne, Wyo., for Pacific Fruit.

"TV Tic-Tac-Toe" has been set on CKLW, Detroit, for a 21-week period starting January 7. The \$1,000,000 contest is a promotion of National Telefilm Associates.

The Keebler Biscuit Company, Philadelphia, has picked up a 13-week participation in the "Hopalong Cassidy" show on WABC-TV, New York. The show is aired from 4:00 to 5:15 p.m. across the board.

Screen Gems set the renewal of "All Star Theater" in two markets this week. Globe News Publishing Company will continue to sponsor the show on KGNC, Amarillo, Tex., and Station KCO-TV, San Francisco, continues to air the show as a sustainer. Sales of other Screen Gems shows included "Music to Remember" to KPIX, San Francisco, and "TV Disk Jockey Tunes" to WHYN, Holyoke, Mass.

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Thanksgiving Parades To Feature TV Names

• Continued from page 1

Programs), which has just moved to WABC-TV, will head up a float.

Morey Amsterdam and his kids are due to ride the lead car. And Jim Wyler, WABC-TV's traveler, will ride a float.

WABC-TV, which will have the Hudson-Detroit parade until 11 a.m., will then switch in the Bamberger parade for an hour. At noon, its "Comy, the Clown" show will originate from Bamberger's.

Other station personalities that are due to take part are Joe Franklin, the Star Time Kids, Nancy Craig and Mr. Jack of "Jolly Gene and his Fun Machine."

For the second year, the Bamberger parade will tell a continuous story, that of a little orphan boy, Sandy Nicholas, looking for his long-lost uncle, St. Nicholas. He is aided in his search by a space character, Jiminy Christmas. His search takes him over 20 floats on which he meets various story-book characters.

The Bamberger parade will march three and a half miles down Newark's Broad Street, and will consist of 40 vehicles and 500 musicians.

Another big one will be in Philadelphia, where the oldest of the Thanksgiving marches of them all, Gimbel's 34th annual, will take place.

The star of the Gimbel parade will be Gail Davis as "Annie Oakley" (CBS-TV Film Sales). In Philadelphia, the "Annie Oakley" show appears on WFIL-TV. The parade will be covered by WCAU-TV.

In addition to "Annie," the Philly parade will feature a host of local TV characters and personalities, including Willie, the Worm (WCAU-TV), Mr. Rivets (WPTZ) and Bertie the Bunyip (WPTZ). The Wild West will be represented by Chuckwagon Pete and Rex Trailer of WPTZ and Jack Valentine of WCAU-TV.

The theme of the Gimbel parade will be "A Storybook Fantasy," which means that Mother Goose will be well represented. The Gimbel parade will probably be the most heavily floated of them all—60 of them. Over 5,000 persons will be on the march, to the music of 35 string bands.

Chicago will not have a Thanksgiving Day parade, but the State Street Council is staging "Santa's Parade of Stars" today. It is being televised by WGN-TV and WBKB-TV from 10 to 11 a.m. CST.

The aim of the State Street event is to present local TV personalities to the kids. Included in the line-up of stars are Mary Hartline, Art Hearn, the Pied Piper, Jon Conrad and Elmer the Elephant; Bob Acher and his horse, Meadowgold; Garfield Goose and Uncle Wynn Stracke.

One of the biggest events of this kind used to be Hollywood's "Santa Claus Lane" parade. But Hollywood will be dark and sadder this year, because about six months ago the Los Angeles police department banned all parades due to a shortage of manpower to handle them.

THE BILLBOARD SCOREBOARD

ARB Non-Network Film Ratings

of All TV Film Series in All Major Markets

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

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

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

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

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

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

HOUSTON 2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* indicates non-network)

- 1. This Is Your Life, KPRC 59.3
2. I Married Joan, KPRC 59.0
3. My Little Margie, KPRC 57.9
4. Groucho Marx, KPRC 53.7
5. Bob Hope, KPRC 53.6
6. *Waterfront, KPRC 53.4
7. Fireside Theater, KPRC 52.7
8. Dragnet, KPRC 49.9
9. Truth or Consequences, KPRC 49.1
10. Circle Theater, KPRC 46.1

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Lists 26 programs including Waterfront, Superman, Hopalong Cassidy, etc.

KANSAS CITY 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* indicates non-network)

- 1. Dragnet, WDAF 50.3
2. Groucho Marx, WDAF 46.2
3. I Married Joan, WDAF 43.4
4. Bob Hope, WDAF 43.1
5. My Little Margie, WDAF 42.1
6. I Love Lucy, KMBC 39.7
7. This Is Your Life, WDAF 37.4
8. Justice, WDAF 35.5
9. Fireside Theater, WDAF 35.1
10. Your Hit Parade, WDAF 32.6

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Lists 26 programs including Liberate, Superman, Mr. District Attorney, etc.

DAVENPORT-ROCK ISLAND 2 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* indicates non-network)

- 1. Toast of the Town, WHBF 58.2
2. I Love Lucy, WHBF 52.0
3. Public Defender, WHBF 49.8
4. Milton Berle, WOC 49.3
5. Groucho Marx, WOC 45.4
6. What's My Line? WHBF 44.1
7. Your Hit Parade, WOC 44.1
8. Dragnet, WOC 43.7
9. Fireside Theater, WOC 42.8
10. Blue Ribbon Bouis, WHBF 42.6

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Lists 14 programs including Racket Squad, Life of Riley, Superman, etc.

ATLANTA 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* indicates non-network)

- 1. Dragnet, WSB 49.1
2. Bob Hope, WSB 46.6
3. I Love Lucy, WAGA 46.5
4. Groucho Marx, WSB 43.6
5. Fireside Theater, WSB 39.5
6. Justice, WSB 37.6
7. Toast of the Town, WAGA 37.0
8. *Superman, WSB 36.6
8. Jackie Gleason, WAGA 36.6
10. Lone Ranger, WSB 33.8

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Lists 14 programs including Superman, Racket Squad, Favorite Story, etc.

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Lists 21 programs including Meet Corliss Archer, Abbott & Costello, The Ruggles, etc.

HARRISBURG 6 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* indicates non-network)

- 1. Godfrey and His Friends, WGAL 47.5
2. Groucho Marx, WGAL 46.2
3. Blue Ribbon Bouis, WGAL 45.8
3. Dragnet, WGAL 45.8
5. Jackie Gleason, WHP 42.0
6. I Love Lucy, WHP 38.7
7. Jack Benny, WHP 36.9
8. Your Hit Parade, WGAL 36.0
9. Talent Scouts, WGAL 35.8
10. Ford Theater, WGAL 34.2

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Lists 32 programs including Foreign Intrigue, Liberate, Amos 'n' Andy, etc.

LOS ANGELES 7 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (* indicates non-network)

- 1. Groucho Marx, KRCA 49.9
2. I Love Lucy, KNXT 45.6
3. Dragnet, KRCA 40.0
4. Toast of the Town, KNXT 38.9
5. What's My Line? KNXT 37.3
6. My Little Margie, KRCA 35.9
7. This Is Your Life, KRCA 35.7
8. *Badge 714, KTTV 33.6
9. I Married Joan, KRCA 33.4
10. *Paul Coates, KTTV 31.9

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Lists 58 programs including Badge 714, Waterfront, Death Valley Days, etc.

(Continued on page 8)

TV FILM BACKERS BUILD SHOWCASE

Money-Raising Org to Invest First in Own 'Angel Auditions'

NEW YORK, Nov. 20.—The recently formed Hollywood Angels, Inc., is going to try to blaze a couple of new trails in the TV film business.

As its first venture in TV, the firm will shortly begin its own syndication effort on "Angel Auditions," which has been in production here over the past month.

It will be the first 3-D television show to be put up for sponsorship. Owned by the recently formed 3-D Television Corporation, the system has been described as "compatible," which means that it will give a standard picture without glasses and will give a 3-D effect with glasses.

"Angel Auditions," which ran

live here for awhile, consists of half-hour versions of present and prospective Broadway shows. Produced by Tom Legate and Howard Fields, six installments have been completed so far, the latest being "Fragile Fox," the Norman Brooks hit starring Dane Clark.

Public Can Invest

Hollywood Angels, whose president is producer Lawrence Schwab, will constitute the first real opportunity the public will have to invest in individual TV film shows.

Broadway Angels was formed about three years ago. It invests in 10 to 15 Broadway shows a season. The 1953-1954 season was the first one in which it was operative on the Stem, and, according to Wallace Garland, president, its statement for that year showed an 8 per cent return.

Already completed segments of "Angel Auditions" are "En Garde!" a new revue; "Lovers' Holiday," a new play by Richard Besoyan with Stella Adler, Billy Redfield and Alice Ghostley; "Put Them All Together," and "Goodbye, Again."

Olmsted Studio Opens Dec. 2

NEW YORK, Nov. 20.—Henry Olmsted has set December 2 as the official opening date of Olmsted Sound Studios for the production of TV film commercials.

The studios will be on the fifth floor at 1 East 54th Street. Olmsted is a director of Princeton Film Center and a partner with Martin Jones and Gordon Knox in Television Producers, Inc., which owns "Resolute," the adventure show on the Marine Corps.

'Holmes' Show Sold Into 10 New Markets

NEW YORK, Nov. 20.—UM&M's sales of the "Sherlock Holmes" show for Motion Pictures for Television have apparently been moving at a hot pace. In the past week 10 more markets have been clinched, according to Charles Amory, UM&M president.

Here in New York, "Holmes" is sponsored by the Chase National Bank, thru Kenyon & Eckhardt. Chase, it was learned, is paying \$3,250 per week for the first 26 weeks.

Panda to Shoot Robin Hood Pix

NEW YORK, Nov. 20.—It's now definite that Hannah Weinstein, producer of "Colonel March of Scotland Yard," will produce a Robin Hood series for Official Films. Hal Hackett, Official president, just returned from a quick trip to England, where he firmed the deal.

Meanwhile, Official was understood to be on the verge of a deal with Italian Film Export, Inc., for the distribution of the "Three Musketeers" series.

Danes Use Newsfilm

COPENHAGEN, Denmark, Nov. 20.—While there is still practically no market here for American video films, the Danish National Television network now regularly uses the condensed "Headline Service" newsreels of CBS-TV Film Sales.

Cantor Pricing a Test:

Continued from page 4 \$2,000. It runs 11:15-11:45 p.m., Saturday. Since the Chevy deal, Abbott and Costello have carried kiddie sponsorship in this region.

Tough Market

New York has always been the toughest market in which to get due proportionate price in syndication because of the difficulty of opening choice time on the two top stations.

Indications are that Ziv is holding its price around the rest of the country. Even with the reduced New York figure, it is estimated that out of 15 top markets Ziv can gross \$20,000, or almost half the negative cost.

Five of these markets are already wrapped up by three regional brewery deals. The reported asking price for "Cantor" in these markets are Los Angeles, already sold, \$2,000; Chicago, sold, \$2,000; Boston, \$1,000; San Francisco, sold, \$1,100; Detroit, sold, \$950; Cleveland, \$900; Baltimore, \$800; St. Louis, \$800; Pittsburgh, \$925; Philadelphia, \$1,200; Milwaukee, sold, \$750; Kansas City, Mo., \$500; Washington, \$475, and Indianapolis, \$450.

Crucial Test

The Cantor show is widely regarded as a crucial test for syndicated programming. The major

Film Program

Continued from page 6 will not be syndicated as far as he knows, Ackerman said, contradicting a report published earlier in the week. In the first place, he went on, the quality just would not stand up against TV film, and in the second there are so many legal problems involved it would probably take months to straighten them out.

sponsors of syndicated shows have continually demanded network-type shows with name stars, to put them in a competitive position with the national advertisers. Recognizing this, the top distributors have been shooting for the stars in an effort to keep the cash register ringing. The question is whether the syndicated market can actually pay the price of such properties.

REVOLVING DOOR

Bill Ermeling has joined Telefilm Enterprises as their new Midwest sales manager. He formerly ran his own packaging firm in Chicago. Dick Shepherd, MCA-TV New York account exec, married to Judy Goetz on Thanksgiving Day. She's the daughter of William Goetz. Terry O'Neill, Interstate Television Corporation's former Eastern sales manager, has been named American and Canadian representative for Associated British-Pathé.

Peter Keane, Screen Gems' technical director, is getting set to walk down the aisle with a French lass, Lucille Fouillet, New York fashion designer. She formerly was with Dior in Paris. Sophie Ruskin and Mary Albano have been named as heads of Atlantic Television Corporation's station service relations operation. Herbert H. Rabke, formerly general manager of Harry B. Cohen ad agency, has been named secretary-treasurer of Transfilm, Inc.

Guild Films has added four new staff members. They are Barry A. Cohen, attorney; Andy Coscia, sales promotion; Irving Levine, client services, and John Desponzio, traffic.

THE BILLBOARD SCOREBOARD

Pilot Films in Production Since September 1

This feature runs once a month in The Billboard's TV film department. It offers the most complete directory available of production of pilot films and is limited only by The Billboard's ability to reach all producers in the industry.

Table with columns: Name & Type of Show—Star—(C Denotes Color), Time, Shooting Date, Selling How. Includes entries for Connie-Stephens Prod., Dagger Productions, Eddy Arnold Enterprises, Volcano Productions, and Winik Films Corp.

THE BILLBOARD SCOREBOARD

Other Films in Production Since September 1

This feature runs once a month in The Billboard's TV film department. It offers most complete directory available of films other than series produced especially for TV, and is limited only by The Billboard's ability to reach all producers in the industry.

Table with columns: Name and Type of Program (C Denotes Color), Running Time, Date Shooting, How Selling. Includes entries for Dagger Productions and Hollywood Television Productions.

IA Asks Confirmations On TV Film Agreements

NEW YORK, Nov. 20.—The International Alliance of Theatrical Stage Employees has been making a concerted effort to get the producer and ad agency associations here to spell out their recognition of IATSE as the sole bargaining agent for TV film craftsmen.

The IA's East Coast Motion Picture Council has asked the Film Producers Association of New York to sign an IA basic agreement. And thru the American Association of Advertising Agencies it is asking the agencies to write out what would amount to letters of compliance.

Financial Factor

However, it is understood that there's another important reason for FPA's reluctance to sit down with the IA Council: finances. FPA found the cost of the protracted negotiations with SAG quite high.

FPA's membership consists of 25 local producers of commercials and industrials. Among its members are some of the top firms in the field, including Transfilm, Sarra, Screen Gems and United World Films.

Meanwhile, the IA Council has been promoting the basic agreement, a long-standing fixture of the fixture of the Hollywood end of the industry, to independent producers here. Since its absorption of its rival Association of Documentary and TV Film Craftsmen, CIO, last July, IA has signed up some 65 indies.

The basic contract commits the producer to employ IA craftsmen over and above any contracts it might already have with individual IA locals. In a sense, then, it is regarded as a protective measure.

Being an AFL union, the IA is built horizontally, which means a separate local for each craft. In the ordinary nature of things, a TV film producer might have to have contracts with six or more IA locals.

The main IA locals in the film industry are Cameramen, 644; Mechanics and Soundmen, 52; Editors and Cutters, 771; Projectionists, 306; Make-up, 798; Wardrobe, 764; Assistant Directors, 161; Cartoonists, 841.

Pilots, Plans

Continued from page 4 company to start TV production. John Barrymore Jr. will star as Budd in the pix to be produced by Mort Briskin in Europe, starting early next year.

"The Legend of Hemp Brown," a series to be based on true tales of the Old West, is being readied by Barney Girard, who recently bowed out as director of NBC's "Medic."

Pilot for a satire on people's foibles, to be called "A Dog's Life," has been shot by Andy Berger Productions. Carl Conns directed the 15-minute segment.

Packager Frank Cooper is dickering with Murray Arnold and Merv Griffin for a half-hour musical-comedy show, which would utilize the Arnold-Griffin routine that was the pair's trade-mark with the Freddy Martin band.

ARB Non-Network Film Ratings

Continued from page 7

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Includes entries for China Smith, Your TV Theater, All Star Theater, Crown Theater, Flash Gordon, Duffy's Tavern, Inspector Mark Saber, Files of Jeff Jones, and Counterpoint.

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Oct. ARB Rating, Top Opposition & Rating. Includes entries for Dateline Europe, Orient Express, Town and Country Time, Story Theater, Colonel March, The Visitor, Cases of Eddie Drake, Dick Tracy, King's Crossroads, Into the Night, King's Crossroads, Hollywood Off Beat, Yesterday's Newsreel, and King's Crossroads.

Expect Heavy Sales In Christmas Albums

Diskeries Depend on Special Holiday Promotional Material to Help Move Sets

NEW YORK, Nov. 20.—In view of the increased emphasis on packaged merchandise, the record companies are hopefully predicting that Christmas, 1954, will be a banner season sales-wise in the album field. The majors are rallying their Christmas promotion forces this month, with RCA Victor, as usual, leading in the special holiday promotion and display material division.

Victor's Christmas campaign this year is built around the theme "Make It the Best Christmas They've Ever Heard. Give RCA Victor Records!" In addition to an extensive national ad campaign, the firm is backing its Christmas releases with a lighted window display with albums hanging from a simulated Christmas tree, and a variety of special holiday streamers, hangers and ad mats. Two innovations this year are a special holiday shopping bag and gift wrap "belly band" for dealer distribution.

Victor's main promotional emphasis will be placed on the George Melachrino set, "Christmas in High Fidelity," its multi-star album "To Wish You a Merry Christmas," and two Organ LP's by Virgil Fox which are also slated for a build-up. Among the EP material is a new series packaged in a simulated Christmas card cover. The firm will also play up the gift-potential qualities of the new Glenn Miller Limited Edition package, a new Walt Disney album "20,000 Leagues Under the Sea" (along with other kiddie packages); "The Honor Roll of Hits" series, and some of the new Toscanini sets.

Decca Items

Decca's big holiday package item is the new Bing Crosby-Danny Kaye-Peggy Lee "White Christmas Carols."

In addition Decca is also readying a big promotional push on Crosby's de luxe "Bing" album and Frank Luther's new "A Child's First Record" series, along with

such standard Decca holiday albums as Crosby's two Christmas albums, and Fred Waring's "Twas the Night Before Christmas" and "Christmas Time." In the kiddie field, Decca is banking on such all-time sellers as Loretta Young's "The Littlest Angel." Decca is making display material on "White Christmas" available to dealers, along with 2,000,000 copies of a special mailing piece, plugging both "White Christmas" and "Bing."

Coral Records is putting its chief Christmas push behind its de luxe "Les Brown at the Palladium" set and "Life of the Party" (comedy routines by top night club comics). Among Coral's standard Christmas releases are eight LP's, including the Ames Brothers-Don Cornell

(Continued on page 16)

RIAA Gathers Data for Drive On Tax Relief

NEW YORK, Nov. 20.—The Record Industry Association of America is currently gathering ammunition for a major drive to get excise tax relief. The disk makers' organization has asked members to submit lists of disk items specifically in the religious and educational categories. One plan of action is to show federal officials and Congressional members duplications of book material on records.

The RIAA has for some time been working toward getting a reduction or repeal of the federal tax on phonograph records by pointing to similar exemptions for books and magazines.

Webcor Adding 6 Tape Reels

CHICAGO, Nov. 20.—Webcor this week announced six new reels would be added to its pre-recorded tape library. The firm earlier this year became the first tape recorder manufacturer to offer pre-recorded magnetic tape.

The new releases include a seven-inch reel by the Sorokin Symphonette, a recently organized group drawn from leading symphony orchestras especially for the session. Two other reels, both seven-inch, are by the Fine Arts Quartet, featuring concerts of string music. The other releases feature the John Halloran Choir, light classics by Leonard Sorokin, and organ selections by Adele Scott. The latter three releases are all five-inch reels.

A NEW SLANT ON PAYOLA

NASHVILLE, Nov. 20.—Skeeter Gardner, c.&w. disk jock out of Pittsburg, Calif., figured in an unusual bit of by-play during the pick-up of Dave Garroway's "Today" network TV-er from the lobby of the Andrew Jackson Hotel here early Friday morning (9).

Garroway explained to the viewers on the New York end of the line that two \$100 bills were planted atop one of the smoker urns in the lobby of the Nashville hotel. Next shot spotted the urn, showing one of the visitors to the WSM Country Disk Jockey Festival, in session in Nashville over the weekend, knocking out his pipe in the urn. With the two case notes in full view he overlooked the moola. Spotted next was Gardner, stomping out a fag in the same urn. Next shot showed the amazed Gardner glomming the two ace bills, with a sort of a what-the-hell expression.

Told by the announcer on the Nashville end of the line that the two \$100 bills were his, Gardner promptly turned them over to the treasury of the Country Music Disk Jockey Association, of which he has just become a member.

WSM Country Fest Pulls Record Crowd

Disk Execs, Jocks in Spirited Two-Day Confab on Music-Radio Programing

By BILL SACHS and PAUL ACKERMAN

NASHVILLE, Nov. 20.—Country tunes, artists and records as a potent force in the music-radio industry received national recognition this week when upwards of 750 disk jockeys, record executives, music publishers and songsmiths assembled here to attend WSM's third annual National Disk Jockey Festival in honor of the 29th anniversary of "Grand Ole Opry." The festival began three years ago with an attendance of less than 100; it mushroomed to 500 last year and this year drew attendance from virtually all of the 48 States and Canada. Opening yesterday (19) and continuing thru today, the festival was preceded by a meeting of the Country Music Disk Jockey Association Wednesday. (See separate story.)

WSM station president, John H. Dewitt, led off the welcoming ceremonies Friday morning, leaving Program Director Jack Stapp to introduce key executives of all facets of the industry. George H. Hay, originator of "Grand Ole

Opry," in a brief, anecdotal message, noted that two generations of "Opry" stars had developed since the show's inception. He noted, too, that the show's success derived from its sincere "from the heart" quality. "Keep it that way," he added.

Larry Kanaga, RCA Victor sales manager, record division, noted the three main segments of the record division were the pop, classical and country categories, with classical subsidized to a degree. He thanked the jockeys for their part in promoting the country end of the business. Jim Conklin, Columbia Records president, by way of highlighting the importance of the country field, pointed out that seven out of 10 of the company's all-time biggest sellers were c.&w. in character. He graciously acknowledged the disk industry's awareness of the part played by writers, publishers and artists in developing the field. Ken Nelson, of Capitol, and Mike Connor, of Decca, briefly noted the roles played by their respective firms in helping develop the field and thanked the writer-publisher-artist segments for their co-operation.

Some acrimony, bitterness and (Continued on page 16)

Country Music Jocks Build for the Future

NASHVILLE, Nov. 20.—Country Music Disk Jockey Association, which had its origination here last year in conjunction with the second annual WSM Country Music Festival, strengthened its forces here this week-end at the third annual running of the WSM event with a concerted membership drive which raised its rolls from around 100 members to 215.

In an all-day session in the ballroom of the Andrew Jackson Hotel here Thursday (18), preliminary to the beginning of the third annual WSM Country and Western Festival, the CMDJA went on record as seeking to gain a greater and more general public acceptance of country music and to strive for industry recognition of country music on an equal basis to all other divisional categories in American music.

The association also outlined as one of its policies the improvement of c.&w. disk jockey programs thru the self-dedication of individual members to the policies of the organization and thru self-regulatory methods rather than industry-policing procedures.

Much of the discussion of the day-long session centered on the inroads of risque lyrics into the country and western field. It was pointed out that some harm had already befallen the industry thru the airing of cacky material and that this type of material would have to be eradicated in its entirety if the country and western field is to

continue to prosper and to retain its hold on the American public.

It was pointed out that the country music disk jockey is bound primarily to his audience and that his audience is acknowledged to be the family type. Members were urged to do all within their power to exclude from their programing any such material that is offensive or in any way detrimental to country and western music. The membership also was requested to inform responsible executives of the recording companies of releases (Continued on page 18)

Miss Clooney's 'Mambo' Disk Nixed by ABC

By JUNE BUNDY

NEW YORK, Nov. 20.—ABC this week put an official stamp of disapproval on Rosemary Clooney's "Mambo Italiano" record, thus siding with its top deejay Martin Block who refused to play the disk on his show last week, because some of his listeners complained the lyrics were "offensive."

According to ABC's general attorney Geraldine Zorbaugh, the (Continued on page 18)

Music Sales Co. Ready to Quit Jobbing

NEW YORK, Nov. 20.—Reports persisted here that Music Sales Corporation, large user of sheet music, will drop out of music jobbing by the end of the year. The firm, which runs about 60 concessions in syndicated stores thru-out the country, is rated a major merchandiser of sheet music by publishers.

Paul Gewitz, Music Sales executive, refused to confirm or deny the report. "I cannot make any comment at this time," he said.

The firm is expected to concentrate its future efforts on publishing activities.

'HEART' ISSUES SEEN CREATING MUCHO MIX-UPS

HOLLYWOOD, Nov. 20.—Record dealers can expect a semblance of confusion when the upcoming "Young at Heart" disks and album hit the market.

With the release of Columbia Records' album of the same name featuring Frank Sinatra and Doris Day, Capitol Records this week issued a rush EP titled "Frank Sinatra Sings Songs From 'Young at Heart'."

Included in the Sinatra EP are the title song, "You, My Love," "Someone to Watch Over Me" and "Just One of Those Things." Irony of the situation is that Columbia is using the latter two songs in its album, old masters Sinatra had recorded when he was with the label.

Some eight months ago, Capitol issued a single EP with the same "Young at Heart" title.

To further add to the confusion, it's the Capitol recording of "Young at Heart" that is heard in the Warner Bros. picture. The studio last week completed a deal with Capitol for the use of the original Sinatra etching of the song. Sinatra doesn't sing in the film.

STARTING NEXT WEEK

Change the Copyright Act?

Should writers and publishers be paid for the performance of their music in juke boxes?

Or should the Copyright Act of 1909 be left unchanged, thus exempting juke box operators from any obligation for the performance of copyrighted music?

The new Congress convening in January in all probability will face legislation proposing revision of the Copyright Act. Its proponents will try for the fourth successive year to remove the juke box ex-

emption from the copyright law. And for the fourth time in as many years, the music industry will be split into warring factions.

What is the answer? How can both sides reach a sensible agreement that will benefit the entire music industry?

The Billboard will publish next week the first in a series of editorials on the copyright problem, setting forth its recommendations for equitable solution to this controversy.

Diskers in Heated Scramble To Cover TV's Hit, 'Lover'

Tune Commissioned for 'Studio 1' May Snowball Into Biggest Seller in Years

• Continued from page 1

asked him to make a record that would fit a forthcoming "Studio One" plot about a disk jockey, titled "Let Me Go, Lover."

Miller had the Hill & Range music firm put new lyrics to a tune released over a year ago as "Let Me Go, Devil," written by Jenny Lou Carson. He selected 18 year-old thrush Joan Weber to record the tune. About 20,000 copies of the disk were shipped out to distributors in advance of the show.

On Tuesday morning (16) after the disk had been featured on the Westinghouse show, the phone calls started to pour in at Columbia Records offices in this city and Hollywood. And phone calls swamped distributors, dealers, deejays and even The Billboard's various offices. The callers wanted to know where to buy the Joan Weber record.

One deejay in Pittsburgh, Barry Kave, received several hundred calls. Another deejay in New Haven, Gordon Lochwood, of Station WELI, played the record for two hours.

Columbia was swamped with orders after the initial 20,000 disks on the market were exhausted. All three plants, in Bridgeport, Conn., Terre Haute, Ind., and Hollywood went on extra shifts.

Meanwhile, other diskeries, quick to realize that a record was breaking loose in a manner not seen since Johnnie Ray's "Cry" or Al Martino's "Here in My Heart," started to cover the tune. Frantic calls went out for musicians, studios, etc., and on Friday and Saturday the tune was covered by Patti Page at Mercury, Sunny Gale at RCA Victor, Teresa Brewer at Coral and Peggy Lee at Decca.

Acetates on each of these disks were rushed to key deejays thru-out the country and were being played as of Friday night, (19). Pressing plants for all these firms started working to get out finished records by Monday and Tuesday of next week. According to conservative estimates, over one million records were being pressed for distribution by next week.

Decca Records re-coupled its Georgie Shaw record of "Let Me Go, Devil" of a year ago and ex-

pected to have it out by next week. RCA Victor released its Hank Snow country record of the tune titled "Let Me Go, Woman."

By this weekend, Columbia had started to fill orders in the East, and expected to have some records thru-out the country by Monday and Tuesday. Other diskeries expected to have their records in stores around the same time.

The intense interest aroused by this record appeared to have hiked all record sales due to the increased traffic in stores. Diskeries

reported that sales were up on all single records due to the sudden demand for "Let Me Go, Lover," and that records which had slowed down to a trickle were moving.

While Miller and the Columbia sales staff were beaming and all pressing plants from coast-to-coast were turning out copy after copy of the various versions of the tune, Miss Weber, who started it all, was resting. She was in a Hospital here awaiting her first child, which interested her far more than her first hit.

THE POWER OF TV

'Lover' Breaks Wide Open After 'Studio 1'

The power of the TV medium in breaking thru a record was dramatically demonstrated this week with the resounding demand created for Joan Weber's Columbia record of "Let Me Go, Lover." The record broke wide open after being featured on the "Studio One" show over CBS-TV last Monday (15). (See separate story.)

The only other comparable TV-music story was the manner in which Julius La Rosa and his Cadence record of "Eh Campari" broke loose via repeated TV plugs on the Arthur Godfrey show. In this case, La Rosa, the tune and the record were all "made" by TV, altho many tradesters also give much credit to Godfrey himself for his repeated build-up of the singer.

The "making" of a song on TV is not new. Many publishers have found that a plug on such shows as Jackie Gleason's, Ed Sullivan's or "Colgate Comedy Hour" means a great jump in sales starting Monday morning. Among the songs kicked off on TV were "Syncopated

Clock," "I Believe," "Dragnet" and many others on which guest appearances by record stars created much excitement.

However, there have been many musical plugs on TV that have not made it at all. Brucie Weil, for example, was featured on the Ed Sullivan show with "God Bless Us All" and to much fanfare, but the record still fizzled. And there are other instances. Thus the material and the performance are still important, even with the TV exposure.

The remarkable part about the impact of the Joan Weber disk is that it was done on a dramatic TV seg. Perhaps this, the fact that it was the only tune on the show, and the fact that it was beautifully and often exposed, all helped put it over.

Publishers and contact men will probably pay even more attention now to TV than they have done in the past. With the right material on the right program it may very well be the greatest exposure medium of them all.

Hi-Fi Trade to Take Its Story to Public

CHICAGO, Nov. 20.—The High-Fidelity Institute, headed by Commissioner Jerome J. Kahn, announced this week that a program was in the making "to present to the public the hi-fi story in broad, non-technical terms designed to win and maintain the interest of the buyer and prospective customer of all types of high-fidelity products."

The program will utilize the voluntary services of the sales, promotional, advertising and public-relations staffs and agencies of Electronic Products Manufacturers, all working under the auspices of the not-for-profit Institute.

According to Kahn, industry-wide committees, made up of recognized authorities, will meet first in their respective localities, then regional, and finally on a national full-scale session, to set up a master plan for presenting hi fi to the public. It has also been decided to include such information as to the products themselves in an effort to eliminate customer confusion.

Commissioner Kahn emphasized that the Institute, which will serve only as a clearing house for the program, is organized solely for institutional purposes, and does not propose to usurp the functions of any established organizations which have served the industry in the past, or of groups or persons conducting its various activities. No solicitation of funds is contemplated nor will membership in the Institute be required for participation in the program.

The idea behind the program is to let the industry itself create the new and informed hi-fi market as a joint but co-ordinated effort. All such committee members as well as institute officials will serve without pay, and will defray their expenses by using the facilities of their various companies. Kahn also announced that any person in the field desirous of becoming a member of the committee or wishing to serve in advisory capacity, to contact the Institute's office at 1 N. La Salle Street, Chicago.

A list of members of the High-Fidelity Institute will be made public in the near future, according to Kahn. The present board of governors includes Leonard Carduner, British Industries Corporation; Robert Newcombe, Newcombe Audio Products; Walter O. Stanton, Pickering; Sam Roncher, Newark Electric; E. Brlant, Berlant Associates, and Theodore Rossman, Pentron Corporation.

Early Birds to Get Jazz From WRCA

NEW YORK, Nov. 20.—Here's an item that should convince hipsters that the music business today is strictly for the birds—early, that is.

Starting December 6, WRCA plans to blast New Yorkers out of bed with a live music session by Eddie Safranski and a group of topflight jazz musicians. The boys will be a regular feature on the Allyn Edwards show from 6:30 to 9:30 a.m.

Two to Split Art Ford Seg

NEW YORK, Nov. 20.—Local indie radio Station WNEW has sold Art Ford's new live talent show "One Week Stand" to Ford Motors and Nescafe, with former sponsoring the ailer Monday, Tuesday and Wednesday, and latter taking over on Thursday, Friday and Saturday.

Heretofore the station has concentrated on participation sponsorship deals, so the new pacting gives WNEW its first single-sponsor showcase. The show was deliberately sold on that basis, according to owner-manager Dick Buckley, who maintains that, while participations are fine with a deejay format, they handicap a live show. On the other hand, a single-sponsor deal, says Buckley, enables a station to program a live show on a sustained key. In line with this, the Ford and Nescafe spots are all delivered live, rather than on transcription. Art Ford's surname, of course, gets its share of pun-promotion on the auto commercials.

Xmas Buying Of Pkg. Wax Starts in Chi

By STEVE SCHICKEL

CHICAGO, Nov. 20.—According to a rundown of Chicago area dealers, gift purchases of packaged record goods for Christmas have already begun. They report the sales began going up about two weeks ahead of schedule, the normal start of Christmas buying usually begins around November 15.

Dealers were quick to report, however, that the regular yule buying season never does start till the day after Thanksgiving and will do so again this year. They call the normal season that which initiates the sale of Christmas singles such as "Rudolph the Red-Nosed Reindeer." As yet, no sales in this line have been made here due to an unwritten rule by deejays to lay off till after Thanksgiving. The ruling was made several years ago when the deejays tried to force early sales on these items by spinning them at the start of November. The deal back-fired by the middle of December when people got tired of listening to them.

Factors Shaping

Already certain factors regarding yule sales are taking shape. Dealers report that gift purchase will account for heavy traffic in classics. Some report their packaged goods will run up as high as 90 per cent of their total sales. For the most part, dealers look for a 30 per cent sale of singles and 70 per cent sale of packaged goods. Of the packaged goods sales, dealers look for 30 per cent of it to be pop sales and the rest classics, mood music and show albums.

An over-all increase in business is prognosticated by the majority of the dealers, owing to several factors. Highest hopes were based on the high-fidelity interest, which dealers claim will sell more classics, jazz, etc., than ever before. Dealers also believe that the greater variety of merchandise this year will produce heavy sales in the Latin, Dixieland and novelty fields.

Already sales have jumped locally on such items as Glenn Miller' high tag sets, the Crosby high tag, Bruebeck's albums, the Bloopers and the Letters. Off-brands on mambo and jazz also look good here, according to those surveyed.

New Demonstrator Included in Decca Color Phono Book

NEW YORK, Nov. 20.—A 32-page full color booklet featuring Decca's complete phono line will be made available to dealers and distributors this month. The booklet, aimed at the Christmas trade, includes the firm's newest model, the Decca demonstrator, which was

OF ASCAP

New Radio Plan Irks Small Pubs

NEW YORK, Nov. 20.—Freshly launched, the American Society of Composers, Authors and Publishers' new radio programming service has already occasioned some beefs from smaller publisher affiliates of the performing rights org. The dissidents charge the service favors ditties of old-line firms.

The service will supply radio and television stations with monthly listings of recorded ASCAP material broken down into categories such as seasonal songs, holiday hits, music about cities and places, etc. Stations will be provided with binders to aid in filing the lists as permanent programing guides.

A typical publisher gripe is that of Larry Spier, of the firm bearing his name. Spier was particularly miffed because the first ASCAP list, a Christmas compilation already sent to broadcasters, did not carry his "Santo Natale," a new tune recorded on London by David Whitfield and on Mercury by Ronnie Gaylord. Spier charged he had no advance notice that holiday lists were being assembled and had no opportunity to tender his ditty as a list contender.

With publisher income increasingly pegged to performance royalties, representation on any list that might stimulate air play gains urgency, Spier remarked.

Clef, Norgran Drop Prices

HOLLYWOOD, Nov. 20.—In an unprecedented move certain to have far reaching ramifications, Norman Granz, president of Clef and Norgran Records, this week announced a reduction in prices on all single records of both lines to 89 cents.

Granz's single releases on both Clef and Norgran were previously pegged at \$1.05 and \$1.16.

According to Granz, the move is made in the belief that the single jazz record market is still a stable one despite widely circulated reports in the trade of a sadly declining sales volume.

Granz is of the opinion that youngsters are the chief outlet for single records today, and that the reduction in prices will put jazz records within easier reach of their purse strings.

Plan is effective immediately, with Clef and Norgran distributors notified of the reduction this week. Initially, only Count Basie, the Oscar Peterson Trio and the Lionel Hampton Quartet will be released on Clef, while Stan Getz, Johnny Hodges and Lester Young will be released on Norgran. Bernie Silverman, national sales manager of the firms, added tho that the program is an elastic one, providing for the release of singles by other jazz

(Continued on page 18)

McCluskey Rejoins BB

NEW YORK, Nov. 20.—Bob McCluskey rejoined The Billboard's advertising staff this week after an absence of three and a half years during which he has been pop promotion manager and country and western sales chief for RCA Victor, a personal representative for several artists and a music publisher.

McCluskey was with The Billboard's sales staff for several years before moving out into the record and music business.

introduced to the trade a few weeks ago.

The new model, which retails for \$99.95, is an especially designed three-speed, high-fidelity, portable demonstrator, with a wide range 12-inch speaker; a jack for a second speaker, and microphone and radio tuner inputs.

VOX JOX

By CHARLOTTE SUMMERS

SURFACE NOISES: Ralph Wayne, KBOE, Okaloosa, Ia., asks us to put this in our column and get opinions from other deejays on the situation: "One constantly reads in The Billboard that so and so recording star is off on a junket around the nation to meet the deejays and plug their records. In over four years I have met just one. I am not just airing a personal gripe either . . . I believe this is a common aggravation . . . why don't they come to see us? We reach so many people and we play their records, we buy their disks. We also want to see them, meet them and talk to them and interview them on our programs. I think many artists would find that they had done themselves a big favor by contacting personally the deejays in the 'sticks'. Now that I think of it, why not put this in your Vox Jox column?"

Chuck Balding, WOAY, Oak Hill, W. Va., gives "three cheers" for Bill Miller of Montgomery, Ala., for "rising up in arms over the low level of some of the r.&b. tunes. Many r.&b.'s fail to get played on the air because of the lyrics. Recording companies should set up a standard of quality and stick to it. To say the least, r.&b.'s get plenty of spins, but why ruin a good thing with low, foul, suggestive lyrics? With fingers crossed, I hope the disk companies will analyze the situation and come up with the right answer." . . . Arnie Kuvent, WGAN, Portland, Me., is concerned about r.&b. lyrics also. He writes, "R.&b. numbers in good taste have a much better chance for 'hit' status because of all around performance and exposure."

Jim Basehore, WGET, Gettysburg, Pa., starts his show off with the following intro: "This is the show with the music to make you glad, sad but never mad. By inserting the 'Never mad' note, he tells us, he lets the parents of the kids listening rest assured that the program is suitable for the real enjoyment of the teen-agers. "I am not a bit fussy, he continues, but I do try and keep a watchful eye on the type of music the kids are going to listen to. Just thought I would take time and let you and the others know how I feel about the 'off color lyric' situation." (Continued on page 46)

DEALER DOINGS

By JUNE BUNDY

DISK SWIPING: A wave of shop-lifting has been harassing local dealers in Detroit this month, with the thefts of 45's a particular headache because they're easiest to conceal. Sihler's Radio Shop reports sales are better because of open, self-service racks in their Northwest shop, but at the same time, some customers evidently think the world owes them a record collection, with the result that 2 to 3 per cent of the store's total stock is stolen each week. Grinnell Music House also finds letting customers browse keeps sales moving well, but reports that thefts are hitting as high as 5 per cent, with peak pilferage happening on Saturdays and on days when cold weather allows the culprits to wear overcoats, the better to hide disks with, of course. The J. L. Hudson record department claims to have devised a scheme to stem this tide of record robbery, but they understandably decline to explain it.

PLATTER RELATIONS: Mrs. Opal Waber, Waber Specialties, Alma, Mich., has found the ideal gimmick to keep all her customers happy, regardless of how many records they purchase at a time. She writes: "Our best method to date of selling records in quantities is by giving one free record away with the purchase of five at a time. However, we also keep a card file on all purchases by customers who buy less than five at a time, and when the cards show they have bought 10 records we give one free disk, too. This we have found creates good will among customers who just don't have enough money to buy more than one or two records at a time. The system doesn't require much book work, since we just keep the little file box on the record counter and mark down the purchase at the time of each sale. We let the customers look, too; so they can check right along with us each time."

OPENINGS: The downtown store of R. M. Mills' Bookstores, Inc., Nashville, which moved to a more central location this week, has greatly enlarged its record and phono department in the new headquarters. The new disk department, managed by Reeds M. Benton, features "the most modern browser box system in Nashville, and the largest selection of children's records on all speeds." The new record section also spotlights an extensive line of high fidelity phonos and platters. The Mills store will hold its official opening November 29. . . . The Flappers Record Shop held a gala opening in New York last week with several rhythm and blues stars on hand to help owner Flap Hanford greet customers. Artists included Ruth Brown, Lucky Thompson, Willis Jackson, Joe Holiday, Bruce Records' President Monte Bruce, the Harptones and the Four Jewels.

JUKE BOX WRAP-UP

Sixty-nine per cent of all restaurants are now using background music of some type according to a recent survey taken by American Restaurant Magazine. Restaurateurs considered quality of sound as the most important factor in background music. Survey also shows that half the background music users have juke boxes, with 19 per cent each using FM radio, wired music or "other" types of equipment.

Beginning December 1, the people in and around Detroit will be bombarded by a heavy promotional and advertising campaign aimed at easing the move into 10-cent play. Jockeys are co-operating, and the operators are readying a spot advertising campaign.

The United Music Operators of Michigan this week played host to disk jockeys and newspapermen in another move to acquaint everyone with association's efforts toward aiding local teen-agers. UMO will now sponsor a mammoth contest to find a name for the anti-juvenile delinquency group.

For full details on these stories see Music Machines department beginning on page 98.

RECORDS FOR HORSEY SET

NEW YORK, Nov. 20.—It has been said that there is a record to satisfy most any taste, but it has remained for the Odyssey label to reach out for the thus far untapped market of rail-hangers. A new LP by the firm simulates broadcasts of eight top horse races during 1954, from the Santa Anita Derby to the American Derby, and promises to issue follow-ups annually. No racing form is included.

CLUB DATES

Christmas Season Looks Good in Chi

CHICAGO, Nov. 20.—The outlook for the Christmas season for club date bookers and acts remains bright, with reports ranging from holding steady to slightly better than 'ast year.

Record acts, primarily those who have had several releases without too much success, are finding greener pastures in this year's crop of holiday club date bookings. These acts are getting more attention because of their semi-name value. Television and radio appearances made in connections with record plugs have given them somewhat better foot-hold in the club date field.

Several bookers, however, have voiced sad experiences with this type of act and warned that adjustments better be made by them or they will find the field diminishing as fast as they found it opening up. Bookers claim that the singing acts have a tendency to over-price themselves. For example, if an act get \$2,000 a week in a night club, they are asking \$1,500 for a one-shot club date, a price the bookers won't stand still for. If the act would ask for \$1,000, according to the bookers, the jobs would be theirs and they could average around \$4,000 to \$5,000 per week. They were quick to add that in many cases it is the artist's agent that is setting the high price.

An example of the thinking behind club date jobs during the holiday season is that used by the Harmonicats. Ed Hall, of the Mutual Entertainment Agency, pointed out that the Harmonicats, for the first time in their history, have set aside the entire month of December for club date bookings.

Hall said: "Figures show the group will wind up with more money for less work under this new set-up. Previously they had always been booked in a night club locally in order to be home for Christmas."

Last year, bookers were deeply concerned over the demise of the excise profits tax law, which some felt would curtail the club date picture. This has proven to be wrong. Budgets have been the same as last year, and in some instances higher. New accounts have opened business thus making up for the few which have dropped from the picture.

Birdland Show Talent Signed

NEW YORK, Nov. 20.—The talent line-up for the first "Birdland Anniversary Show" will include Sarah Vaughan, the Count Basie ork, the George Shearing Quintet, Erroll Garner, Lester Young and Candido. The "Birdland" unit is the latest addition to the one-nighter package field. It is being presented by the Birdland night club here and will play 3½ weeks on the road starting February 11.

The show is being booked by the Shaw Artists Corporation. It had been originally handled by the Gale Agency but a hassle developed. If it makes out on its first trek thru the big cities it will be-

New 'Top Ten R&B Show' To Do 60 One-Nighters

NEW YORK, Nov. 20.—One of the biggest r.&b. packages to date will hit the road for 60 one-nighters starting the end of January. The package, titled "The Top Ten R.&B. Show" will be produced by Lou Krefetz, manager of the Clovers, and booked by Shaw Artists. The unit tees off on January 28 and will run until late March.

Stars include the Clovers, Faye Adams, Fats Domino, Joe Turner, the Moonglows, Amos Milburn, Charlie and Ray, the Paul Williams ork, the Bill Doggett Trio and the Spence Twins. There will also be an emcee, but he has not yet been selected.

This will be the first complete r.&b. unit booked by Shaw Artists and the first full show produced by Krefetz. It has been in the works for many months. If successful the agency intends to send out such a unit twice a year, in the fall and the spring.

Up to now there has been one regular r.&b. package playing the one-nighter field. This has been presented for two summers running by the Gale Agency under the title of "The Giant Rhythm and Blues Show." It racked up excellent grosses last summer.

Low Overhead

Shaw Artists has kept the nut of the "Top Ten" show to a very low figure on the theory that many road shows did poorly this fall because they were over-priced. As of now the show is set for 42 dates. It is booked in every section of the country except the Far West.

Irving Feld will handle the show in the East and down to the Virginias. The Weinberg Office will handle it for the South. Howard

M-G-M 'Heart' Demo Includes Sales Pitch

NEW YORK, Nov. 20.—M-G-M Records is providing distributors with a unique demonstration record on its new sound track album, "Deep in My Heart." The label has packaged excerpts from the album on a special single-faced, 10-inch LP, with deejay Jack Lacy of WINS here contributing a sales pitch between selections.

Altho the demo is designed for distributors, it can also be used by dealers; so M-G-M's distributors will leave the demos with their retail clients for use on the customer level.

M-G-M is also making up a special 12-inch deejay LP (marked "not for sale"), which will be offered in a sealed polyvinyl bag at cost to distributors, who will contact spinners in their individual areas. In addition, M-G-M is sending out 150 deejay LP's to a list of key jockeys across the country.

Cosnat to Set Up Detroit Facilities

NEW YORK, Nov. 20.—The Cosnat Distributing Corporation, which now has distribution facilities in this city; Newark, N. J., Philadelphia, and Pittsburgh, will soon have facilities in Detroit. At this moment, Jerry Blaine is negotiating with the execs of Polonia Distributing in Detroit about taking over its facilities. If these negotiations are not successful then Blaine will open a new distributing firm in the city by the end of this month.

Blaine, who owns Jubilee Records as well as Cosnat Distributors, had expected to expand into Cincinnati as well as Detroit. However, recently he worked out arrangements with State Record Distributors, owned by Mel Herman, to handle his line in Cincinnati. Herman also owns Indiana State Distributors in Indianapolis.

come a regular promotion. Morris Levy and Phil Karle are helping to sponsor and promote the show.

Lewis will present the show thru Texas and the Southwest, and it is booked for the Midwest for 10 days to two weeks. The show will feature concert dates in arenas and auditoriums, but will play combination dance and concert dates where necessary.

BIG BASH

Merc Party For 4,000 Tradesters

CHICAGO, Nov. 20.—Approximately 4,000 disk jockeys, juke box operators, retail record personnel, newspapermen and other members of the music industry were at a party staged by Mercury Records at the Aragon Ballroom here Thursday (18). This was probably the biggest record party tossed anywhere this year.

The party, held in conjunction with Mercury's Midwest Distributors, headed by Henry Friedmann, featured dancing and entertainment and included guests from cities in Illinois, Indiana and Wisconsin.

Mercury sent out over 5,000 invitations. Performing for the group were a complete roster of Mercury artists, including Buddy Morrow and his orchestra, David Carroll and his orchestra, Eddy Howard, Sarah Vaughan, Billy Farrell, Lola Dee and Nick Noble, plus other acts which included Roger Ray, Leo De Lyon and the Four Step Brothers. Door prizes were awarded.

Davis Injured in Coast Auto Crash

HOLLYWOOD, Nov. 20.—Singer Sammy Davis Jr. sustained serious injuries to both eyes and lacerations of the forehead in an automobile collision early Friday morning (19) in San Bernadino, Calif.

The extent of Davis' full injuries was not known, it was reported he might possibly lose the sight of one eye. Davis was to undergo emergency surgery on his eyes Friday night at San Bernadino Community Hospital.

Davis was en route to Los Angeles where he was to record the title song of the Universal-International picture, "Six Bridges to Cross," penned by Jeff Chandler. The Decca singing star is currently appearing at the Last Frontier, Las Vegas.

Also injured in the accident was Davis' valet, Charles Head, who sustained a fractured jaw. The occupants of the other automobile, two women, escaped with minor injuries.

WMGM Switches Program Slots

NEW YORK, Nov. 20.—In line with its recent move to streamline its deejay programming, WMGM here is scheduling its "Best Sellers" show in a new three-hour evening period, while "Tops in Pops" moves into the station's 7-7:55 p.m. time period. Both changes are effective Monday (22).

"Best Sellers," which will be heard Monday thru Saturday from 8 to 11 p.m., will be emceed by Ed Stokes. Bill Edmonds is the "Tops in Pops" deejay.

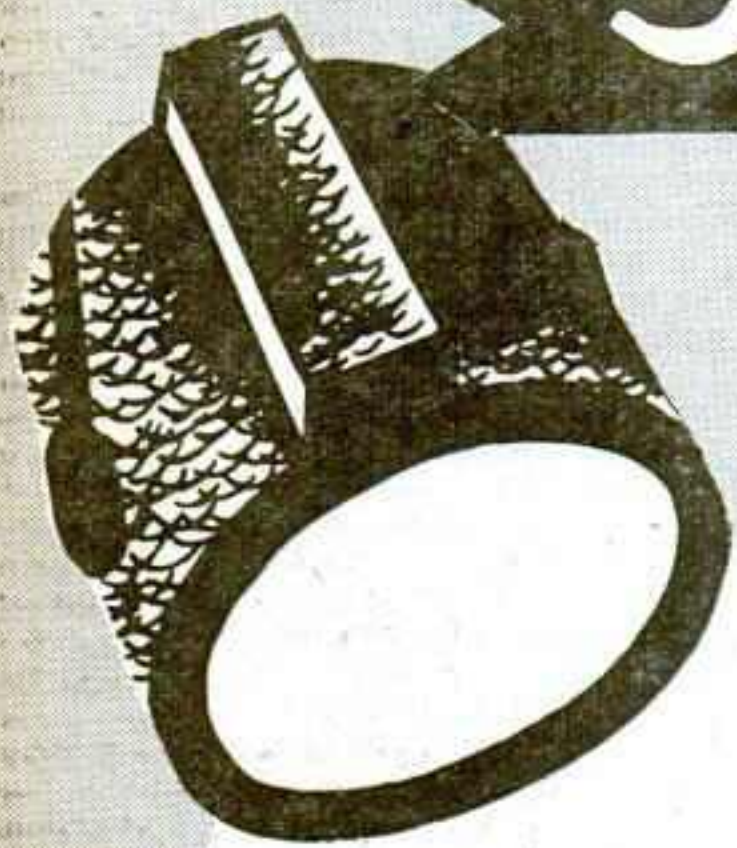
Capitol Inks First British Band Leader

LONDON, Nov. 20.—Band leader Johnny Dankworth becomes the first British artist signed by Capitol Records. His contract runs for five years, and calls for eight sides in the first 12 months. He will also supervise recordings made here by Capitol solo artists. Previously Dankworth's disks were issued under the Parlophone label.

HISTORY IS MADE!

Thanks to TV's Studio One and Its Great Staff

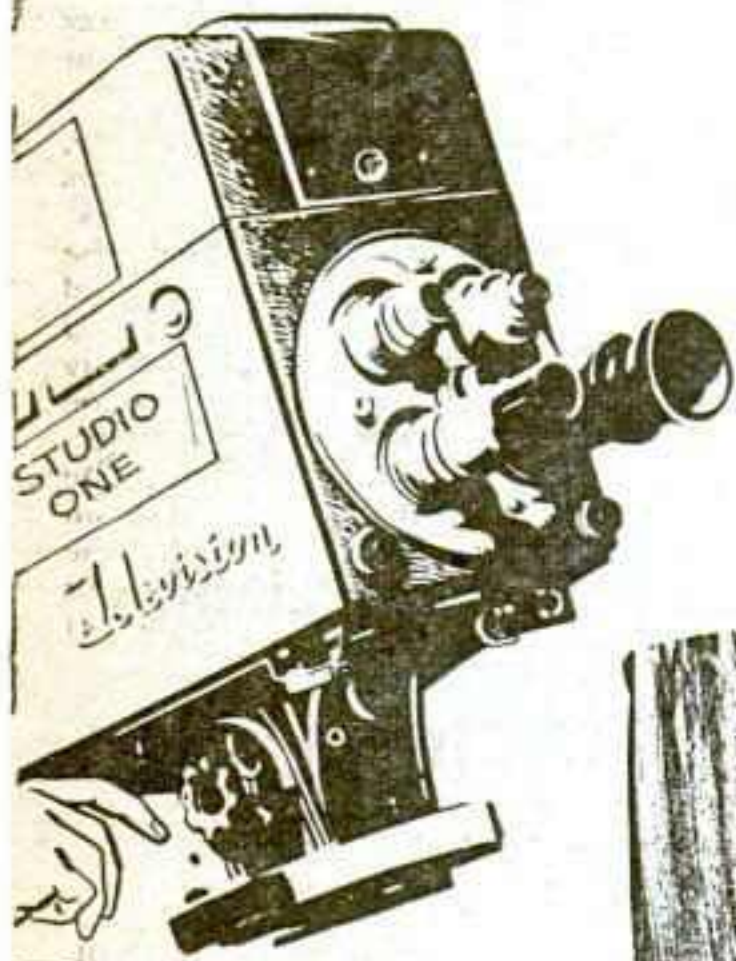
500,000 ORDERS IN A WEEK!



SOLD
AND
DELIVERED

JOAN WEBER'S

LET ME GO LOVE



As featured on
the Monday
November 15
hour-long show

b/w MARIONETTE

Columbia 40366 • 4-40366

DEALERS! OPS! JOCKS! Be sure it's the original Columbia Record—as featured on Studio One by Joan Weber.

Of Course—



Imitations Will Follow

Let me go lover

Sung by

PEGGY LEE



The Original "Lover" Girl with Orchestra and Chorus directed by Victor Young.

DECCA
29373 (78 rpm)
and
9-29373 (45 rpm)



LET ME GO, DEVIL

The Original Version and still a great record.

SUNG BY

GEORGIE SHAW

DECCA 29374 (78 RPM) and 9-29374 (45 RPM)

America's Fastest Selling Records



MGM HAS "WINTER," JUDY GARLAND SETS . . .

M-G-M Records is releasing two new albums next month—a Judy Garland package and a Christmas item, "Winter Sequence," featuring the Leonard Feather-Ralph Burns orchestra. The Garland package, which will be released as a 12-inch LP and a two-pocket EP, includes sound track selections from her most popular old M-G-M movies—"Who," "Johnny One Note," "Put Your Arms Around Me Honey," etc.

VIC KNIGHT JOINS CENTURY . . .

Vic Knight has been elected a director and vice-president of indie Century Records, in charge of advertising and distribution, it was announced by Allen R. Blum, president of the firm.

Knight leaves here November 21 to visit Century distributors in the East. He recently returned from Australia where he was executive producer of "The Big Show" series involving touring American talent.

JUNGNICKEL ACQUIRES TUNE 'MY SON' . . .

The tune "My Son, My Son" has been acquired by Ross Jungnickel for the United States. It was originally published by Kassner Music, which still retains an interest in the song. Ross Jungnickel is owned by Gene and Julian Aberbach.

DEVANY FOR ASCAP'S STATION RELATIONS . . .

John Devany, with the American Society of Composers, Authors and Publishers more than seven years, has been named a member of the society's radio and television station relations division. J. M. Collins, ASCAP sales manager, said

ANOTHER BMI "PIN-UP" HIT

I NEED YOUR LOVIN' (Bazoom)

Recorded by The Cheers . . . Capitol

Published by Quintel Music Co.



HEADING FOR THE #1 SPOT!

MOOD INDIGO

NORMAN PETTY TRIO "X"

OTHER GREAT VOCAL RENDITIONS JUST RELEASED

BILLY ECKSTINE	M-G-M
DELTA RHYTHM BOYS	Decca
FOUR FRESHMAN	Capitol
MODERNAIRES-GEORGIE AULD	Coral
NEIL HEFTI-RAY CHARLES SINGERS	Epic

(listed alphabetically)

MILLS MUSIC, INC.

A "Bebop" CHRISTMAS SONG!

Eddy Arnold *Sings*

"Christmas Can't Be Far Away"

RCA VICTOR 704-5905

The Perennial Favorite

Santa Claus Is Comin' To Town

LEO FEIST, INC.



MUSIC AS WRITTEN

Devany's territory will cover New Jersey, Delaware, Maryland, Virginia, West Virginia, North and South Carolina and Eastern Pennsylvania.

EVANS PRESENTS JAM NIGHT IN CHI . . .

Sam Evans, an r.&b. deejay on WGES, Chicago, presented "Jam With Sam Night" at the Madison Rink Saturday (20), starring 10 of the top rhythm and blues stars. Included in the show, set for 8:30 to 3 a.m., were Faye Adams, the Orioles, Al Savage, the Spiders, Amos Milburn, Joe Morris and orchestra, Billy Clark and orchestra, and Ursula Reed. This was the first such venture in Chicago by an r.&b. deejay in over a year.

AFM, AGVA SIGN PEACE AGREEMENT . . .

The American Federation of Musicians and the American Guild of Variety Artists renewed their non-raiding agreement this week, bringing to a close bitter jurisdictional battles which raged here and in Canada for more than a year. The peace pact runs for five years and may be renewed for an additional five years at the option of either union.

CHESTERFIELD LABEL NEW C.&W. ENTRY . . .

Formation of Chesterfield Records, independent company which will at the outset specialize in the country and western field, was disclosed in Hollywood last week. Firm is headed by Virginia Richmond, with Glenn Spencer named to direct repertoire activities. Signed to recording contracts were Tim McCloud, Rusty McDonald, Hank Hammer, Kirk Patrick, Clete Stewart, Forest Lee and Little Joe Rand.

GUERRERO EXITS RCA TO JOIN DISCOS REAL . . .

Lalo Guerrero, Latin-American singing star, has left RCA Victor to become a part owner of the indie Spanish label, Discos Real. He will join the company as a musical director and artist and repertoire chief. Discos Real, with limited distribution in Los Angeles, San

Miss Clooney's

Continued from page 11

web decided the record doesn't meet ABC's "standards of good taste" on Thursday (18), after a thoro review of the disk itself and studying the letters and phone calls of complaint. Grace Johnson, ABC's director of continuity acceptance, whose job it is to pass judgment on what is acceptable for airing, said that this is the first time in two years that the web has encountered such a situation.

Others Differ

The record is still being played over NBC, the Mutual Broadcasting System and CBS, and a check of their continuity acceptance departments indicates the other webs aren't inclined to share ABC's view on the platter.

Meanwhile, Columbia's Mitch Miller strongly protests the "offensive" tag, pointing out that the disk is being played by top deejays in every section of the country without complaints from Italian-American listeners.

He also stated that Columbia has received letters from a professor of romance languages at New York University and a Roman Catholic priest of Italian ancestry, both saying they found the record in no way offensive nor vulgar.

Clef, Norgran

Continued from page 12

artists should the market warrant it.

Silverman is scheduled to leave here early in January on a one-month tour of Mexico and South America to appoint distributors in a general expansion of the firm's foreign distribution facilities. At present, the only distributors in Latin America are in Mexico City and Argentina.

Francisco, El Paso, Salt Lake City and Honolulu, will continue to produce one side of its recordings featuring a current Mexican hit tune, backed with an American hit in Spanish.

New York

Al Sands has been signed to produce and write the "Bruce and Dan" deejay show over the Mutual network. Program is aired across the board from 4:30 to 5 p.m.

Chicago

The Fontane Sisters, Dot Records, hit town on a promotion tour which will include a guest spot on Howard Miller's TV show as well as a store appearance at Hudson-Ross. Their current waxing is "Hearts of Stone." . . . Lou Fary is no longer with Academy Records, leaving only Frank McGovern and Carol Mills as partners in the venture. . . . The Lancers, Coral artists, spent a day in town on a deejay tour before leaving for New York, where they open at the Copacabana. They cut "Let Me Go, Lover" with Teresa Brewer, on their first day back in New York.

The Sauter-Finegan orchestra is appearing in Chicago in conjunction with the Chicago Symphony Orchestra. They will perform with the group and work under the direction of Conductor Fritz Reiner in the playing of "Concerto for

Country D. J.'s

Continued from page 11

which are found objectionable to the association as well as to radio and TV audiences.

Nelson King, WCKY, Cincinnati, president of the group, also urged the membership to give greater cooperation to the trade press, especially in regarding their participation in submitting information going into the making of country and western popularity charts. Many disk jockeys, King pointed out, are given to criticizing the validity and accuracy of the charts carried by the trade press, yet they themselves rarely co-operate with the trade press in volunteering information that might improve or augment the chart results. The music pop charts, King stressed, are important to proper programming, and the jockeys owe it to themselves to co-operate by submitting honest information to trade paper requests.

Membership in the CMDJA is limited solely to those who spin country music during their regularly scheduled air time. Associates of music publishing firms, recording companies, trade publications and the like are ineligible to membership when recognized and employed wholly as such. There are no honorary memberships. Member disk jockeys who are also recording talent may not use their association membership to aid in the exploitation of their record releases.

Officers of the association are Nelson King, president; Earl Davis, Bristol, Va., vice-president; Tommy Sutton, WAVI, Springfield, O., secretary, and Dal Stallard, KCMO, Kansas City, Mo., treasurer.

Board of directors comprises Cracker Jim Brooker, WMIE, Miami, chairman; Casey Strong, Sedalia, Mo.; Eddie Hill, WSM, Nashville; Tom Jackson, WKAV, Mobile, Ala.; Hardrock Gunter, WWVA, Wheeling, W. Va.; Lute Williamson, Wheeling; John Banks, KRDU, Dinuba, Calif., and Smokey Smith, KRNT, Des Moines.

The association members climaxed the day's program with a dinner and show in the hotel's ballroom Thursday, attended by nearly 150 jockeys, music men, trade press members and their wives and friends. Participating in the two-hour show was such prominent c.&w. talent as Johnnie and Jack, Kitty Wells, Benny Martin, Hank Noble, Minnie Pearl, Homer and Jethro, the Carlises, Eddy Arnold, the Davis Sisters, Chet Atkins, Jim Reeves, Stuart Hamblin, Ferlin Huskey, the Wilburn Brothers and Porter Wagoner.

Jazzband and Symphony Orchestra" by Rolf Liebermann. This is the premiere performance of the work. . . . J. P. Morgan was in town on a deejay tour early in the week. . . . Pancho Medell and his orchestra open at the Serpentine Room of the Schroeder Hotel, Milwaukee, next week. . . . Ralph Flanagan and his orchestra are on tour thru South Carolina, North Carolina, Virginia and Maryland.

"I Come for to Sing," a popular jazz and folk music presentation in these parts, has been booked into the Playwrights' Club. . . . The Treniers and the Taylor Maids opened at the Chez Paree Sunday (21) for three weeks. . . . Janet Brace, Decca artist, and Terry Haven have been held over at the Black Orchid for the new show opening Tuesday (23). . . . Ted Weems and his orchestra are still on the one-nighter circuit around Texas and Kansas.

Hollywood

The Modernaires slice their 200th record this week when they cut four sides for Coral. Team started 15 years ago with the Glenn Miller ork at RCA Victor, moved to Columbia in 1945 and to Coral in 1950. . . . Ronnie Deauville gets a shot with the "Bandstand Revue," largely as a result of his impromptu singing spot at the Jerry Grey opening at the Palladium last week. . . . Margaret

H'wood Palladium Booked Thru Mar. With Name Bands

HOLLYWOOD, Nov. 20.—The Hollywood Palladium is booked solid thru March of 1955, with a roster of five name bands inked. Jerry Gray ork opened November 9 for a three-week stand, followed by Orrin Tucker, Les Brown, Harry James and the first West Coast appearance of the Les Elgart band.

Palladium will be closed during the month of December for the traditional season of Christmas private party dates. Orrin Tucker ork was specifically engaged for the period owing to its local band status. American Federation of Musicians rules prohibit traveling bands working private party sessions.

Bihari Brothers On National Tour

HOLLYWOOD, Nov. 20.—The brothers, Bihari—Jules, Saul and Joe—take to the road this month in a series of disk jockey, distributor and talent tours for their respective Crown, Modern and Flair record labels.

Jules Bihari leaves for a one-week visit to New York, with Saul and Joe scheduled to trek in mid-November, covering the Midwest, Eastern Seaboard and the South.

Saul Bihari last week signed Arthur Lee Maye, 17-year-old bonus baseball player with the Milwaukee Braves, to a term recording contract, and also pacted singer Buddy Milton.

Jubilee Adds 3 To Talent Roster

HOLLYWOOD, Nov. 20.—Jerry Blaine, president of Jubilee Records, Inc., has added singers Polly Bergen, the King Sisters and Dwight Fiske to the firm's artist roster.

Blaine, here for a series of business meetings with his local distributor, Central Records Sale Company, is scheduled to return to his New York headquarters by December 1, making stops at his distributors in Dallas, El Paso, New Orleans and Jacksonville, Fla.

Miss Bergen last recorded for RCA Victor; the King Sisters with Capitol Records, while Fiske has appeared on a number of labels

Whiting will record the Dona O'Connor-Sidney Miller tune, "I a Sunday World." . . . Buddy Pepper handling the accompaniment for Lisa Kirk in her Cocoon Grove stand. . . . Gene DePaul composer of the songs in "Seven Brides for Seven Brothers," guest at Hal Levy's lyric writing courts at UCLA. . . . Doris Day named honorary chairman for the annual Marine Corps Toys for Tots campaign. . . . Mel Torme inked a contract with the Paul Small agency for motion picture representation. . . . Eddie Truman and Wendel Noble have penned a special tune for Forest Lawn Cemetery. . . . Ray Perkins, KIMN, Denver, almost severed three fingers while working at his home workshop. . . . Joni James guests on next week's "Person to Person" show. Ditto Red Buttons in the near future. . . . United Features Syndicate's comic-strip, Gordo, currently running a satire on the music business, got their list of disk jockeys from local tub-thumper George Jay. . . . Red Doff prepping two more albums, one by Jim Ameche and another by Harold Spina. . . . RCA Victor's Joe Carlton due here next week, along with X Records' Joe Delaney. . . . The Three Cheers, who hit with their "I Need Your Lovin'" disk on Capitol, may have their singing career stymied after they finish at UCLA, with Uncle Sam's draft waiting with open arms. . . . Anna Marie Alberghetti slated for additional pop sides come December 20.

Purchase of a two-thirds interest in Gus Kahn Music Company was revealed in Hollywood last week by Donald Kahn, son of the late songwriter. Kahn acquired his interest from Irene Kahn Marx and will operate the firm with his mother, Grace. Approximately 160 songs, many of them the hits of the 1920's, are in the firm's catalog.

"WHITHER THOU GOEST"

recorded by:

Les Paul-Mary Ford	Capitol
Laurie Loman	Century
Marian Marlowe	Columbia
O. B. Massingill & His Orchestra	Epic
Rita Robbins	RCA Victor
George Morgan and Anita Kerr Singers	Columbia
Betty Johnson	Dell

KAVELIN MUSIC CORP.
Sole Selling and Licensing Agent:
Hill and Range Songs, Inc.

HAJJI BABA

Recorded by

NAT "KING" COLE
Capitol #2949

REMIK MUSIC CORP., New York, N. Y.

"THE LITTLE SHOEMAKER"

Coming Up Fast!
"SMILE"

BOURNE, INC.

136 W. 52nd Street New York 19

from the 20th Century-Fox CinemaScope Production "WOMAN'S WORLD"

IT'S A WOMAN'S WORLD

ROBBINS MUSIC CORPORATION

TALENT TOPICS

WAKELY SET FOR 12 WEST 1-NIGHTERS . . .

Country folk star Jimmy Wakely has been set for a series of 12 one-nighters thru Oregon, Washington and California, kicking off at Medford, Ore., November 27. The Music Corporation of America is currently wrapping up plans for an Eastern tour scheduled to start early in January, 1955. Wakely this week disclosed the upcoming first release of the Three Rays, pop vocal group he discovered here last May. The girl trio has been signed to a Coral Records contract by George Cates, with "I Ain't Got Nobody" and "I'll Leave the Door Open," due to hit the disk market this week. The group consists of June Ray, Vivian Roberts and Eva Summers, latter Mary Ford's sister who was on loan-out to Decca for one session recently.

NEW YORKER ROOM TO SHUT AFTER FLANAGAN . . .

The Hotel New Yorker here will shutter its Terrace Room at the conclusion of Ralph Flanagan's engagement. The room will be used for banquets, and there are reportedly no plans to re-open it at a future date. The room underwent extensive re-decorating a couple of months ago when the hotel dropped its long-time ice show format and hired Flanagan. Flanagan was partially engaged because ABC-TV wanted to feature the band in a Saturday night remote from the hotel. However, the video show was dropped after a four-week run.

MERCURY ARTISTS ADDS R&B, MAMBO-JAZZ . . .

The Mercury Artists Corporation has added a mambo-jazz and rhythm and blues department. Bob Roberts and Lee Kraft will head the new facility which will supply combos to jazz rooms and niteries. The firm expects to enlarge its artist roster in the two fields soon.

CAPRI, MILANO INKED BY CAPITOL . . .

Capitol Records added two boy singers to its artist and repertoire roster this week, signing Danny Capri and Bobby Milano to term recording contracts.

Both Capri and Milano have previously recorded for independent labels. Capri arrived here this week

for his first recording session, accompanied by manager Nick Scalfani.

Signings were announced by Alan W. Livingston, vice-president in charge of artists and repertoire.

GENERAL ARTISTS SIGNS DAN TERRY ORK . . .

The Dan Terry ork signed this week with General Artists Corporation. The band had been with Willard Alexander up till now. The ork, which waxes for Columbia Records, will do a string of one-nighter break-in dates in December and then open at the Savoy Ballroom here in the latter part of the month. On January 13, the band will open at Birdland.

BERMUDA GROUP GETS OK ON U. S. DATE . . .

The Talbot Brothers, West Indian calypso singers, will play a special one-nighter at the Meadowbrook in New Jersey Thanksgiving night (25). The boys, who hail from Bermuda, were granted a special 10-day playing permit in the U. S. by Petrillo, but the other nine dates were booked by private parties.

MONROE TO OPEN NEW MIAMI FONTAINEBLEU . . .

Vaughn Monroe has been set to open the fabulous new Miami Beach hotel, the Fontainebleu, on December 20. The singing star will take his own package into the resort city's latest show-place at a price reported to be \$15,000 a week for four weeks. Backing Monroe will be the Richard Hayman ork.

HERMAN, GARNER TO GO OUT ON THE ROAD . . .

Erroll Garner, now at the Basin Street in New York, will go out on a series of road dates starting November 29. The ork and the pianist will play a one-nighter in Washington on November 29. On November 30 they will play two shows at the Met in Philadelphia, with thrush Billie Holliday and the Orioles also on the bill. They will play the University of Virginia and North Carolina State University the next two nights. On December 3 and 4 Herman's ork and Garner will play dates in Richmond, Va., and Norfolk with the Orioles and Faye Adams on the bill.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

According to juke box operators in Western Canada, the territory has become a hotbed for country and western music and talent in the last six months. It seems that the newly discovered oil fields and coal, gold and silver mines in the area are pulling workers primarily from Texas and Arkansas. Not only are performers finding the territory a bonanza, but 90 per cent of all the music on the juke boxes is country and western. . . . Stu Davis, Canada's Cowboy Troubadour, has moved from Calgary, Alta., to Winnipeg, Man., where he is doing a regular TV stint over CKY. He is also doing a daily radio show over a network of stations, sponsored by Blue Ribbon Tea & Coffee. The Ole Mountaineer, well-known Canadian c.&w. deejay, has replaced Davis at CKXL, Calgary.

Werly Fairburn and His Delta Boys and Ray Price and His Western Cherokees shared the bandstand at the Cadillac Club, New Orleans, Saturday night, November 13, pulling lively business. Jolly Cholly, deejay at WWEZ, New Orleans, who books the Cadillac, plans to use a guest star each week from now on in. . . . Scotty Stevenson (RCA Victor) and

his gang are working out of CFRN, Edmonton, Alta., after completing a trans-Canada tour. Scotty's newest release, "Kangaroo" and "You're Sending Back My Bouquet of Roses," is reported going well in the Alberta sector. . . . Don Evoy and His Mohawk Mountain Boys are back at CJCA, Edmonton, Alta., after winding up an extended tour of British Columbia and the Pacific Northwest with T. Texas Tyler.

"In a front-page story in the November 13 issue," writes John Sepesy, of Streator, Ill., "The Billboard claims Gene Autry is scheduled to make his first appearance on 'Grand Ole Opry.' This may be right or wrong, but Gene Autry was guest artist on the 'Grand Ole Opry' radio show over the NBC radio network on Saturday night, November 10, 1945. That was back when Roy Acuff was the featured star of the show. The song Gene sung was "Don't Live a Lie," written by him and Johnny Bond. . . . Gayle Griffith, 14-year-old blind country singer from Greenwood, Ind., occupied the guest spot on WERE's "Circle Theater Jamboree" in Cleveland last Saturday (20), with the Morgan Sisters, of the WLS "National Barn Dance," occupying that niche

(Continued on page 42)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Amos Milburn, Aladdin artist, gave the rhythm and blues field a terrific public relations assist last week, as well as getting plenty of attention for himself. Amos had gone to the Blue Note in Chicago to watch Dizzy Gillespie's opening performance. The Diz failed to make the date, and host Frank Holzfiend called on Milburn to play a few numbers. The customers, a jazz crowd, couldn't get enough of his r.&b. stylings as well as his piano instrumentals, heavy on boogie beats.

Alan Freed's early show over WINS here is being extended for an hour and will soon run from 7 p.m. to 9 p.m. Freed also has three hours from 11 p.m. to 2 a.m.

One of the biggest r.&b. shows in the history of the business will hit the road in February for a six to eight-week one-nighter trek. It is being produced by Lou Krefetz and will be booked by Shaw Artists. Full details about the show can be found in the music section. . . . The Five Keys, Capitol Records' stars, opened at the Regal Theater in Chicago on November 19. . . . Roy Hamilton opened at the Apollo Theater here on November 19 for 10 days.

Bill Davis and his trio open at the Blue Note in Philadelphia November 22. . . . Charles Brown will be at the 54 Ballroom in Hollywood November 26-28. . . . Dizzy Gillespie will be at Scalers' in Milwaukee starting November 22 for two weeks. . . . The Moonglows, who may have a big one with "Sin-

cerely" on Chess Records, have been signed by the Shaw Artists Corporation. . . . The Four Guys will be at the Colonial Tavern in Toronto starting November 22.

Earl Bostic and his ork are set for a week's engagement at the Surf Club in Baltimore from December 6 to 12. . . . Guitar Slim will be at the Walahujie Club in Atlanta December 2 thru 5. . . . Chuck Willis and Faye Adams will do a string of one-nighter dates in the East during December. . . . The new Kicks Label, which is owned jointly by Allied Records and the Sunland Distributing Company in California, has issued its first r.&b. sides. They feature orkster Walter Fuller, Geechie Smith and the Emeralds. Ned Hertzam is handling a.&r. chores for the label. . . . Capitol's r.&b. chief, Dave Cavanaugh, is in the East for the month of November. He recorded a number of sides this week.

Bob Shad, Mercury Records' jazz and r.&b. head, has signed a new group, The Chestnuts. The group is composed of some of the members of the original Ravens. . . . New York radio Station WOV's "Jambalaya" show, which comes from the Palm Cafe in Harlem, threw a party last week to celebrate the expansion of the Harlem cafe. The "Jambalaya" show features six hours of records spun by deejays Leigh Kamman, Evelyn Robinson, Georgia Carr, Rosita Davis and Jack Walker.

WSM Fest Pulls Top Crowd

• Continued from page 11

finally much good will developed Friday afternoon at the disk jockey clinic, where a panel of record executives, publishers and trade-paper editors discussed the programming problems of the country jockeys. Standout single issue was the decision by the record manufacturers to issue deejay samples on 45's. While a number of the jockeys admitted they were finding 45's satisfactory, many stated the disks were difficult to cue and of poor quality. Lack of equipment was mentioned as a prime difficulty. Both Conklin and Kanaga admitted the record industry had made errors in several phases of the 45-78 deejay disk problem. They urged the jockeys to bear in mind the basic economics involved. The new speeds resulted in a revival of record sales generally, it was pointed out, and altho 78 sales were still ahead of 45 sales in the country field, this situation must of necessity come to an end—just as it did in pop. The new juke boxes take the 45; 78 stampers and other parts are becoming increasingly obsolete; savings in space, storage, postage, manufacture all point to 45. Conklin, Kanaga, Joe Delaney of Label X, and other disk execs present, nevertheless, assured the jockeys that they would make every effort to come up with a better product.

"But we can't go backwards," the manufacturers stated, and added that more mass acceptance of 45's—as is so clearly evidenced on the retail level—would in the end mean more profitable operations for jockeys and stations as well as other phases of the business.

Mercury's Dee Kilpatrick raised the matter of standards on the 45. Conklin and Kanaga indicated such were possible, including decisions on the number of lead-in grooves, disk thickness, quality—and that these would be taken up with engineers promptly.

Frank McCall, of Four Star Records, apropos some jockeys' complaints about the 45's large hole, stated that the large hole was an additional manufacturing step; that perhaps the manufacturers could set aside a quota of deejay disks with the standard hole. About 7,500 disks of each release would suffice, he claimed.

Moore Makes Suggestion

At this point deejay Tom Moore, Knoxville, made a forceful speech in which he claimed that the equipment was the crux of the problem. The manufacturers must sell this point to station managements, he claimed. He also urged the deejays to consider themselves as part of the entire music-radio industry. "Let us not try to upset the whole industry," he urged. He further highlighted the role of high fidelity and urged that deejays and stations obtain equipment so as to be able to transmit the full range of cycles turned out by the manufacturers. "All divisions of the industry must take a forward look," he said, "in order that we may all take advantage of the favorable upsurge in population." The latter point he noted as vital to radio and the record business. Conklin earlier had noted that in the next five years there would be an increase of 5,000,000 in the number of teenagers.

Lack of Co-Operation

Another problem receiving full discussion was the complaint of some jockeys relative to lack of records. Lack of co-operation was charged to distributors. Wastage was also charged, some jockeys stating they received seven issues of one disk and none of another. Some jockeys claimed they received no disks, whereas pop jockeys were receiving country disks and never played them. Other jockeys claimed they received records late; some said they had to depend upon publishers. Many jockeys made a strong plea for additional artist biographical material either on the record label, as King Records occasionally does, or in the form of a sticker on the sleeve or in the form of a small book.

Considerable rapport between the facets of the business developed as the forum went along.

Toward the close Delaney remarked to the jockeys: "Make yourself heard to the manufacturers and the trade papers and you will get service. You are as vital in this business as we are. The new look—the new speed—is stimulating, some times annoying. We are all making adjustments. Nelson King, of WCKY, chief of the Country Music Disk Jockey Association, urged the deejays to send their letters outlining their problems directly to the disk execs present. Conklin and Kanaga, Case, et al., concurred. It was also suggested that the manufacturers poll the entire country jockey field (not all could attend the festival) for a full sampling of opinion on all these problems. This was concurred in. Bill McDaniel, forum's moderator, wound up the session on this note.

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• Continued from page 11

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6 GREAT RECORDS IN ENGLAND
 (Release Date Dec. 15)

and NOW in America!!!

Monty Kelly

presents

MAJORCA

(ISLE OF LOVE)

Essex-375

THE CASE BOX
SLEEPER OF THE WEEK

"MAJORCA"
 [Eastwick BMI—]
 "NEAPOLITAN NIGHTS MAMBO"
 [Sam Fox]

MONTY KELL
 (Essex 375; 4)



MONTY KELL

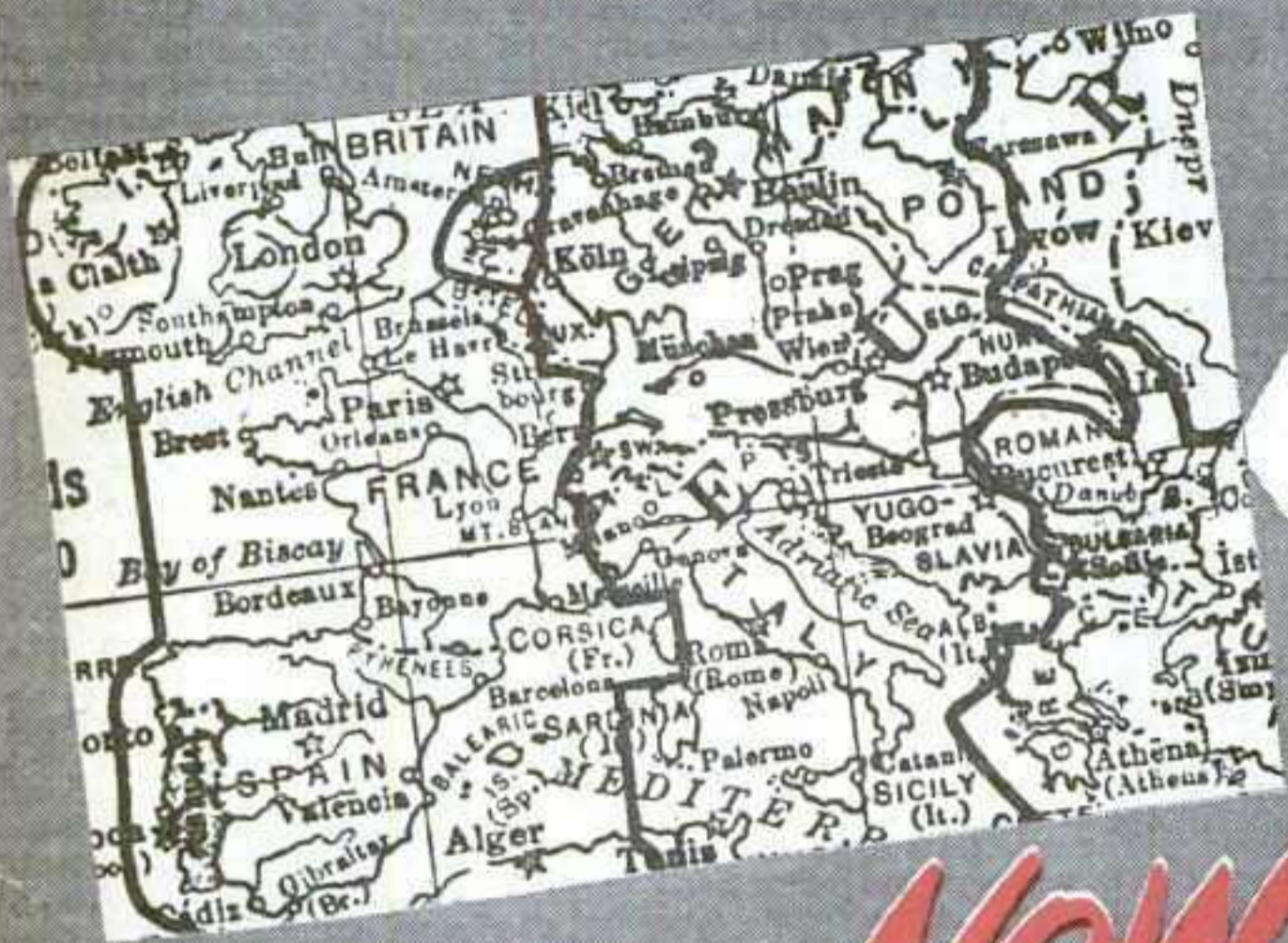
• Review Spotlight on ... RECORDS

MONTY KELLY ORK
 Majorca (Eastwick)—Essex 375—A sweeping tango that is already a hit along the shores of the Mediterranean receives a sparkling instrumental performance from the Monty Kelly crew on this new release. It could break thru quickly. Flip is the familiar "Neopolitan Nights Mambo" (Sam Fox, ASCAP)

"E his can men apar relea mark a me called Monty The ar world a The song has a beautiful out of best."

b/w
"NEAPOLITAN NIGHTS MAMBO"

PICKED BY PEOPLE IN 7 COUNTRIES



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TALENT TOPICS

WAKELY SET FOR 12 WEST 1-NIGHTERS . . .

Country folk star Jimmy Wakely has been set for a series of 12 one-nighters thru Oregon, Washington and California, kicking off at Medford, Ore., November 27. The Music Corporation of America is currently wrapping up plans for an Eastern tour scheduled to start early in January, 1955. Wakely this week disclosed the upcoming first release of the Three Rays, pop vocal group he discovered here last May. The girl trio has been signed to a Coral Records contract by George Cates, with "I Ain't Got Nobody" and "I'll Leave the Door Open," due to hit the disk market this week. The group consists of June Ray, Vivian Roberts and Eva Summers, latter Mary Ford's sister who was on loan-out to Decca for one session recently.

NEW YORKER ROOM TO SHUT AFTER FLANAGAN . . .

The Hotel New Yorker here will shutter its Terrace Room at the conclusion of Ralph Flanagan's engagement. The room will be used for banquets, and there are reportedly no plans to re-open it at a future date. The room underwent extensive re-decorating a couple of months ago when the hotel dropped its long-time ice show format and hired Flanagan. Flanagan was partially engaged because ABC-TV wanted to feature the band in a Saturday night remote from the hotel. However, the video show was dropped after a four-week run.

MERCURY ARTISTS ADDS R&B, MAMBO-JAZZ . . .

The Mercury Artists Corporation has added a mambo-jazz and rhythm and blues department. Bob Roberts and Lee Kraft will head the new facility which will supply combos to jazz rooms and niteries. The firm expects to enlarge its artist roster in the two fields soon.

CAPRI, MILANO INKED BY CAPITOL . . .

Capitol Records added two boy singers to its artist and repertoire roster this week, signing Danny Capri and Bobby Milano to term recording contracts.

Both Capri and Milano have previously recorded for independent labels. Capri arrived here this week

for his first recording session, accompanied by manager Nick Scalfani.

Signings were announced by Alan W. Livingston, vice-president in charge of artists and repertoire.

GENERAL ARTISTS SIGNS DAN TERRY ORK . . .

The Dan Terry ork signed this week with General Artists Corporation. The band had been with Willard Alexander up till now. The ork, which waxes for Columbia Records, will do a string of one-nighter break-in dates in December and then open at the Savoy Ballroom here in the latter part of the month. On January 13, the band will open at Birdland.

BERMUDA GROUP GETS OK ON U. S. DATE . . .

The Talbot Brothers, West Indian calypso singers, will play a special one-nighter at the Meadowbrook in New Jersey Thanksgiving night (25). The boys, who hail from Bermuda, were granted a special 10-day playing permit in the U. S. by Petrillo, but the other nine dates were booked by private parties.

MONROE TO OPEN NEW MIAMI FONTAINBLEU . . .

Vaughn Monroe has been set to open the fabulous new Miami Beach hotel, the Fontainebleu, on December 20. The singing star will take his own package into the resort city's latest show-place at a price reported to be \$15,000 a week for four weeks. Backing Monroe will be the Richard Hayman ork.

HERMAN, GARNER TO GO OUT ON THE ROAD . . .

Erroll Garner, now at the Basin Street in New York, will go out on a series of road dates starting November 29. The ork and the pianist will play a one-nighter in Washington on November 29. On November 30 they will play two shows at the Met in Philadelphia, with thrush Billie Holliday and the Orioles also on the bill. They will play the University of Virginia and North Carolina State University the next two nights. On December 3 and 4 Herman's ork and Garner will play dates in Richmond, Va., and Norfolk with the Orioles and Fay Adams on the bill.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

According to juke box operators in Western Canada, the territory has become a hotbed for country and western music and talent in the last six months. It seems that the newly discovered oil fields and coal, gold and silver mines in the area are pulling workers primarily from Texas and Arkansas. Not only are performers finding the territory a bonanza, but 90 per cent of all the music on the juke boxes is country and western. . . . Stu Davis, Canada's Cowboy Troubadour, has moved from Calgary, Alta., to Winnipeg, Man., where he is doing a regular TV stint over CKY. He is also doing a daily radio show over a network of stations, sponsored by Blue Ribbon Tea & Coffee. The Ole Mountaineer, well-known Canadian c.&w. deejay, has replaced Davis at CKXL, Calgary.

Werly Fairburn and His Delta Boys and Ray Price and His Western Cherokees shared the bandstand at the Cadillac Club, New Orleans, Saturday night, November 13, pulling lively business. Jolly Cholly, deejay at WVEZ, New Orleans, who books the Cadillac, plans to use a guest star each week from now on in. . . . Scotty Stevenson (RCA Victor) and

his gang are working out of CFRN, Edmonton, Alta., after completing a trans-Canada tour. Scotty's newest release, "Kangaroo" and "You're Sending Back My Bouquet of Roses," is reported going well in the Alberta sector. . . . Don Evoy and His Mohawk Mountain Boys are back at CJCA, Edmonton, Alta., after winding up an extended tour of British Columbia and the Pacific Northwest with T. Texas Tyler.

"In a front-page story in the November 13 issue," writes John Sepesy, of Streator, Ill., "The Billboard claims Gene Autry is scheduled to make his first appearance on 'Grand Ole Opry.' This may be right or wrong, but Gene Autry was guest artist on the 'Grand Ole Opry' radio show over the NBC radio network on Saturday night, November 10, 1954. That was back when Roy Acuff was the featured star of the show. The song Gene sang was 'Don't Live a Lie,' written by him and Johnny Bond." . . . Gayle Griffith, 14-year-old blind country singer from Greenwood, Ind., occupied the guest spot on WERE's "Circle Theater Jamboree" in Cleveland last Saturday (20), with the Morgan Sisters, of the WLS "National Barn Dance," occupying that niche (Continued on page 42)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Amos Milburn, Aladdin artist, gave the rhythm and blues field a terrific public relations assist last week, as well as getting plenty of attention for himself. Amos had gone to the Blue Note in Chicago to watch Dizzy Gillespie's opening performance. The Diz failed to make the date, and host Frank Holzfiend called on Milburn to play a few numbers. The customers, a jazz crowd, couldn't get enough of his r.&b. stylings as well as his piano instrumentals, heavy on boogie beats.

Alan Freed's early show over WINS here is being extended for an hour and will soon run from 7 p.m. to 9 p.m. Freed also has three hours from 11 p.m. to 2 a.m.

One of the biggest r.&b. shows in the history of the business will hit the road in February for a six to eight-week one-nighter trek. It is being produced by Lou Krefetz and will be booked by Shaw Artists. Full details about the show can be found in the music section. . . . The Five Keys, Capitol Records' stars, opened at the Regal Theater in Chicago on November 19. . . . Roy Hamilton opened at the Apollo Theater here on November 19 for 10 days.

Bill Davis and his trio open at the Blue Note in Philadelphia November 22. . . . Charles Brown will be at the 54 Ballroom in Hollywood November 26-28. . . . Dizzy Gillespie will be at Scalers' in Milwaukee starting November 22 for two weeks. . . . The Moonglows, who may have a big one with "Sin-

cerely" on Chess Records, have been signed by the Shaw Artists Corporation. . . . The Four Guys will be at the Colonial Tavern in Toronto starting November 22.

Earl Bostic and his ork are set for a week's engagement at the Surf Club in Baltimore from December 6 to 12. . . . Guitar Slim will be at the Walahuje Club in Atlanta December 2 thru 5. . . . Chuck Willis and Faye Adams will do a string of one-nighter dates in the East during December. . . . The new Kicks Label, which is owned jointly by Allied Records and the Sunland Distributing Company in California, has issued its first r.&b. sides. They feature orkster Walter Fuller, Geechie Smith and the Emeralds. Ned Hertzam is handling a.&r. chores for the label. . . . Capitol's r.&b. chief, Dave Cavanaugh, is in the East for the month of November. He recorded a number of sides this week.

Bob Shad, Mercury Records' jazz and r.&b. head, has signed a new group, The Chestnuts. The group is composed of some of the members of the original Ravens. . . . New York radio Station WOV's "Jambalaya" show, which comes from the Palm Cafe in Harlem, threw a party last week to celebrate the expansion of the Harlem cafe. The "Jambalaya" show features six hours of records spun by deejays Leigh Kamman, Evelyn Robinson, Georgia Carr, Rosita Davis and Jack Walker.

WSM Fest Pulls Top Crowd

Continued from page 11

finally much good will developed Friday afternoon at the disk jockey clinic, where a panel of record executives, publishers and trade-paper editors discussed the programming problems of the country jockeys. Standout single issue was the decision by the record manufacturers to issue deejay samples on 45's. While a number of the jockeys admitted they were finding 45's satisfactory, many stated the disks were difficult to cue and of poor quality. Lack of equipment was mentioned as a prime difficulty. Both Conklin and Kanaga admitted the record industry had made errors in several phases of the 45-78 deejay disk problem. They urged the jockeys to bear in mind the basic economics involved. The new speeds resulted in a revival of record sales generally, it was pointed out, and altho 78 sales were still ahead of 45 sales in the country field, this situation must of necessity come to an end—just as it did in pop. The new juke boxes take the 45; 78 stampers and other parts are becoming increasingly obsolete; savings in space, storage, postage, manufacture all point to 45. Conklin, Kanaga, Joe Delaney of Label X, and other disk execs present, nevertheless, assured the jockeys that they would make every effort to come up with a better product.

"But we can't go backwards," the manufacturers stated, and added that more mass acceptance of 45's—as is so clearly evidenced on the retail level—would in the end mean more profitable operations for jockeys and stations as well as other phases of the business. Mercury's Dee Kilpatrick raised the matter of standards on the 45. Conklin and Kanaga indicated such were possible, including decisions on the number of lead-in grooves, disk thickness, quality—and that these would be taken up with engineers promptly.

Frank McCall, of Four Star Records, apropos some jockeys' complaints about the 45's large hole, stated that the large hole was an additional manufacturing step; that perhaps the manufacturers could set aside a quota of deejay disks with the standard hole. About 7,500 disks of each release would suffice, he claimed.

Moore Makes Suggestion

At this point deejay Tom Moore, Knoxville, made a forceful speech in which he claimed that the equipment was the crux of the problem. The manufacturers must sell this point to station managements, he claimed. He also urged the deejays to consider themselves as part of the entire music-radio industry. "Let us not try to upset the whole industry," he urged. He further highlighted the role of high fidelity and urged that deejays and stations obtain equipment so as to be able to transmit the full range of cycles turned out by the manufacturers. "All divisions of the industry must take a forward look," he said, "in order that we may all take advantage of the favorable upsurge in population." The latter point he noted as vital to radio and the record business. Conklin earlier had noted that in the next five years there would be an increase of 5,000,000 in the number of teen-agers.

Lack of Co-Operation

Another problem receiving full discussion was the complaint of some jockeys relative to lack of records. Lack of co-operation was charged to distributors. Wastage was also charged, some jockeys stating they received seven issues of one disk and none of another. Some jockeys claimed they received no disks, whereas pop jockeys were receiving country disks and never played them. Other jockeys claimed they received records late; some said they had to depend upon publishers. Many jockeys made a strong plea for additional artist biographical material either on the record label, as King Records occasionally does, or in the form of a sticker on the sleeve or in the form of a small book.

Considerable rapport between the facets of the business developed as the forum went along.

Toward the close Delaney remarked to the jockeys: "Make yourself heard to the manufacturers and the trade papers and you will get service. You are as vital in this business as we are. The new look—the new speed—is stimulating, some times annoying. We are all making adjustments. Nelson King, of WCKY, chief of the Country Music Disk Jockey Association, urged the deejays to send their letters outlining their problems directly to the disk execs present. Conklin and Kanaga, Case, et al., concurred. It was also suggested that the manufacturers poll the entire country jockey field (not all could attend the festival) for a full sampling of opinion on all these problems. This was concurred in. Bill McDaniel, forum's moderator, wound up the session on this note.

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Continued from page 11

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Another Cornell Click!

**A NEW SONG!
A BIG SONG!
A GREAT RECORD!**

NO MAN IS AN ISLAND

Don Cornell



 CORAL 61253 • 9-61253

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, Inc.)



PLAYBACK...

**AT THE SCENE OF PERRY'S
LATEST, GREATEST... PERRY COMO'S**

(THERE'S NO PLACE LIKE)

HOME FOR THE HOLIDAYS / SILK STOCKINGS

**FROM THE COLE PORTER
MUSICAL PRODUCTION
"SILK STOCKINGS"**

20/47-5950

A "New Orthophonic" High Fidelity Recording

RCA VICTOR
FIRST IN RECORDED MUSIC



PHONOS—HI FI

By STEVE SCHICKEL

HI-FI INSTITUTE TO MULL APPROVAL SEAL . . .

It is understood that one of the pertinent points to be discussed for inclusion in the High-Fidelity Institute's campaign to promote high fidelity will be a seal of approval. Altho no one at the Institute would consent to be quoted on the subject, it is felt that such action will be discussed as part of the promotion campaign.

The seal of approval will probably read, "This instrument has been found by the High-Fidelity Institute to be within the standards of the high-fidelity code as set up by this organization." Seals such as this, if acted upon favorably, will be attached to hi-fi equipment prior to retail sale.

The seal of approval had been discussed previously by the group, which plans to release names of their members in the near future.

MOTOROLA RESEARCH FINDS PUBLIC STILL CONFUSED . . .

Field research by Motorola, Inc., according to Kip Anger, assistant national sales manager, still finds the buying public is in a state of confusion when it comes to defining or buying high-fidelity equipment. Anger stated the firm's salesmen are now being taught to sell the medium in a manner calculated to dispel the confusion. The salesmen are currently endeavoring to educate the dealers to sell hi-fi in simple terms, and mass appeals.

The firm is attacking the problem by holding sessions with the distributors, who in turn will educate their men, who in turn will educate the dealer. Here is where it pays off. The dealer eventually has to educate the customer that high fidelity is not just for the select few. Motorola, at its regional managers' meeting early in 1955, will be told the high-fidelity story, what is being done about it, and what must be done to create demand. Anger also said that future advertising will also be done up on the simplicity theme.

FAIR TRADERS VS. DISCOUNTERS . . .

Reaction to a recent article in this space on "Indie Dealers Hit Price Cutting" brought in several mail comments, all in a similar vein of contempt at current price-cutting methods. Here are some statistics concerning price cutting and retailers from the United States Chamber of Commerce. According to them, discount houses now do approximately 18 per cent of the nation's entire retail business. It is noted, however, that the discounters are facing a rising resistance movement from "traditional" stores. The Chamber estimates the discounters now have a sales volume of around \$25 billion a year, based on returns from a survey of 100 executives in the retail, wholesale, and service fields. Seventy per cent reported they were meeting competition of discounters, and considered that the rapid increase

in discount activities was a matter of prime importance.

The Chamber also stated that the executives were positive in their plans to fight discount competition. The survey indicated that 50 per cent claimed they were adapting stronger competitive merchandising tactics and 40 per cent said they would press suppliers for the same price treatment as given the discounters. Of the retailers, about 50 per cent said they were fighting fire with fire by cutting their own prices.

Again, if you have any contributions or comments concerning your operation, be it fair trade or price discounting, we would appreciate hearing from you.

CRESCENT NAMES NEW EXECUTIVES . . .

Appointments of two sales engineers, one personnel director, and one industrial sales co-ordinator were announced this week by James F. White, general sales manager of Crescent Industries, Inc., Chicago. Samuel Cooper, formerly with General Instrument Company, and Phillip R. Filipak, formerly vice-president of M-W Products Manufacturing Company, were named as sales engineers. Vincent Lowe, formerly with the industrial relations department of the Ford Motor Company, was named personnel director. Alan M. Rowley, formerly with Webster-Racine, was named to the post of industrial sales co-ordinator.

August J. Krusch Company, San Antonio; Nicolin Distributing Company, San Diego, and Tri-State Distributors, Inc., Albany, N. Y., have been named distributors in their areas for CBS-Columbia. . . . A plans and products session for distributors will be held sometime in January by the Webster-Chicago Corporation, according to Norman C. Owen, president of the firm. It is understood that no new products will be shown at the meeting. . . . Webcor has released a new set of six reels of pre-recorded tape. . . . Officials of the 1955 Electronic Parts Distributors Show, to be held in Chicago next May, is sending out this week a booklet explaining the rules and regulations governing the show to avoid confusion and misunderstanding. Only members may display at this showing. No ad copy will be allowed for any except authorized equipment during the show or in the immediate period preceding its opening.

The high-fidelity concert of Washington's National Symphony Orchestra played to a capacity crowd in the 4,000-seat Constitution Hall last week. The concert featured a running commentary by M. Robert Rogers, president of WGMS, and a hi-fi recording session in which a portion of the concert was taped, then played back to the audience over hi-fi equipment. Among the listeners was Federal Communications Commissioner John C. Doerler.

LINER NOTES

By IS HOROWITZ

CAMDEN HAS ALL TCHAIKOVSKY SYMPHS . . .

Of all labels active in the LP arena only Camden has recordings of all six Tchaikovsky symphonies in its catalog. And the RCA subsidiary is planning a major promotion to publicize its unique status. In January, Camden will release a six-LP package containing all the works (its first multi-disk set) in a hinged box complete with program notes. List price for the whole works will be \$10.98, or less than the price if purchased individually at the firm's low-price list of \$1.98 per LP.

Camden has pulled the etchings from the RCA Victor catalog and, in accordance with company policy, has tagged the orchestras with fictitious names. All are re-processed transfers from 78 r.p.m. sets originally issued in the early 1940's. Six different orchestras recorded the symphonies. Their label names and actual identities follow:

"Sussex" is really the Indianapolis Orchestra under Fabian Seivsky. The "Cromwell" is better known as the Cincinnati conducted by Eugene Goossens. The "Globe" is actually the National Orchestra led by Hans Kindler. Camden's "Centennial" achieved greater renown as the Boston Symphony under Serge Koussevitsky. More will recognize the "Warwick" under its true name of the Philadelphia under the administration of Leopold Stokowski. The latter conductor also led the Hollywood Bowl Orchestra for a combination currently tagged by Camden as the "Star" Orchestra.

WESTMINSTER READIES KREISLER TRIBUTE . . .

Westminster is readying album tribute to Fritz Kreisler for January release. The renowned violinist will celebrate his 80th birthday next year. The disk, holding a collection of Kreisler pieces will be played by Julian Olevsky. Other disks being prepared for January release by the label include a two-disk set of 10 Handel flute sonatas featuring John Sumner, and a Schumann lieder recital by Sena Jurinac.

LOUISVILLE ORK WORKS FOR AIR AND WAX . . .

The Louisville Orchestra, which commissions serious music scores on a near wholesale basis thru a special grant, will make the works familiar to a wide audience of listeners thru a unique plan set with its home-base, 50,000-watt radio station,

WHAS. The orchestra's recordings of the commissioned works will be broadcast five hours nightly. Each composition will be played twice a night; programs will be changed weekly. Broadcast time is midnight to 5 a.m. The records are also offered to subscribers at \$65 a set of 12 LP's. The initial batch of disks holds 32 orchestral works and two operas.

RCA OPERA 'HIGHLIGHTS' TO GET JAN. PUSH . . .

RCA Victor is prepping a big push on opera "highlight" diskings in January. Reduced versions of the following catalog operas will be released in one batch: "Faust," "Barber of Seville," "Trovatore," "Cavalleria Rusticana" and "Pagliacci," "Tristan and Isolde," "La Traviata" and "La Boheme." Two other January LP's, announced here last week, will be "Samson and Delila" and "Treasure of Grand Opera in High Fidelity."

In April, Victor will release a new recording cut by the fabulous soprano of another era, Rosa Ponselle. It is the first disk she has consented to make since 1939. It will contain art songs and familiar ballads.

LP GIFTS TO BE SHIPPED TO EUROPEAN STATIONS . . .

Twenty-five leading European radio stations will receive gift packages of 30 LP's each containing American scores cut by the American Recording Society. The gifts are a joint project of the diskery and the Alice M. Ditson Fund of Columbia University. The distribution is being made in honor of the university's bicentennial, celebrated this year.

COL. RUSHES CASADESUS, FRANCESCATTI SETS . . .

Columbia Records is rushing a special, de luxe limited-edition package featuring Robert Casadesus and Zino Francescatti. Compositions include original scores written by the pianist and violinist, as well as a Bach sonata. Only 3,000 copies of the set will be released.

Vox this week released its "Echoes of Hi-Fi," a 10-inch sampler of works in the label's catalog. . . . A theater version of Stravinsky's "L'Histoire du Soldat" will be mounted in New York by Emanuel Vardi and Muriel Sharon. Several recordings of the work are available.

Best Selling Popular Albums

Albums are ranked to show their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 549
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 528
4. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
5. A STAR IS BORN—Judy Garland . . . Columbia BL 102
6. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
7. SWING EASY—Frank Sinatra . . . Capitol H 528
8. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor LPT 6701
9. WHITE CHRISTMAS—Bing Crosby . . . Decca DL 8083
10. SOMETHING COOL—June Christy . . . Capitol H 516
11. THE PAJAMA GAME—Original Cast . . . Columbia ML 4840
12. JAZZ GOES TO COLLEGE—Dave Brubeck Quartet . . . Columbia CL 566
13. VOICES IN MODERN—Four Freshmen . . . Capitol H 522
14. THE CREWCUTS ON THE CAMPUS—Crewcuts . . . Mercury MG 25200
15. BING—Bing Crosby . . . Decca DX 151

EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
3. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
4. A STAR IS BORN—Judy Garland . . . Columbia BA 1021
5. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EB 352
6. SWING EASY—Frank Sinatra . . . Capitol EBF 528
7. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
8. VOICES IN MODERN—Four Freshmen . . . Capitol EBF 522
9. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor EPOT 6701
10. SOMETHING COOL—June Christy . . . Capitol EBF 516
11. WHITE CHRISTMAS—Bing Crosby . . . Decca 9-803
12. BRIGADOON—Sound Track . . . M-G-M X 263
13. THE PAJAMA GAME—Original Cast . . . Columbia AL 1098
14. THE GLENN MILLER STORY—Sound Track . . . Decca ED 2124-5
15. NAT (KING) COLE SINGS . . . Capitol EAP 1-9120

"Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

1. RIMSKY-KORSAKOFF: SCHEHERAZADE - Philadelphia Orchestra (Ormandy) . . . Columbia ML 4888
2. ANTHEL: CAPITAL OF THE WORLD; BANFIELD: THE COMBAT—Ballet Theatre Orchestra (Levine) . . . Capitol P 8289
3. BERLIOZ: TE DEUM - Royal Philharmonic Orchestra (Beecham) . . . Columbia ML 4897
4. RAVEL: LA VALSE; FAURE: PAVANE; FRANCK: PSYCHE - Detroit Symphony (Paray) . . . Mercury 50029
5. DEBUSSY: LA MER; RAVEL: RAPSODIE ESPAGNOLE - Philharmonia Orchestra (von Karajan) . . . Angel 35081
6. THE JOSE GRECO BALLET—Orchestra Zarsuela of Madrid (Machado) . . . Decca DL 9757

Reviews and Ratings of New Classical Releases

SHOWPIECES FOR ORCHESTRA, VOL. 3 (1-12)—Ferece Fricasy, Cond. Decca DL-9738 . . . 77

Beginning collectors will be interested in Vol. 3 of the Decca series. The pot-pourri of classical "war horses" includes Tchaikovsky's "Overture 1812" (choral arrangement) and equally familiar selections from Verdi's "La Traviata" and Smetana's "My Country." Also included are Johann Strauss Sr.'s "Radetzky March" and Verdi's overture to "The Force of Destiny." Excellent performances (recorded in Europe by Deutsche Grammophon) are contributed by conductor Ferece Fricasy and the RIAS Symphony and Berlin Philharmonic Orchestras.

BEETHOVEN: PIANO CONCERTO NO. 3 (1-12)—Emil Gilels, Piano; Orchestre de la Societe des Concerts du conservatoire; Andre Cluytens, Cond. Angel 35131 . . . 76

As the first Western-technique recording of Gilels, this disk will have unusual interest for collectors of piano records. He can be heard in the same concerto via a dub of a Russian tape on another label, but in this Paris-made etching it is possible for the first time to evaluate him properly. The phenomenal facility is there, as expected, but also a beautifully produced tone and the ability to unwind a musical phrase that few can match. Sales on this one are likely to surprise in view of the over-worked repertoire on vinyl.

BERGERETTES (1-10)—Lily Pons, Soprano, Columbia AL-83 . . . 75

One of the all-time great soprano soloists, Miss Pons is here presented singing 10 18th century French songs. The material is light, airy and delightful. The Hershey Kay arrangements are in the same delightful vein and Miss Pons, of course, lends to each a charm inherent in her style and fitting the selections.

BEETHOVEN: PIANO CONCERTO NO. 4; PIANO SONATA NO. 14 ("MOONLIGHT") (1-12)—Gulomar Novacs, Piano; Pro Musica Symphony, Vienna; Hans Swarowsky, Cond. Vox PL-8536 . . . 75

Miss Novacs, often called the "pianist's pianist," here demonstrates anew those

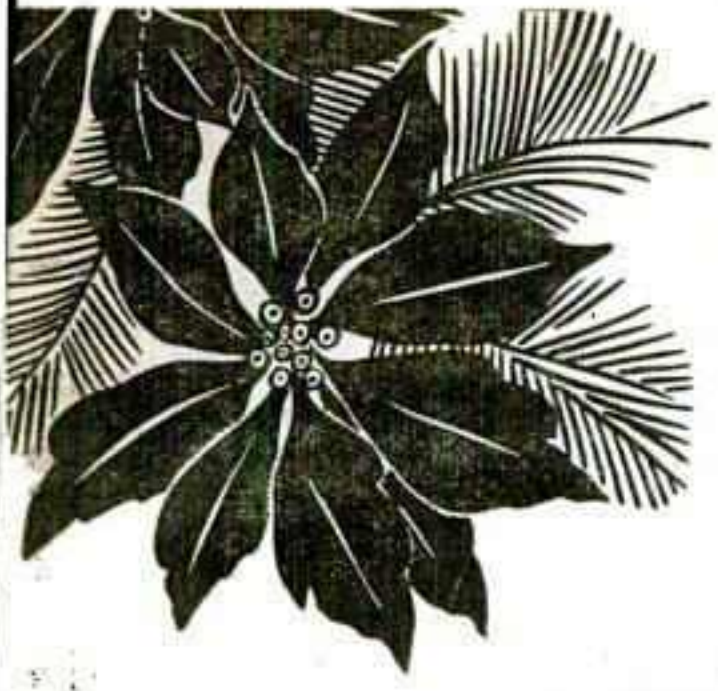
Aspects of her art that entitle her to such a soubriquet. A fine technique is tastefully subordinated to imaginative exposition that is as satisfying on an intellectual plane as it is on an emotional one. Collectors wanting the concerto have an additional incentive here in the bonus addition of the "Moonlight" Sonata, uncommonly moving in this poetic version. Sound is tops.

MOUSSORGSKY: PICTURES AT AN EXHIBITION; LISZT: RAPSODIE ESPAGNOLE; THREE PAGANINI STUDIES (1-12)—Alexander Uinsky, Piano, Epic LC 3066 . . . 74

All the music here is virtuoso meat, comprising a diet that would soon choke the average pianist. But Uinsky sets to with gusto and maintains his enthusiasm thruout. His technical facility will amaze many who undoubtedly will purchase the set. While the pianist has met the imposed challenge with flying colors, the engineers have not been quite as successful. Sound is moderate to good.

LE GROUPE DES SIX (2-12)—Orchestre de la Societe des Concerts du Conservatoire; Georges Tzipine, Cond. Angel 3515-B . . . 74

The six young French composers who, in 1920, made up the little circle dubbed (not at all respectfully) "Les Six," have some 30 years later become the glory of modern French music. Only Louis Durey's "Le Printemps au Fond de la Mer" dates from the period when "Les Six" were still a united band. All the works are new to records. The major works in the album are: Honegger's "Prelude, Fugue and Postlude," Poulenc's cantata for mixed chorus and orchestra entitled "Secheresses" (Drought), Auric's sensational ballet suite "Phedre" and Milhaud's Second Symphony. Tzipine's readings endow these works with great power, rhythmic vitality and emotional depth. Jean Cocteau, who was the literary spokesman for "Les Six" in the early 1920's, introduces the group and comments on their work. The two LP's are handsomely boxed, the white cover gaily adorned with a Cocteau (Continued on page 24)



A HOLIDAY RECORD OF INSTANT APPEAL AND TREMENDOUS POTENTIAL

THE SPIRIT OF CHRISTMAS

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Sings

BABY BROTHER



(Santa Claus, Dear Santa Claus)

Reviews and Ratings of New Classical Releases

Continued from page 22

sketch. Notes and articles by Auric and the French critic Rene Dumesnil add to the commercial appeal of this package. Sophisticates will flip over this package; hi-fi addicts will agree "you've heard nothing until you hear this."

ST. PAUL'S CATHEDRAL CHOIR OF LONDON (2-12")—Dr. John Dykes Bower, Organist and Director. Angel 3516-B 73
The choir, undoubtedly one of the

finest groups now extant, is presented on LP for the first time by the label. This is the choir that sang at Queen Elizabeth's Coronation in 1953. It is composed of 30 boys and 18 gentlemen. Last year the choir, for the first time in its history, visited the United States and gave many concerts here to critical acclaim. On this new set it is heard in a collection of Christmas music, Easter music, anthems, motets and madrigals. They are beautifully sung by the choir, featuring the

tender voices of the boys. The set is finely recorded and includes an eight-page leaflet about the choir. The album should appeal strongly to all lovers of choral music.

MOZART: MASONIC MUSIC (1-12")—Vienna Symphony and Vienna Chamber Choir; Bernhardt Paumgartner, Cond. Epic LC-3062 72
A collection of compositions by Mozart inspired by the 'deals and symbolism of the Masonic order, of which he was a devoted member. These works range from the festive Little Freemason's Cantata and the cantata, "Masons' Joy," to solemn Masonic Funeral Music. These works have the melodious warmth and gracious dignity of more familiar Mozart choral works.

BRAHMS: VIOLIN CONCERTO IN D (1-12")—Johanna Martzy, Violin; Philharmonia Orchestra; Paul Kletzki, Cond. Angel 35137 72
This is about the fourth version of the concerto to come out in a few months. And with the current dominance of the Milstein performance on Capitol, Miss Martzy's accomplishment can hardly attract the recognition it deserves on its merits. The young Hungarian shows herself a fine artist, technically and musically. And many will recognize this dishing as one of the best available of the work. It may be offered with some profit to discerning collectors to whom "names" are not everything.

BELA BARTOK; THE WOODEN PRINCE (2-12")—The New Symphony Orchestra of London; Walter Susskind, Cond. Bartok 308-308A 72
An early work of Bartok's, it consists of music written to the title "dancing play." The score closely supports the fanciful action of the fairy tale and provided Bartok a great opportunity to show his mastery of the orchestral palette. It makes for dramatic listening, especially in this unusually fine recording—one that will serve hi-fi enthusiasts as well as music lovers. Only three sides of the two LP's are used (the price is correspondingly reduced) and the package contains a concise score-libretto of action and music.

BETHOVEN: STRING QUARTETS, OP. 18 (3-12")—Hungarian Quartet. Angel 3512-C 71
This is the first volume of yet another complete recorded cycle of the quartets. In view of the rather limited market potential for the repertoire this might seem like a foolish extravagance. In another sense, tho, the Beethoven quartets are the bible of the devoted chamber music lover, and he is almost certain to add them to his collection eventually. In this version the Hungarian Quartet brings a precision of execution rarely encountered in these works. There is no spurious sentimentality; all is clear and forthright. To help the set meet the powerful competition of the Budapest readings, Angel has inserted complete scores in the package—a definite asset. The disks, each holding two quartets, will also be offered individually in the label's thrift package, without scores.

GRIEG: PIANO SONATA IN E MINOR, OP. 7; BALLADE, OP. 24 (1-12")—Menahem Pressler, Piano. M-G-M E-3057 70
The sonata makes its first appearance on LP here. An early Grieg work, its lush, romantic message will appeal to relatively few today. The "Ballade" on the other hand is extremely popular, and the single competitive entry should divert few tempted by the Pressler package. As usual, the young pianist comes thru with an impressive performance.

VIRGIL THOMSON: THREE PICTURES FOR ORCHESTRA; FIVE SONGS FROM WILLIAM BLAKE (1-12")—Mack Harrell, Baritone; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML-4919 67
Thomson's "Pictures" consists of three "landscape pieces" entitled "The Seine at Night," "Wheat Field at Noon" and "Sea Piece With Birds"—a triptych of poetic impressions cast in semi-abstract musical form. It is difficult music, but rewarding to the active listener. Less taxing are the songs, sung in Mack Harrell's usual vibrant, straightforward manner. Strictly for collectors of contemporary music.

ARRIAGA: SINFONIA A GRAN ORQUESTA "LOS ESCLAVOS FELICES" OVERTURE; AGAR (CANTATA) (1-12")—Maria Ripollés, Soprano; Orquesta Nacional de Madrid; Jesus Aramburi, Cond. Decca DL-9756 65
Collectors of de Falla and other typically Spanish works should be interested in this excellent package, recorded in Spain. Three of the comparatively obscure works of Arriaga "The Spanish Mozart" (who died at 19) are featured on the LP, marking the first time these selections have ever been recorded.

GIGANTES y CABEZUDOS (1-12") Angel ANG-65011 64
One of the more popular works in the zarzuela repertoire, this one-acter has liberal doses of patriotism and romance to bolster its plot. The Spanish tunes and voices are there, however, to provide pleasurable listening to the growing number of collectors digging this literature.

EILGAR: WAND OF YOUTH, SUITE NO. 2; QUILTER; CHILDREN'S OVERTURE; COATES: THE THREE BEARS (1-12")—Philharmonia Orchestra of Hamburg; Han-Jurgen Walther, Cond. M-G-M E-3142 63
Here is a delightful collection of light, children's pieces by three contemporary English composers, one of which is recorded here on LP for the first time, the inventive "Children's Overture" by Roger Quilter. All are played with spirit. The sound is excellent and the packaging attractive.

Reviews and Ratings of New Popular Albums

THE SONG OF CHRISTMAS 81
Fred Waring Orchestra (1-12")
Decca DL-8084

Here's a most unusual and beautiful Christmas package in which the Waring ork and soloists are presented in an original story of Christmas with some 20 carols from all over the world, plus a Christmas song cycle and two standard favorites, "White Christmas" and "Twelve Days of Christmas." It's done meticulously, superbly recorded and packaged. In all, a great new addition to Christmas packaged merchandise which should do very well.

THE FOUR LADS STAGE SHOW 80
Joe Mele, Piano (1-10")
Columbia CL-6329

The Four Lads have always been known for putting on a smart night club show, and this first album release on the label continues that tradition. Unlike many other sets which merely feature groups singing eight tunes, this new release is a good attempt at programing an entire LP record. It starts with a piece of special material which gives the boys a chance to explain who they are, and then they go right into a truly varied group of songs. These include "God Bless Us All," "Bye and Bye," "When You and I Were Young Maggie," "My Blue Heaven" and "Wabash Cannonball." They end the disk with a tribute to popular songs called "Swixie-Bop" which salutes spirituals, folk, dixie, pop and even pop songs. The arrangements are fresh and attractive and the boys sing smartly. A potent set for the Lad's many followers.

MEMORIES OF YOU 77
Richard Hayman Ork (1-10")
Mercury MG-25191

A romantic collection of eight standards accorded an effectively lush instrumental treatment. The selections—"The Very Thought of You," "Autumn in New York," "April in Portugal"—pack plenty of nostalgia for sentimental record buyers, while Hayman's own fans will enjoy his harmonica solo work on some of the tunes. The LP's only flaw is its comic strip-type art work, which cheapens an otherwise quality package.

HITS FROM BROADWAY SHOWS; HARMONIES THAT LINGER 75
Harold Coates Ork and Soloists (1-12")
Camden CAL 234

A good gift item for Christmas shoppers. This low-priced LP—on RCA's Camden label—features eight vocal selections from such all-time Broadway hits as "Carousel," "Oklahoma," "High Button Shoes," "Annie Get Your Gun" and "Finian's Rainbow." The flip spotlights eight popular standards—"Time on My Hands," "Frenesi," "Carioca," etc. None of the vocalists are identified on either side, but it's an open trade secret that many of them are top-flight legit warblers. Cover art, done in a satirical rococo vein, is effective.

MEMORABLE MUSIC FROM THE MOVIES 73
Mitchell Ayres Ork, Harold Coates Ork, Janssen Symphony of L.A., Werner Janssen, Cond. (1-12")
Camden CAL 233

Here's a low-priced package made to order for the holidays. It combines quality of performance with economy of purchase and amusing cover art. Selections include such asked-for items as "Laura," "Blithe Spirit," "Moulin Rouge" and "Limelight." RCA is issuing many items on the Camden label this Christmas, and dealers might well set up a separate display for the budget-minded album shopper.

SONGS OF A VAGABOND LOVER 72
Rudy Vallee (1-10")
Capitol H-550

Here's a newly recorded collection of some of the most popular novelties and ballads sung by Rudy Vallee in his heyday back in 1929. The "Vagabond Lover" sounds much the same today, and he has excellent backing assistance from, of all people, Billy May. The LP is sure-fire nostalgia, and should have strong appeal for oldsters, particularly of the female gender. May's accompaniment is styled to suit the material—"As Time Goes By," "The Stein Song," "I'm Just a Vagabond Lover," etc.—but it is blessedly free of the usual wild exaggerations sometimes used to interpret the 1920's, which may be authentic but are still hard on the ears.

KAY THOMPSON 70
1-12")
M-G-M E-3146

Kay Thompson is one of the greatest of the chi-chi school of nitery entertainers. However, much of her appeal is based on split-second timing, and is primarily visual, which necessarily limits the main appeal of this LP to those who are familiar with her showmanly antics on the floor. But she sings a credible song in her own right, and dealers may make some extra sales to those interested in the LP's well-sung standards, such as "Blue Moon," "How Deep Is the Ocean," "I Hadn't Anyone Till You," etc. In addition, the sophisticated canary warbles such special material ditties from her act as "Myrtle" and "Poor Suzette."

GERMAINE MONTERO CHANTE 71
(1-10")
Angel ANG-64009

This collection of songs by the French street-poet Aristide Bruant should do well in its specialized market. Singer-actress Germaine Montero sings the French lyrics with warmth and sensi-

tivity. Her recent appearance in the new French movie "Lovers, Happy Lovers," currently making the rounds here, may increase the LP's sales potential. A somewhat conservative English translation of Bruant's racy lyrics about the trials of prostitution and the criminal life in general indicates that the night life of Paris' "outer boulevards" in the gay nineties was even rougher than today. Toulouse-Lautrec's poster art masterpiece of 1893 (depicting Bruant as the owner of the Montmartre cabaret Le Mirliton) appropriately decorates the LP cover.

CHRISTMAS CAROLS 70
The Columbus Boychoir (1-10")
Decca DL-5551

The Columbus Boychoir is well known to the American public via its many appearances on radio and TV shows. On this new recording the youngsters sing a medley of Christmas carols including familiar ones like "Silent Night" and "O Come, All Ye Faithful," as well as the somewhat less performed "The Coventry Carol," "Lo How a Rose E'er Blooming" and "I Saw Three Ships." As a rule, the boys handle the carols in acceptable fashion, tho some seem to be beyond their capabilities. However, the light voiced reading of the carols should interest many during the Christmas buying season.

MAMBO AMERICANO 69
Pupi Campo and His Sextet (1-10")
Coral CRL 56107

The mambo craze is still with us, so this album of mambo instrumentals should do well this Christmas. Campo also has his own following. The album would make an appropriate gift for would-be mambo dancers who want to practice their wiggle in the privacy of their own living room. The package's special gimmick is that it features mambo versions of eight U.S. standards—"Sweet and Lovely," "Always," "The Continental," etc.

THE CHRISTMAS MOOD 69
The Columbia Choir (1-10")
Columbia CL-6336

This collection of Alfred Burt's original Christmas carols is nicely performed by The Columbia Choir, and should draw its share of sales in the religious market this Christmas. An appealing cover photo of a small girl is definitely a sales plus for the package. For more than 15 years the late Burt (and his Episcopalian Rector father before him) composed a new carol each year and sent it to their friends in the form of a Christmas card. The lyrics are printed on the back of the album cover.

CHICO O'FARRILL'S LATINO DANCE SESSION; MAMBO DANCE SESSION 68
(2-10")
Norgran NGN 27, 28

The label has come up with two bright dance sets by the Chico O'Farrill crew that could get action in these days when the Latin beat is creating so much excitement. The O'Farrill crew, one of the exciting new orks around today, does a fine job on both of these sets, one containing only mambos and the other a collection of tangos, sambas, rumbas, et. al. The ork, a large swinging crew with a Latin beat, features solid ensemble work, sparked by a biting brass section. The Latino collection includes "Siboney," "Cachita," "You Stepped Out of a Dream" and "Munquita Linda." The mambo sets include "Quiereme Mucho," "Vaya Con Dios" and "L.A. Mambo." These two waxings inaugurates the firm's new dance series.

Jazz

NORMAN GRANZ' JAZZ CONCERT NO. 1 78
(2-12")
Norgran MG JC 1

Norman Granz's new label, Norgran, now has live jazz concerts, too, just as does the parent Clef label. And it is more than probable that the waxings in this new set are from JATP concerts, too, waxings made but unable to be used in the regular JATP sets on Clef. For it contains selections featuring such JATP stalwarts as Harry Edison, Lester Young, Bill Harris, Flip Phillips, Coleman Hawkins, the Oscar Peterson Trio, the Buddy Rich Trio and Charlie Parker. All in all, it contains some mighty listenable jazz with some outstanding work by Parker, Peterson, Hawkins and Pres. Granz can be heard introducing the artists. Good wax here that all JATP fans will want.

BUCK MEETS RUBY 76
Buck Clayton, Ruby Braff, trumpets (1-10")
Vanguard VRS 8008

The label has come up with a fine new jazz set here, the latest in Vanguard's "Jazz Showcase" series. Buck Clayton, as most jazz fans know by now, is one of our ranking trumpeters, and Ruby Braff is one of the newer group of jazz artists who has started to make a name for himself. The contrast between the styles of Clayton and Braff makes for some fine listening on such tunes as "Just a Groove," "Kandee," "I Can't Get Started" and "Love Is Just Around the Corner." The band back of the two trumpets includes Benny Morton on trombone, Buddy Tate on tenor, Aaron Bell on bass, Steve Jordan on guitar, Bobby Donaldson on drums and Jimmy Jones on piano. The recording is first-rate. This is an excellent jazz set that will interest many. The cover is striking.



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

The Billboard Music Popularity Charts

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

Talent Corner

The excitement kicked up by a sudden "smash" hit in the record and music business is a wonderful event to observe. Few, if any, industries can stir up as much action and emotion in so quick a time as can the record-music business. Few, if any, industries can pair the excitement of a fast-seller with the inherent glamour of performing artists. And few industries can reap such heaping benefits from a sudden hit item as can the music-record business.

The latest example, of course, is the tune "Let Me Go, Lover" as originally recorded by Joan Weber for Columbia Records. Elsewhere in this department are detailed the basic facts surrounding the hit and the major "cover" records already recorded. But we'd like to point out here some additional bits of historical information.

Many months ago, a tune called "Let Me Go, Devil," was recorded by Wade Ray, Johnny Bond, Georgia Shaw and Tex Ritter. The song and the various records got some nice activity on the jockey, dealer and operator levels. At one point, it was suggested that a change in the lyric would get some of the top pop artists to record the tune, but writer Jenny Lou Carson reportedly turned down the suggestion.

Then came the "Studio One" script and the already familiar details on the changed lyric and theme of the original song. The new lyric was written on order by Al Hill. The rush was now on. How many additional versions will be recorded only time will tell. Coral, for example, is set to wax the tune with Jimmy Wakely and the Sons of the Pioneers—and the rhythm and blues labels haven't been heard from yet.

Record buyers might also be interested in knowing that until noon yesterday (19) when Teresa Brewer walked into the Coral Studio, the label's exec wasn't sure that his session was really on. The thrush recently had a baby and has been resting at home. Victor recorded the tune the same night beginning at 8:30 p.m. Decca was scheduled to start recording Peggy Lee at about midnight. Patti Page was flown into New York, got to the Mercury studio at 4 p.m., cut the one side and raced for a 4:55 p.m. train to her next personal appearance date.

Best Selling Sheet Music

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

Week This	Last Week	Weeks on Chart	Title	Artist
1		12	This Ole House	Hamblen
2		7	Count Your Blessings	Berlin
3		11	I Need You Now	Miller
4		12	If I Give My Heart to You	Miller
5	11	2	Mr. Sandman	E. H. Morris
6		10	Hold My Hand	Raphael
7		19	Hey, There	Frank
8		8	Papa Loves Mambo	Shapiro-Bernstein
9		4	Teach Me Tonight	Hub
10		17	High and the Mighty	Witmark
11		3	Muskrat Ramble	Simon
12		1	White Christmas	Berlin
12		1	It's a Woman's World	Robbins
14		19	Little Shoemaker	Bourne
15		2	Shake, Rattle and Roll	Progressive

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending November 17

This Week	Last Week	Weeks on Chart	Title	Artist
1		12	I Need You Now	By Jimmie Crane and A! Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: E. Fisher, V 20-5830. OTHER RECORDS AVAILABLE: K. Griffin, Col 40346.
2		4	Mr. Sandman	By Pat Ballard—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: Chordettes, Cadence 1247; Four Aces, Dec 29344. OTHER RECORDS AVAILABLE: L. Elgart, Col 40383; Lancers, Coral 61288; V. Monroe, V 20-5767; B. Morrow, Mer 70477.
3		16	This Ole House	By Stuart Hamblen—Published by Hamblen (BMD) BEST SELLING RECORDS: R. Clooney, Col 40266; S. Hamblen, V 20-5739. OTHER RECORDS AVAILABLE: Rex Allen-T. Williams, Dec 29254; Blue Ridge Quartet, Gotham 439; Herb and Kay, King 1376; Jordanares, Cap 2915; Sister Rosetta Tharpe, Dec 29255; Stamps Quartet, Col 21323; Statesmen, V 20-5850.
4		12	If I Give My Heart to You	By Jimmie Crane, Jimmy Baxter, Al Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: Doris Day, Col 40300; D. Lor, Major 27. OTHER RECORDS AVAILABLE: C. Boswell, Dec 29148; D. Ellington, Cap 2930; B. Greco, Coral 61236; Four Bars, Josie 768; M. Lewis, Cap 2868; Peacock Mambo Combo, Tico 1092; T. Rogers, Mercury 70451; D. Shore, V 20-5838; T. Sosebee, Coral 64183; Wright Brothers, M-G-M 11776.
5		19	Hey, There	By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: R. Clooney, Col 40266. OTHER RECORDS AVAILABLE: S. Davis Jr., Dec 29199; D. Hawkins, Epic 9049; Homer & Jethro, V 20-5867; R. Prysock, Mercury 70460; J. Raitt, Col 1098; J. Ray, Col 40224.
6		8	Papa Loves Mambo	By Al Hoffman, Dick Manning, Bix Reichner—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: P. Como, V 20-5837. OTHER RECORDS AVAILABLE: Alfreddito, Rainbow 264; G. Jones, M. Pearl, V 20-5891; Peacock Mambo Combo, Tico 1092; J. Ray, Col 40324.
7		7	Teach Me Tonight	By Sammy Cahn—Published by Hub (ASCAP) BEST SELLING RECORDS: DeCastro Sisters, Abbott 3001. OTHER RECORDS AVAILABLE: J. Brace, Dec 28990; H. Grayco, X 3051; R. June, M-G-M 11856; Modernaires, Coral 61265; J. Stafford, Col 40351.
8		11	Hold My Hand	By Jack Lawrence and Richard Myers—Published by Raphael (ASCAP) BEST SELLING RECORD: D. Cornell, Coral 61206. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 29301.
9		6	Count Your Blessings	BEST SELLING RECORD: E. Fisher, V 20-5871. OTHER RECORDS AVAILABLE: R. Clooney, Col 40370; B. Crosby, Dec 2951; A. Godfrey, Col 40321; G. MacRae, Cap 2927; Orioles, Jubilee 5172.
10		11	Shake, Rattle and Roll	By Charles Calhoun—Published by Progressive (BMI) BEST SELLING RECORDS: B. Haley, Dec 29204; J. Turner, Atlantic 1026.

Second Ten

11		12	MUSKRAT RAMBLE	Published by Simon (ASCAP)	6
12		14	SKOKIAAN	Published by Shapiro-Bernstein (ASCAP)	14
13		7	WHITHER THOU GOEST	Published by Hill & Range (BMI)	7
13		2	MAMBO ITALIANO	Published by Rylan (ASCAP)	2
15		4	IT'S A WOMAN'S WORLD	Published by Robbins (ASCAP)	4
16		1	NAUGHTY LADY OF SHADY LANE	Published by Paxton (ASCAP)	1
17		1	HAJJI BABA	Published by Remick (ASCAP)	1
18		11	SMILE	Published by Bourne (ASCAP)	11
19		10	CARA MIA	Published by Feist (ASCAP)	10
20		21	SH-BOOM	Published by Hill & Range (BMI)	21

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

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

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Tunes with Greatest Radio-TV Audiences

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

Radio

Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Fanny (R) (M)—Chappell—ASCAP
Hajji Baba (R) (F)—Remick—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
Hold My Hand (R)—Raphael—ASCAP
I Need You Now (R)—Miller—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
It Worries Me (R)—Bourne—ASCAP
It's a Woman's World (R) (F)—Robbins—ASCAP
Kiss Crazy Baby (R)—Shelton—BMI
Love You Didn't Do Right By Me (R) (F)—Berlin—ASCAP
Mambo Italiano (R)—Rylan—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
Muskrat Ramble (R)—Geo. Simon—ASCAP
My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Ready, Able and Willing (R)—Daywin—BMI
Sabrina (R) (F)—Famous—ASCAP
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Smile (R)—Bourne—ASCAP
Song From Desiree (R) (F)—Miller—ASCAP
Teach Me Tonight (R)—Hub—ASCAP
That's What I Like (R) (F)—Chappell—ASCAP
There's a Small Hotel (R)—Chappell—ASCAP
Things I Didn't Do (R)—Hill & Range—BMI
This Ole House (R)—Hamblen—BMI
Whither Thou Goest (R)—Kavelin—BMI
You're Nobody Till Somebody Loves You (R)—Southern—ASCAP

Television

Born in a Trunk (R) (F)—Harms—ASCAP
Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Dream (R)—Goldsen—ASCAP
Hajji Baba (R) (F)—Remick—ASCAP
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey, There (R) (M)—Frank—ASCAP
Hold My Hand (R)—Raphael—ASCAP
I Need You All to Myself (R)—Shapiro-Bernstein—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
In an Inn in Indiana (R)—Pickwick—ASCAP
It's a Woman's World (R) (F)—Robbins—ASCAP
I've Known You All My Life (R)—Frank—ASCAP
Let Me Go Lover (R)—Rumbalero—BMI
Little Shoemaker (R)—Bourne—ASCAP
Make Yourself Comfortable (R)—Rylan—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
Mobile (R)—Ardmore—ASCAP
Muskrat Ramble (R)—Geo. Simon—ASCAP
My Bambino (R)—Ben Bloom—ASCAP
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Red Grapes (R)—Saunders—ASCAP
Restless Heart (R) (M)—Chappell—ASCAP
Sleigh Ride (R)—Mills—ASCAP
Smile (R)—Bourne—ASCAP
There's No Place Like Home for the Holidays (R)—Roncom—ASCAP
This Ole House (R)—Hamblen—BMI
Whither Thou Goest (R)—Kavelin—BMI

England's Top Twenty

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

Hold My Hand—Bradbury Wood (Raphael)
If I Give My Heart to You—Robbins—(Miller)
My Son, My Son—Kassner (Kassner)
My Friend—Chappell (Paxton)
This Ole House—Duchess (Hamblen)
Smile—Bourne (Bourne)
Little Things Mean a Lot—Robbins—(Feist)
There Must Be a Reason—Campbell, Connelly (April & Cromwell)
Story of Tina—Macmelodies (Maurice)
Three Coins in the Fountain—Feist (Robbins)
Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)
Happy Wanderer—Bosworth (Fox)
Sway—Southern (Peer)
I Love Paris—Chappell (Chappell)
Cara Mia—Robbins (Feist)
Santo Natale—Spier (Spier)
Wait for Me Darling—Boosley & Hawkes (Herb Reiss)
Sh-Boom—Aberbach (Hill & Range)
High and the Mighty—Harms, Connelly (Witmark)
Gilly Gilly Ossenfeffer Katzenellenbogen by the Sea—Spier (Beaver)

ROCKIN' ROLLIN' RHYTHMIC!

ELLA MAE MORSE

with BIG DAVE and his orchestra

BRING BACK MY BABY TO ME

LOVEY DOVEY CAPITOL RECORD NO. 2992



THE NUGGETS

QUIRL UP IN MY ARMS
SO HELP ME, I LOVE YOU

CAPITOL RECORD NO. 2989



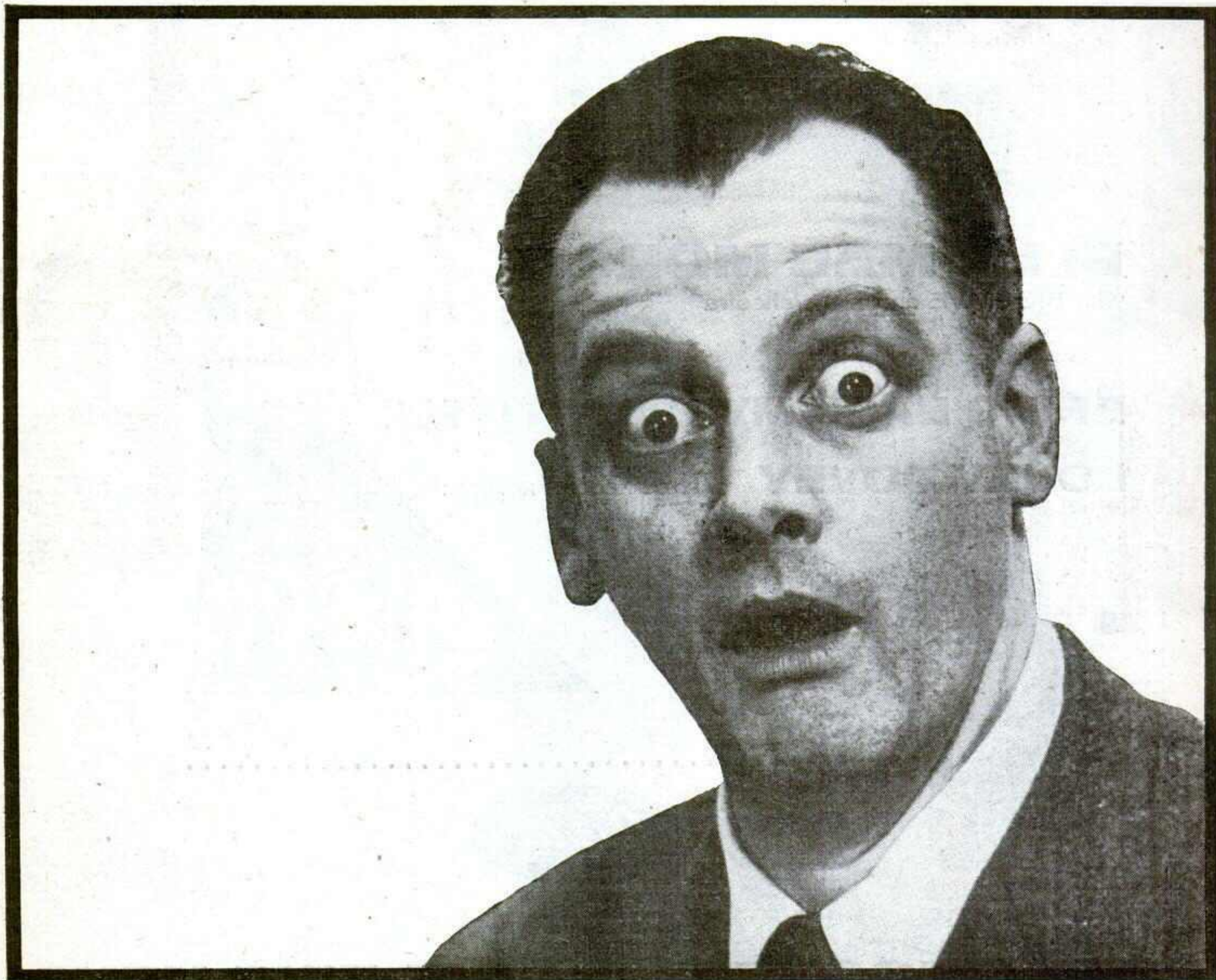
THE FIVE KEYS

LING, TING, TONG
I'M ALONE

CAPITOL RECORD NO. 2945



CARNEY WITH DRUMS!



ART CARNEY'S "SANTA AND THE DOODLE-LI-BOOP"

B/w "TWAS THE NIGHT BEFORE CHRISTMAS"...

FOR THE CRAZIEST CHRISTMAS RECORD EVER.

**SHIPS THIS WEEK ON COLUMBIA
RECORDS**

40400 4-40400

FRANKIE LAINE

IN THE BEGINNING AND OLD SHOES

his greatest

record

Columbia #40378 • 4-40378



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending November 17

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	Label
1		1	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
2		4	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
3		2	THIS OLE HOUSE—R. Clooney	Hey, There—(7)—Col 40266—BMI
4		5	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
5		8	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
6		6	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
7		3	HEY, THERE—R. Clooney	This Ole House—(3)—Col 40266—ASCAP
8		7	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
9		9	SHAKE, RATTLE AND ROLL—B. Haley	ABC Boogie—Dec 29204—BMI
10		10	MAMBO ITALIANO—R. Clooney	We'll Be Together Again—Col 40361—ASCAP
11		14	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
12		—	MR. SANDMAN—Four Aces	I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP
13		11	MUSKRAT RAMBLE—McGuire Sisters	Lonesome Polecat—Coral 61278—ASCAP
14		18	HAJJI BABY—Nat (King) Cole	Unbelievable—Cap 2949—ASCAP
15		17	WHITHER THOU GOEST—L. Paul & M. Ford	Mandolino—Cap 2928—BMI
16		—	NAUGHTY LADY OF SHADY LANE—Ames Brothers	Addio—V 20-5897—ASCAP
17		13	CARA MIA—D. Whitfield	How When or Where?—London 1486—ASCAP
18		15	I NEED YOUR LOVIN'—Cheers	Arivederci—Cap 2921—BMI
19		12	SKOKIAAN—R. Marterie	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
20		24	DIM, DIM THE LIGHTS—B. Haley	Happy Baby—Dec 29317—BMI
20		—	MAKE YOURSELF COMFORTABLE—S. Vaughan	Idle Gossip—Mercury 70469—ASCAP
22		20	SMILE—Nat (King) Cole	It's Crazy—Cap 2897—ASCAP
23		22	IF I GIVE MY HEART TO YOU—D. Lor	Hello Darling—Major 27—ASCAP
24		19	IT'S A WOMAN'S WORLD—Four Aces	Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP
24		23	THAT'S WHAT I LIKE—Don, Dick & Jimmy	You Can't Have Your Cake and Eat It Too—Crown 125—ASCAP
26		—	HEARTS OF STONE—Charms	Who Knows—DeLuxe 6062—BMI
27		—	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—V 20-5896—BMI
28		21	RUNAROUND—Chuckles	At Last You Understand—X 0066—BMI
29		—	MAMA DOLL SONG—P. Page	I Can't Tell a Waltz From a Tango—Mercury 70458—ASCAP
30		—	I WANT YOU ALL TO MYSELF—K. Kallen	Don't Let the Kitty Geddin'—Dec 29268—ASCAP

This Week's Best Buys

LET ME GO, LOVER (Hill & Range, BMI)—Joan Weber—Columbia 40366

All retail and juke box sources across the country reported a deluge of requests for this disk after its play on "Studio One" Monday (15). Stores which had quantities of the record found supplies exhausted in short order. Interest is at a high pitch and building, now that other major labels are covering the tune with top artists. The initial push on this record, however, insures a comfortable lead that may be difficult to overcome. Flip is "Marionette" (Joy, ASCAP).

LAND OF DREAMS (Meridian, BMI) SONG OF THE BAREFOOT CONTESSA (Chappell, ASCAP)—Hugo Winterhalter Ork RCA Victor 20-5888

A sleeper that has been building slowly—and reversing sides in the process. "Land of Dreams" now appears on the Cleveland and Detroit territorial charts and seemingly will hit the national charts before the movie tune.

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

The disk has also been reported selling well in Los Angeles, St. Louis, Milwaukee, Durham, Nashville, Chicago, Pittsburgh, Buffalo, Philadelphia and New York, with varying references as to side. A previous Billboard "Spotlight" pick.

HEARTS OF STONE (Regent, BMI)—The Fontane Sisters—Dot 15265

Altho this tune is the current No. 1 r.&b. favorite in a version by the Charms, it is proving to have more than ordinary pop appeal. Not only is the De Luxe disk moving briskly in some pop markets (particularly in New Orleans and several other Southern territories), but new this Dot record is coming up fast in New England, Philadelphia, Pittsburgh, Cincinnati, Chicago, Detroit, Nashville, Durham, St. Louis and Milwaukee. Flip is "Bless Your Heart" (Bregman, Vocco & Conn, ASCAP). A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending November 17

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

This Week	Last Week	Weeks on Chart	Title	Label
1		1	THIS OLE HOUSE—R. Clooney	Hey, There—Col 40266—BMI
2		2	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
3		3	HEY, THERE—R. Clooney	This Ole House—Col 40266—ASCAP
3		4	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
5		5	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
6		6	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
7		7	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
8		10	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
9		8	SHAKE, RATTLE AND ROLL—B. Haley	ABC Boogie—Dec 29204—BMI
10		12	MUSKRAT RAMBLE—McGuire Sisters	Lonesome Polecat—Coral 61278—ASCAP
11		13	WHITHER THOU GOEST—L. Paul & M. Ford	Mandolino—Cap 2928—BMI
12		9	SKOKIAAN—R. Marterie	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
13		14	MAMBO ITALIANO—R. Clooney	We'll Be Together Again—Col 40361—ASCAP
13		19	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
15		19	THAT'S WHAT I LIKE—Don, Dick & Jimmy	You Can't Have Your Cake and Eat It Too—Crown 125—ASCAP
16		14	SKOKIAAN—Four Lads	Why Should I Love You?—Col 40306—ASCAP
17		16	MOOD INDIGO—N. Petty Trio	Petty's Little Polka—X 0040—ASCAP
17		11	SH-BOOM—Crew Cuts	I Spoke Too Soon—Mercur 70404—BMI
19		—	IF I GIVE MY HEART TO YOU—D. Lor	Hello Darling—Major 27—ASCAP
19		—	MANDOLINO—L. Paul	Whither Thou Goest—Cap 2928—BMI
19		—	HAJJI BABA—Nat (King) Cole	Unbelievable—Cap 2949—ASCAP

Most Played by Jockeys

For survey week ending November 17

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

This Week	Last Week	Weeks on Chart	Title	Label
1		5	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
2		1	I NEED YOU NOW—E. Fisher	Heaven Was Never Like This—V 20-5830—ASCAP
3		2	HOLD MY HAND—D. Cornell	I'm Blessed—Coral 61206—ASCAP
4		4	PAPA LOVES MAMBO—P. Como	Things I Didn't Do—V 20-5857—ASCAP
5		7	TEACH ME TONIGHT—DeCastro Sisters	It's Love—Abbott 3001—ASCAP
6		3	HEY, THERE—R. Clooney	This Ole House—Col 40266—ASCAP
7		6	IF I GIVE MY HEART TO YOU—Doris Day	Anyone Can Fall in Love—Col 40300—ASCAP
8		8	THIS OLE HOUSE—R. Clooney	Hey, There—Col 40266—BMI
9		—	MR. SANDMAN—Four Aces	I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP
10		17	NAUGHTY LADY OF SHADY LANE—Ames Brothers	Addio—V 20-5897—ASCAP
11		10	COUNT YOUR BLESSINGS—E. Fisher	Fanny—V 20-5871—ASCAP
12		9	SHAKE, RATTLE AND ROLL—B. Haley	ABC Boogie—Dec 29204—BMI
13		11	IT'S A WOMAN'S WORLD—Four Aces	Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP
14		15	IF I GIVE MY HEART TO YOU—D. Lor	Hello Darling—Major 27—ASCAP
15		13	WHITHER THOU GOEST—L. Paul & M. Ford	Mandolino—Cap 2928—BMI
15		18	IF I GIVE MY HEART TO YOU—C. Boswell	Tennessee—Dec 29148—ASCAP
17		12	SMILE—Nat (King) Cole	It's Crazy—Cap 2897—ASCAP
18		14	SKOKIAAN—R. Marterie	Crazy 'Bout Lollipop—Mercury 70432—ASCAP
19		—	MAKE YOURSELF COMFORTABLE—S. Vaughan	Idle Gossip—Mercury 70469—ASCAP
20		20	HAJJI BABA—Nat (King) Cole	Unbelievable—Cap 2949—ASCAP

PATTI PAGE

Sings

The Sensational
Overnight Song Hit From
Television's "Studio One" Production

'LET ME GO, LOVER!'

COUPLED WITH

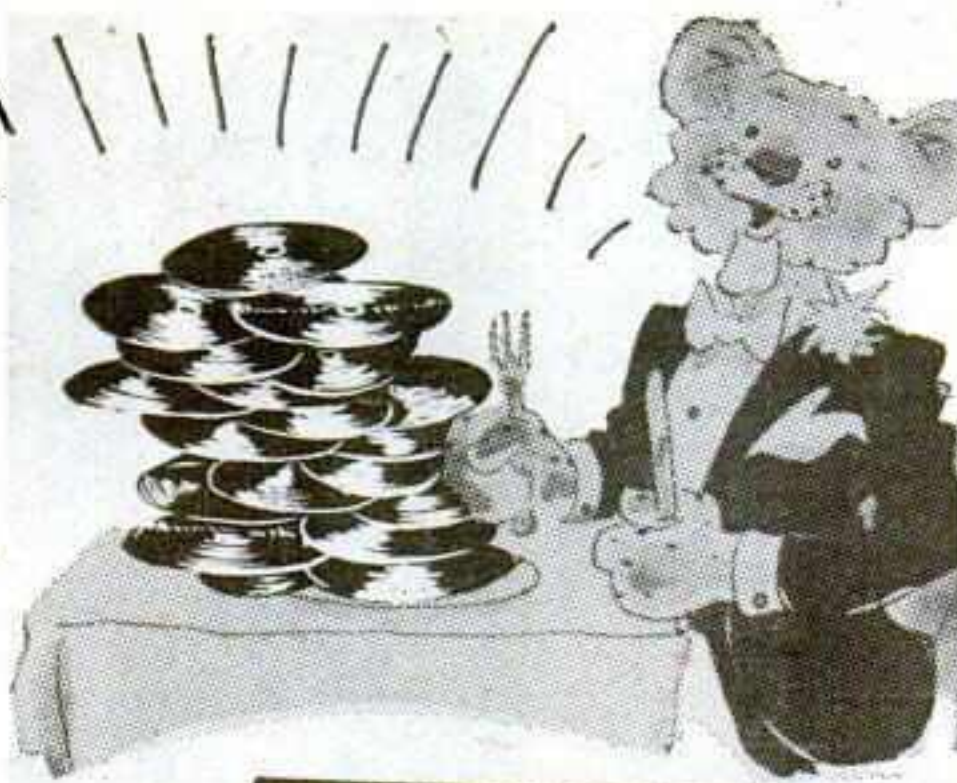
"HOCUS POCUS"

MERCURY 70511 • 70511X45



CHICAGO 1, ILLINOIS

M-G-M SERVES UP THE HITS.



The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending November 17

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

Atlanta

1. Hey, There, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. Mr. Sandman, Chordettes, Cdc.
4. Papa Loves Mambo, P. Como, V.
5. This Ole House, R. Clooney, Col.
6. Teach Me Tonight, DeCastro Sisters, Abb.
7. Whither Thou Goest, L. Paul & M. Ford, Cap.
8. If I Give My Heart to You, C. Boswell, Dec.

Balti.-Wash.

1. Shake, Rattle and Roll, B. Haley, Dec.
2. Papa Loves Mambo, P. Como, V.
3. Mr. Sandman, Chordettes, Cdc.
4. Teach Me Tonight, DeCastro Sisters, Abb.
5. This Ole House, R. Clooney, Col.
6. Hey, There, R. Clooney, Col.
7. I Need You Now, E. Fisher, V.
8. Hold My Hand, D. Cornell, Cor.
9. Dim, Dim the Lights, B. Haley, Dec.
10. Count Your Blessings, E. Fisher, V.

Boston

1. Mr. Sandman, Chordettes, Cdc.
2. Make Yourself Comfortable, S. Vaughan, Mer.
3. Teach Me Tonight, DeCastro Sisters, Abb.
4. Mambo Baby, G. Gibbs, Mer.
5. This Ole House, R. Clooney, Col.
6. Hey, There, R. Clooney, Col.
7. Papa Loves Mambo, P. Como, V.
8. Drink, Drink, Drink, M. Lanza, V.
9. Bandit, T. Ritter, Cap.
10. I Want You All to Myself, K. Kallen, Dec.

Buffalo

1. Teach Me Tonight, DeCastro Sisters, Abb.
2. Mr. Sandman, Chordettes, Cdc.
3. Mr. Sandman, Four Aces, Dec.
4. Count Your Blessings, E. Fisher, V.
5. Mambo Italiano, R. Clooney, Col.
6. I Need You Now, E. Fisher, V.
7. Smile, Nat (King) Cole, Cap.
8. Papa Loves Mambo, P. Como, V.
9. I Need Your Lovin', Cheers, Cap.

Chicago

1. Mambo Italiano, R. Clooney, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Hold My Hand, D. Cornell, Cor.
4. This Ole House, R. Clooney, Col.
5. Yours, D. Contino, Mer.
6. I Need You Now, E. Fisher, V.
7. Cara Mia, D. Whitfield, Lon.
8. Papa Loves Mambo, P. Como, V.
9. That's What I Like, Don, Dick & Jimmy, Crw.
10. Hajji Baba, Nat (King) Cole, Cap.

Cincinnati

1. I Need You Now, E. Fisher, V.
2. Mr. Sandman, Chordettes, Cdc.
3. Teach Me Tonight, DeCastro Sisters, Abb.
4. This Ole House, R. Clooney, Col.
5. Hold My Hand, D. Cornell, Cor.
6. Papa Loves Mambo, P. Como, V.
7. Hey, There, R. Clooney, Col.
8. If I Give My Heart to You, Doris Day, Col.
9. Count Your Blessings, E. Fisher, V.
10. Shake, Rattle and Roll, B. Haley, Dec.

Cleveland

1. Teach Me Tonight, DeCastro Sisters, Abb.
2. Mr. Sandman, Chordettes, Cdc.
3. Dim, Dim the Lights, B. Haley, Dec.
4. Count Your Blessings, E. Fisher, V.
5. Naughty Lady of Shady Lane, Ames Brothers, V.
6. This Ole House, R. Clooney, Col.
7. That's All I Want From You, J. P. Morgan, V.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Mr. Sandman, Four Aces, Dec.
10. Land of Dreams, H. Winterhalter, V.

Dallas-Fort Worth

1. I Need You Now, E. Fisher, V.
2. Hold My Hand, D. Cornell, Cor.
3. Papa Loves Mambo, P. Como, V.
4. Mr. Sandman, Four Aces, Dec.
5. This Ole House, R. Clooney, Col.
6. Hajji Baba, Nat (King) Cole, Cap.
7. Dim, Dim the Lights, B. Haley, Dec.
8. Wither Thou Goest, L. Paul & M. Ford, Cap.
9. Teach Me Tonight, DeCastro Sisters, Abb.

Denver

1. I Need You Now, E. Fisher, V.
2. This Ole House, R. Clooney, Col.
3. Hey, There, R. Clooney, Col.
4. If I Give My Heart to You, Doris Day, Col.
5. Mr. Sandman, Chordettes, Cdc.
6. Hold My Hand, D. Cornell, Cor.
7. Papa Loves Mambo, P. Como, V.
8. Mr. Sandman, Four Aces, Dec.
9. Skokiaan, R. Marteric, Mer.

Detroit

1. Mr. Sandman, Chordettes, Cdc.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. That's All I Want From You, J. P. Morgan, V.
4. Land of Dreams, H. Winterhalter, V.
5. Mambo Italiano, R. Clooney, Col.
6. Papa Loves Mambo, P. Como, V.
7. This Ole House, R. Clooney, Col.
8. Hajji Baba, Nat (King) Cole, Cap.
9. Runaround, Chuckles, X
10. I Need You Now, E. Fisher, V.

Kansas City

1. Shake, Rattle and Roll, B. Haley, Dec.
2. I Need You Now, E. Fisher, V.
3. Mr. Sandman, Chordettes, Cdc.
4. Rock Around the Clock, B. Haley, Dec.
5. Papa Loves Mambo, P. Como, V.
6. If I Give My Heart to You, Doris Day, Col.

7. Hey, There, R. Clooney, Col.
8. Count Your Blessings, E. Fisher, V.
9. This Ole House, R. Clooney, Col.
10. Dim, Dim the Lights, B. Haley, Dec.

Los Angeles

1. I Need You Now, E. Fisher, V.
2. This Ole House, R. Clooney, Col.
3. Papa Loves Mambo, P. Como, V.
4. Mr. Sandman, Chordettes, Cdc.
5. Hey, There, R. Clooney, Col.
6. If I Give My Heart to You, Doris Day, Col.
7. I Need Your Lovin', Cheers, Cap.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Mambo Italiano, R. Clooney, Col.
10. Cara Mia, D. Whitfield, Lon.

Milwaukee

1. Mr. Sandman, Chordettes, Cdc.
2. That's What I Like, Don, Dick & Jimmy, Crw.
3. I Need You Now, E. Fisher, V.
4. I Need Your Lovin', Cheers, Cap.
5. Papa Loves Mambo, P. Como, V.
6. Mambo Italiano, R. Clooney, Col.
7. Hold My Hand, D. Cornell, Cor.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Dim, Dim the Lights, B. Haley, Dec.

Mpls.-St. Paul

1. I Need You Now, E. Fisher, V.
2. Mr. Sandman, Four Aces, Dec.
3. This Ole House, R. Clooney, Col.
4. Runaround, Chuckles, X
5. Shake, Rattle and Roll, B. Haley, Dec.
6. Hey, There, R. Clooney, Col.
7. Papa Loves Mambo, P. Como, V.
8. Mambo Italiano, R. Clooney, Col.
9. Mr. Sandman, Chordettes, Cdc.
10. Hold My Hand, D. Cornell, Cor.

New Orleans

1. Hearts of Stone, Charms, Del.
2. I Need You Now, E. Fisher, V.
3. If I Give My Heart to You, Doris Day, Col.
4. Mr. Sandman, Four Aces, Dec.
5. Hold My Hand, D. Cornell, Cor.
6. Papa Loves Mambo, P. Como, V.
7. I Need Your Lovin', Cheers, Cap.
8. Hey, There, R. Clooney, Col.
9. Naughty Lady of Shady Lane, Ames Brothers, V.
10. This Ole House, R. Clooney, Col.

New York

1. Hey, There, R. Clooney, Col.
2. Papa Loves Mambo, P. Como, V.
3. Mr. Sandman, Chordettes, Cdc.
4. Teach Me Tonight, DeCastro Sisters, Abb.
5. I Need You Now, E. Fisher, V.
6. Hold My Hand, D. Cornell, Cor.
7. If I Give My Heart to You, Doris Day, Col.
8. Mambo Italiano, R. Clooney, Col.
9. Cara Mia, D. Whitfield, Lon.
10. Shake, Rattle and Roll, B. Haley, Dec.

Philadelphia

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight, DeCastro Sisters, Abb.
3. Papa Loves Mambo, P. Como, V.
4. This Ole House, R. Clooney, Col.
5. Count Your Blessings, E. Fisher, V.
6. That's What I Like, Don, Dick & Jimmy, Crw.
7. I Need You Now, E. Fisher, V.
8. If I Give My Heart to You, D. Lor, Mjr.
9. Cara Mia, D. Whitfield, Lon.
10. Mambo Italiano, R. Clooney, Col.

Pittsburgh

1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight, DeCastro Sisters, Abb.
3. I Need You Now, E. Fisher, V.
4. Naughty Lady of Shady Lane, Ames Brothers, V.
5. Make Yourself Comfortable, S. Vaughan, Mer.
6. This Ole House, R. Clooney, Col.
7. Hey, There, R. Clooney, Col.
8. Papa Loves Mambo, P. Como, V.
9. If I Give My Heart to You, Doris Day, Col.
10. Mambo Italiano, R. Clooney, Col.

St. Louis

1. Teach Me Tonight, DeCastro Sisters, Abb.
2. Mr. Sandman, Four Aces, Dec.
3. This Ole House, R. Clooney, Col.
4. Mr. Sandman, Chordettes, Cdc.
5. Mambo Italiano, R. Clooney, Col.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Hajji Baba, Nat (King) Cole, Cap.
8. If I Give My Heart to You, D. Lor, Mjr.

San Francisco

1. Mr. Sandman, Chordettes, Cdc.
2. This Ole House, R. Clooney, Col.
3. If I Give My Heart to You, Doris Day, Col.
4. I Need You Now, E. Fisher, V.
5. Hey, There, R. Clooney, Col.
6. Papa Loves Mambo, P. Como, V.
7. Teach Me Tonight, DeCastro Sisters, Abb.
8. Hajji Baba, Nat (King) Cole, Cap.
9. Count Your Blessings, E. Fisher, V.
10. Skokiaan, R. Marteric, Mer.

Seattle

1. Mr. Sandman, Chordettes, Cdc.
2. This Ole House, R. Clooney, Col.
3. Teach Me Tonight, DeCastro Sisters, Abb.
4. If I Give My Heart to You, Doris Day, Col.
5. Hajji Baba, Nat (King) Cole, Cap.
6. Hey, There, R. Clooney, Col.
7. I'm a Rollie, J. Miles, Cor.
8. Muskrat Ramble, McGuire Sisters, Cor.

NEW RELEASES

GEORGE SHEARING QUINTET | **SHIRLEY ARMER**

UNDECIDED | **ADIEU** | **A PAIR OF BLUE EYES** | **MEET ME HALFWAY**

MGM 11876 78 rpm | K 11876 45 rpm | MGM 11875 78 rpm | K 11875 45 rpm

DAVID ROSE and his Orch. | **RUSH ADAMS**

FASCINATING RHYTHM | **LOVE WALKED IN** | **ALL OF YOU** | **I GO OUTA MY MIND**

MGM 30865 78 rpm | K 30865 45 rpm | MGM 11873 78 rpm | K 11873 45 rpm

ART MOONEY and his Orch. | **ODETTE**

BIP BAM | **BIG BOY BLUE** | **THE LAST TIME I SAW PARIS** | **PARIS LOVES LOVERS**

MGM 11871 78 rpm | K 11871 45 rpm | MGM 11880 78 rpm | K 11880 45 rpm

LOUISE TOBIN | **ARTHUR SMITH**

HURRY HOME | **LONESOME ROAD** | **HI LO BOOGIE** | **TRUCK STOP GRILL**

MGM 11881 78 rpm | K 11881 45 rpm | MGM 11879 78 rpm | K 11879 45 rpm

GEORGE McCORMICK | **THE CROSSROADS QUARTET**

GOLD WEDDING BAND | **DON'T FIX UP THE DOG-HOUSE** | **I SAW A MAN** | **THE SUNSHINE OF HIS LOVE**

MGM 11877 78 rpm | K 11877 45 rpm | MGM 11878 78 rpm | K 11878 45 rpm

KAY THOMPSON

EP X1118
EP X265
LP E3146

FOR SENTIMENTAL REASONS

ESTHER WILLIAMS and BEN GAGE

EP X1119

LET'S MAMBO

RENE TOUZET and his Orchestra

EP X1114

THE MAN THAT GOT AWAY

FRAN WARREN

EP X1121

ALL STAR DIXIELAND

MAX KAMINSKY and his Orchestra

EP X261 | LP E261

JONI JAMES

WHEN WE COME OF AGE

and

EVERY TIME YOU TELL ME YOU LOVE ME

MGM 11865 78 rpm | K 11865 45 rpm

LEROY HOLMES

TARA'S THEME

and

JAMIE

MGM 11854 78 rpm | K 11854 45 rpm

BILLY ECKSTINE

ONE SWEET KISS | **LOVE ME**

MGM 11855 78 rpm | K 11855 45 rpm

BETTY MADIGAN

ALWAYS YOU

and

THAT WAS MY HEART YOU HEARD

MGM 11812 78 rpm | K 11812 45 rpm

ALAN DEAN

THE SONG FROM DESIREE

and

TONIGHT, MY LOVE

MGM 11844 78 rpm | K 11844 45 rpm

DEAN PARKER

VERA CRUZ | **MANDOLIN**

MGM 11866 78 rpm | K 11866 45 rpm

THE VOICES THREE

SURE-FIRE KISSES | **ONE OF MY DREAMS IS MISSING**

MGM 11862 78 rpm | K 11862 45 rpm

THE NOCTURNES

(I) REMEMBER MAMA | **SOMEBODY OUGHTA WRITE A SONG**

MGM 11863 78 rpm | K 11863 45 rpm

RALPH FAY and his Orchestra

THAT OLD GANG OF MINE | **SLEEPY TIME GAL**

MGM 11864 78 rpm | K 11864 45 rpm

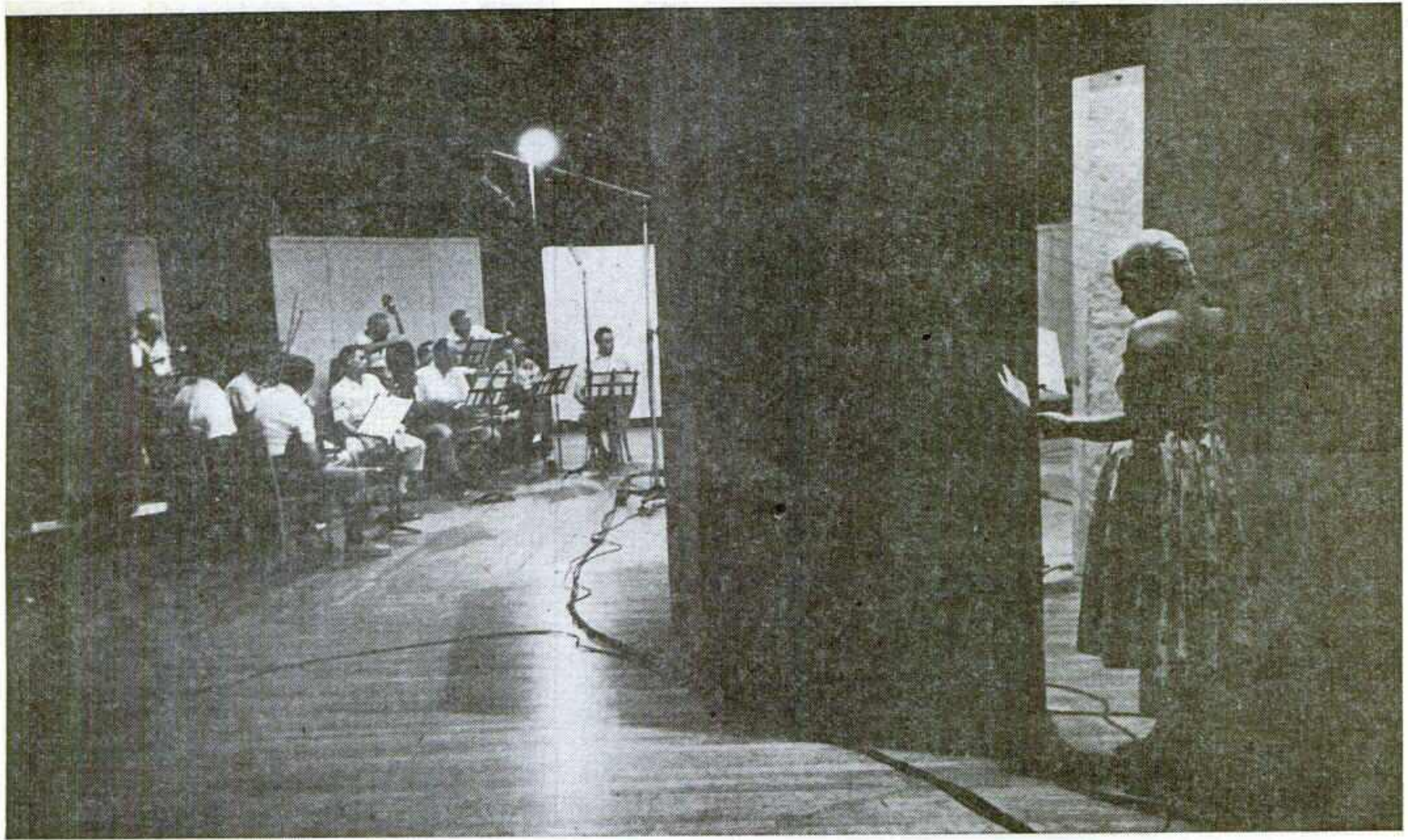
HANK WILLIAMS

(I'm Gonna) SING, SING, SING | **THE ANGEL OF DEATH**

MGM 11861 78 rpm | K 11861 45 rpm

M-G-M RECORDS

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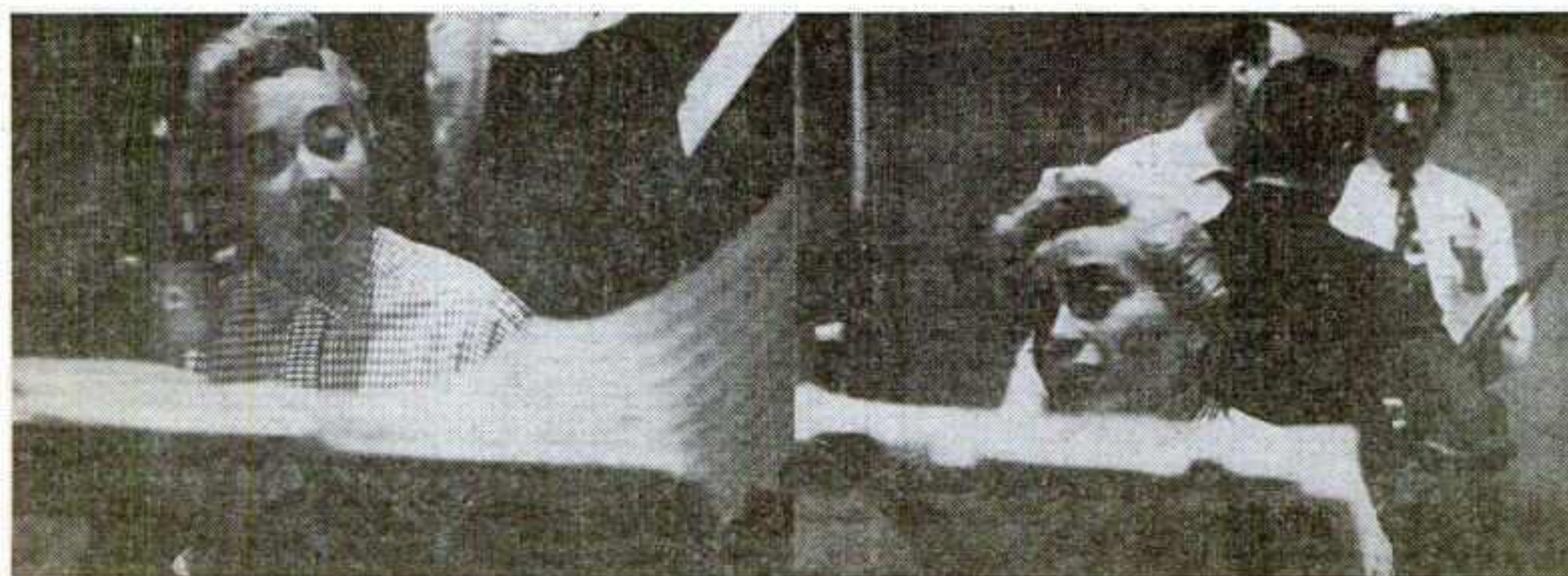
unforgettable recording session...

**sunny
gale**

unsuspecting heart

let me go, lover

20/47—5952



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High Fidelity Recording**

RCA VICTOR
FIRST IN RECORDED MUSIC





the BIRAYS

"I AIN'T GOT NOBODY"

"I'LL LEAVE THE DOOR OPEN"

RECORD #61291



The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on . . . RECORDS

LET ME GO, LOVER (Hill & Range, BMI)
HOCUS POCUS (Sheldon, BMI)—Patti Page—Mercury 70511

LET ME GO, LOVER
UNSUSPECTING HEART (Tee Pee, ASCAP)—Sunny Gale—RCA Victor

LET ME GO, LOVER—Teresa Brewer—Coral 61315
The tremendous excitement stirred up this week by the Joan Weber recording of the tune on Columbia (see "Best Buys") has caused this rash of powerful cuttings of the song. All have a chance for a solid share of the loot, and two of them, the Patti Page and the Sunny Gale, are "backed" by very strong "A" sides, which will help them in the boxes. These sides could also step out on their own. Dealers should get calls for all of these in addition to the Columbia version.

PERRY COMO
Silk Stockings (Chappell, ASCAP)—RCA Victor 5938
A beautiful reading of the lovely tune from Cole Porter's new show of the same name by Como. He is backed with a superb arrangement by the Mitch Ayres Ork. Powerful wax. Flip is a holiday effort, "Home for the Holidays" (Roncom, ASCAP).

DEAN MARTIN-NAT COLE
Long, Long Ago (Marvin, ASCAP)
Open Up the Doghouse (Marvin, ASCAP)—Capitol 2985
The label has paired two of their top male artists for a happy, swinging new platter that should get lots of action on the dealer, jockey and juke box levels. Both warblers have a lot of fun on this one, selling the tunes with spirit. Bright sides.

TALENT

THE FOUR COINS
New vocal group, in the current shuffle-beat mode, turns in a bright reading of two new tunes on their second cutting for the Epic label. The boys sell the r.&b. hit "I Love You Madly" (Angel, BMI) with exuberance, and turn in a warm reading of "Maybe" (Berkshire, BMI) on Epic 9082.

Reviews of New Pop Records

DON CORNELL
All at Once86
CORAL 61253—A Billboard "Spotlight" review 11-20-'54. (Mogull)
No Man Is an Island79
Religious effort receives a sincere and meaningful performance from the chanter. (Presser, ASCAP)

MONTE KELLEY ORK
Majorca85
ESSEX 375—A Billboard "Spotlight" 11-20-'54. (Eastwick, BMI)
Neapolitan Nights Mambo79
A lush instrumental with an amusing musical blend of the currently popular mambo rhythm with the familiar Italian melody. The flip side is stronger. (Fox, ASCAP)

DAVID WHITFIELD
Santo Natale85
LONDON 1508—A Billboard "Spotlight" 11-20-'54. (Spier, ASCAP)
Adeste Fideles79
The Christmas hymn in a beautiful setting.

KITTY KALLEN
Baby Brother85
DECCA 29315—A Billboard "Spotlight" 11-20-'54. (Regent, BMI)
The Spirit of Christmas79
This pretty ballad, nicely sung by Kitty Kallen, will get plenty of promotion from now until Christmas, since it is the official Christmas Seal song. (Mutual, ASCAP)

THE FONTANE SISTERS
Hearts of Stone85
DOT 15265—A Billboard "Spotlight" 11-20-'54. (Regent, BMI)
Bless Your Heart76
The girls sing the melodic effort warmly here, backed quietly by the ork. It's pretty, but the flip is stronger. (Bregman, Vocco & Conn, ASCAP)

FRANKIE LAINE
In the Beginning81
COLUMBIA 40378—Laine turns in a mighty impressive performance here on a new religious effort in the vein of his "I Believe." He sells it with intense feeling, and he is supported warmly by a chorus and ork. This could be a big one for the chanter. (Hill & Range, BMI)
Old Shoes76
Laine sells this nostalgic effort, smoothly backed by the Paul Weston ork in full-bodied fashion. Pleasant side, but the flip packs more punch. (Frank, ASCAP)

DICK CONTINO
Butcher Boy80
MERCURY 70492—This one ought to really pull in those juke coins. It's a rocking version of the oldie with a solid vocal by Papa Contino, and fine accordion work by son Dick. A solid side here. (Shapiro, Bernstein, ASCAP)

El Rancho Grande78
Here's another oldie sung with a beat by Dad Contino over Dick's accordion work. Both sides have Italian lyrics which should help it grab those juke coins. (E. B. Marks, BMI)

NORMAN PETTY TRIO
On the Alamo80
"X" 0071 — A delightfully dreamy

treatment of the oldie, with a nice mixed vocal chorus. The group has much of the charm of the Three Suns, and may well possess some of their juke appeal. Good follow-up here to "Mood Indigo"; watch it. (Forester, ASCAP)
Echo Polka76
A pert and bouncy instrumental polka which should draw juke plays. Taste-ful musicianship. (Meridian, BMI)

THE AMES BROTHERS
There'll Always Be a Christmas80
VICTOR WY-491 — The Ames Brothers could have one of the big Christmas hits with this new ditty. The tune is an impressive Christmas item, and the Ames sing it with spirit, backed smartly by the ork and chorus. A fine Christmas waxing. (Lowell, BMI)
I Got a Cold for Christmas74
Cute Christmas ditty is sung neatly by the Ames Brothers on this new waxing. It should interest the youngsters and receive jock spins, especially on kid shows. (Trinity, BMI)

THE McGUIRE SISTERS
Christmas Alphabet80
CORAL 61303 — There's a holiday attribute for every letter of the holiday name, all wrapped up in a mighty pretty opus. It's sung with genuine warmth and charm by the group. This platter should attract plenty of action. (Budd, ASCAP)
Give Me Your Heart for Christmas72
Another pretty waxing for the happy season, this on the sentimental side. (Fred Fisher, ASCAP)

DENISE LOR
Every Day of My Life78
MAJAR 135 — After the thrush's surprise smash with "If I Give My Heart to You," interest in this new side will be high. She has the tune, the arrangement and sincere reading to repeat. Watch this one! (Miller, ASCAP)
And One to Grow On75
A bright novelty that does well by Miss Lor's light, deft handling. Joe Leahy contributes a pleasing, fresh arrangement and brings from the orchestra an appropriately dainty beat. (J. Russell Robinson, ASCAP)

VAUGHN MONROE ORK
Goodnight, Mr. Jones79
VICTOR 5943 — Monroe mourns a lost love on her wedding night. An effective performance on a fine ballad, penned by Stuart Hamblen. Plenty of spins and coins due with this one. (Hamblen, BMI)
The Butterscotch Mop76
Cute Scotch-flavored novelty penned by Bob Merrill is sung pleasantly by Monroe over a swingy backing. Jocks will spin this too. (Kellam, ASCAP)

DE JOHN SISTERS
No More78
EPIC 9085—The gals have a distinctive vocal style with lots of listening appeal. The cute ditty is awarded a bouncy reading to bright Dixieland backing. Could do lots of juke business.
Theresa (Little Flower)75
Here the warblers show a refreshing
(Continued on page 38)

SMASH

in:

CLEVELAND
PHILADELPHIA
DETROIT
CINCINNATI
NEW YORK



EVERYWHERE

I LOVE YOU MADLY

b/w MAYBE
EPIC 9082

the FOUR COINS

Personal Management

DANNY KESSLER

Bookings



Exclusively



The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 36

change of pace from the flip, performing just as effectively on a slow, moody ballad. Good wax.

THE GOOFERS

Hearts Made of Stone.....78
CORAL 61305—A Billboard Talent "Spotlight" 11-20-'54.
You're the One for Me...73
A Billboard Talent "Spotlight" 11-20-'54.

HARMONICATS

Peggy O'Neil.....77
MERCURY 70503—The standard is done in the very same style which rocketed the trio to the top with "Peg o' My Heart." One of their best platters in some time, it should do just fine with operators. (Feist, ASCAP)
Hold Me in Your Arms...75
The "Cats" have a neat instrumental ballad here done in a slow, appealing tempo. (Artist, ASCAP)

RUSTY DRAPER

I Got a Hole in My Sole.....77
MERCURY 70481—Draper warbles a perky novelty with plenty of verve. A bouncy vocal backing by the Lauri Sisters. One of his 'best in a long time. (Frank, ASCAP)
Watch Your Language...73
A rather coy novelty gets a vivacious vocal treatment and infectious pacing from Draper, with help from the Laurie Sisters. (Miller, ASCAP)

JAN AUGUST

The Love Nest.....77
MERCURY 70498—A delightful performance on the keyboard of the cute olde, with a vocal group (singing straight) projecting the nostalgic lyrics. This will please many. (Harms, ASCAP)
Mambo Is in the Air...71
Bright performance of a mambo novelty. (C. P. M. Music, BMI)

AL MARTINO

Say It Again.....76
CAPITOL 2982—Martino pleads for reassurance in a big, soaring ballad. He's given elaborate backing by ork and chorus, which contributes to an impressive slicing that could attract lots of attention. (B. F. Woods, ASCAP)
The Story of Tina...75
The story is a romantic one and is chanted to a melodious and swaying waltz. Martino sings out strongly, selling the opus effectively. (Maurice, ASCAP)

STAN FREBERG

Yolenet (Parts I and II).....76

CAPITOL 2986—Capitol is re-issuing Freberg's Christmas "Dragnet" platter of last year for the holidays again, and it should get lots of jockey play. Last year the disk was over-shadowed by Freberg's first "Dragnet" satire, but this time the field is clear. (Alamo, ASCAP)

GORDON MacRAE

Here's What I'm Here For.....76
CAPITOL 2988—From the Judy Garland picture "A Star Is Born" comes this lovely tune, and the warbler hands it an understanding, big-voiced reading. Little question that it should grab a lot of turntable action in cities where the movie is playing. (Harwin, ASCAP)
Love Can Change the Stars...75
Gordon MacRae turns in a lovely reading here of a new ballad from the movie "Athena" with lush support from the ork and a large chorus. Jocks can use this, and it will pull spins when the flick opens. (Feist, ASCAP)

ELLA MAE MORSE

Bring Back My Baby to Me.....76
CAPITOL 2992—Swing blues opus is projected powerfully by the thrush to solid backing by Big Dave and his crew. This should do well on the coin boxes. (United, ASCAP)
Lovey Dovey...74
Another good juke entry, this is a re-work of the rhythm and blues item sung with enthusiasm by Miss Morse. (Progressive, BMI)

BING CROSBY, DANNY KAYE, PEGGY LEE, TRUDY STEVENS

White Christmas.....76
DECCA 29342—A group vocal on the title tune from Crosby's new movie. Both sides of this disk are from Decca's album. The platter will get its share of spins and sales, but it's doubtful if it will top those on Crosby's old waxing of the song. (Berlin, ASCAP)
Snow...74
Another tune from the movie, with an okay group vocal treatment. However, flip should get most of the plays. (Berlin, ASCAP)

PEE WEE HUNT ORK

My Extraordinary Gal.....76
CAPITOL 2987—The oldie receives a foot-tapping reading by the Hunt crew, with the trombone and clarinet getting a chance for solos. It has the attractive quality of previous waxings by the band and can snag oodles of spins. (Leeds, ASCAP)
Save Your Love for Me...73

A bright gang vocal by the sidemen is the feature on this fast-paced new item in march tempo. It's bright and happy, and jockeys can use. (Pendulum, BMI)

PAUL WESTON ORK

Tara's Theme.....76
COLUMBIA 40385—Current re-issue of "Gone With the Wind" should give this theme from the picture added draw with jocks and jukes. The Weston ork contributes its usual fine performance. (Remick, ASCAP)
Love Letters...72
A lush instrumental of the haunting movie theme. Sure-fire romantic programming for deejays. (Famous, ASCAP)

JEFF CHANDLER

Everything Happens to Me.....75
DECCA 29345—Flick star Chandler lends his commercial sound and selling ability to one of the better standard tunes. Jocks should give this one plenty of spins, and it could make some noise. (Embassy, BMI)
Always...75
Another first-rate job here and on another fine standard piece of material. Good orking by Jack Pleis and some nice backing by the vocal group. (Berlin, ASCAP)

GUY LOMBARDO ORK

Curiosity Killed a Cat.....75
DECCA 29283—Kenny Gardner and the group tackle a new calypso ditty with some cute lyrics. Jocks will like it and, of course, the Lombardo fans won't be able to resist it. (Carmen, ASCAP)
The Hula Rhumba...75
Odd combination of Hawaiian and Cuban material makes for a cute item as sung by Gardner and the trio. (Lombardo, ASCAP)

TED HEATH ORK

Jitterbug Waltz.....75
LONDON 1418—A lush, lovely instrumental arrangement of the oldie, which should get jock and juke play, and should interest all Heath fans.
Alligator Crawl...74
Same comment.

MARY MARTIN

I've Gotta Crow.....75
VICTOR 5948—A delightful ditty from Mary Martin's Broadway hit "Peter Pan." Both sides are from Victor's original-cast album, which should be out shortly. Disk has a happy, child-like air which should bring it plenty of plays in the kiddie field as well as pop. (E. H. Morris, ASCAP)
Wendy...74
Another pretty tune from the same show is sung sweetly by Miss Martin here. Both sides make good kid programming. (E. H. Morris, ASCAP)

DELTA RHYTHM BOYS

Kiss Crazy Baby.....75
DECCA 29329—The veteran vocal group wraps up the bright jump tune with smoothness and taste. Good juke fare. (Sheldon, BMI)
Shoes...70
Pleasing vocal on a warm new tune by the boys. (Budd, ASCAP)

LES ELGART ORK

I Need Your Lovin' (Bazoom).....75
COLUMBIA 40388—The Elgart band gets a new sound here via the use of a vocal group and a swinging reading of current click. This is excellent coverage and should get action for the band in areas not reached before.
Charlie's Dream...70
Here's the band in its cooler, but most danceable, style. An original instrumental opus gives them good stuff to arrange for the dancers.

BUDDY GRECO

Paris Loves Lovers.....75
CORAL 61295—Wonderful new ballad from Cole Porter's "Silk Stockings" is performed attractively on this listenable slicing. Deejays will probably hand it lots of exposure. (Chappell, ASCAP)
Ain't No in Between...70
Buddy Greco does an able job on this rhythm novelty. (Sherwin, ASCAP)

DUKE ELLINGTON ORK

Chile Bowl.....74
CAPITOL 2980—The Ellington ditty is performed stylishly here by the ork, with a Latin beat, sparked in the main by Duke's piano solos. Side could pull a lot of action with the jazz jocks. (Tempo, ASCAP)
Twelfth Street Rag-Mambo...74
The Ellington ork takes off on the oldie and turns it into a mambo, and a rather cool one at that. Again the Ellington piano work is featured. The arrangement is intriguing and should interest all of Duke's fans. (Shapiro-Bernstein, ASCAP)

EILEEN BARTON

Without Love.....74
CORAL 61293—Sophisticated ballad from the Cole Porter musical "Silk Stockings" is sung ably by the thrush. Due to attract spins. (Chappell, ASCAP)
Happy Birthday, My Darling...72
Weeper with a new twist is handed a tender reading. Its sentiment should appeal to many. (Kahl, BMI)

ART LUND

L'Amour Toujours L'Amour.....74
CORAL 61302—The Rudolph Friml evergreen never sounded like this before. It's re-worked into a wild hand-clapper, with Lund, vocal combo and band swinging strongly thruout. Could pull juke nickels. (Harms, ASCAP)

Dixie Danny...70

Cute Dixieland opus is sung happily by Lund. Also good for the boxes. (Elliott, ASCAP)

ANDRE KOSTELANETZ ORK

Sweet Surrender.....
COLUMBIA 40350—A lovely, lush instrumental arrangement of a pretty melody, with tasteful accordion solo work adding a Continental flavor. Good late-night deejay programming. (Lupal, BMI)
April in Paris...73
Same comment. (Harms, ASCAP)

DAVID ROSE ORK

Fascinating Rhythm.....
M-G-M 30865—Here's a lovely, lush instrumental treatment of the standard. The big Rose ork delivers it in semi-concerto fashion.
Love Walked In...73
More of the same here on another fine standard tune.

GEORGE SHEARING QUINTET

Undecided.....
M-G-M 11876—Okay boppish instrumental reading of the oldie which should please the Shearing fans.
Adieu...68
Shearing tries a little something different here via an original ditty played by the combo and sung by the Ray Charles chorus. It's a bit pretentiously done for what it is.

WILLIE GIBSON ORK

Who's Making Love to Minerva?...72
BENIDA 5023—The Willie Gibson ork, a micky band, bows on the label with a lilting reading of the novelty tune, with the sidemen coming thru with an old-fashioned gang vocal. It's cute and could get spins. (Sanford, BMI)
Who's Sorry Now?...70
Same comment. (Mills, ASCAP)

CONNIE RUSSELL

This Is My Love.....71
CAPITOL 2981—Moody Ballad is sung impressively by the thrush. Tune is from the title flicker. (Goldsen, ASCAP)
All of You...71
Fine new ballad is from the Cole Porter score to "Silk Stockings" Connie Russell sells it effectively and does a listenable job. (Chappell, ASCAP)

DINAH KAYE

The Butterscotch Mop.....72
"X" 0074—The canary warbles in smart fashion on a bouncy Bob Merrill novelty in Highland Fling tempo. Cute wax here, that should get spins. (Kellam, ASCAP)
When Are You Coming Home, Joe?...68
The new Label "X" singer does a
(Continued on page 40)

JUST OUT!!

"WHOOCUUS WHOOCUUS"

Sheer Magic by PATTI PAGE

MERCURY # 7511

SPECIAL RELEASE!



Teresa Brewer

WITH THE
LANCERS



and JACK PLEIS Orchestra



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ME GO
LOVER"
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1200 East Missouri, Tel. 3-0461
- GREAT FALLS, MONT.—Music Service Co.
204 Fourth St. So., Tel. 2-2784
- HARTFORD 3, CONN.—Seaboard Dist. Co.
796 Albany Ave. (rear), Tel. CHapel 6-7415
- HOUSTON 3, TEX.—United Record Dist. Co.
1902 Leeland Ave., Tel. ATwood 4301
- INDIANAPOLIS, IND.—Indiana State Record Dist.
1325 North Capitol, Tel. IMperial 1949
- LOS ANGELES 6, CALIF.—Modern Dist. Co.
2978 West Pico Blvd., Tel. REPUBLIC 3-2174
- MADISON 5, WISC.—Toll Music Dist. Co.
2702 Monroe St., Tel. MAdison 3-1540
- MEMPHIS, TENN.—Stratton-Warren H'dware Co.
37 E. Carolina Ave., Tel. MEMphis 5-7741
- MIAMI 1, FLA.—Brooke Distributors
412 S.W. 8th Ave., Tel. 82-0931
- MINNEAPOLIS 11, MINN.—Lieberman Music Co.
257 Plymouth Ave. No., Tel. Fillmore 3025
- NEWARK 2, N. J.—Cosnat Distributors
278 Halsey St., Tel. MARKET 3-8752
- NEW ORLEANS, LA.—Decca Distributing Corp.
517 Canal St., Tel. CANal 1786
- NEW YORK 19, N. Y.—Coral Records, Inc.
820 Tenth Ave., Tel. PLaza 7-7815
- OKLAHOMA CITY, OKLA.—Leo Maxwell Co., Inc.
409 N. Classen Blvd., Tel. REgent 9-1451
- PHILADELPHIA 21, PA.—John Harold Co.
1618 N. Broad St., Tel. STEvenson 7-7711
- PITTSBURGH 19, PA.—Standard Dist. Co.
1705 Fifth Ave., Tel. ATLantic 1-8831
- RICHMOND, VA.—Decca Dist. Corp.
1837 West Broad St., Tel. 8-46193
- ST. LOUIS 3, MO.—Roberts Record Dist.
1518 Pine St., Tel. MAIn 1-0470
- SAN FRANCISCO, CALIF.—United Music Sales Corp.
440 Sixth St., Tel. MARKET 1-6046
- SALT LAKE CITY, UTAH—Standard Supply Co.
225 East 6th South St., Tel. 5-2971
- SEATTLE, WASH.—Huffine Dist. Co.
3131 Western Ave., Rm. 516, ALder 3725

CANADA

- LACHINE, QUEBEC—Compo Company, Ltd.
5377 Remembrance
- MONTREAL, QUEBEC—Metrodisc Reg'd.
5016 Sherbrooke St. W.
- TORONTO, ONTARIO—Apex Records, Ltd.
670 Richmond St. W.
- VANCOUVER, B. C.—Johnston Appliances, Ltd.
5329 Victoria Drive
- CALGARY, ALBERTA—T. W. Peacock, Ltd.
216 12th Ave. W.

The Billboard Music Popularity Charts

Reviews of New Pop Records

Continued from page 38

nice job on a pretty pastoral ballad with a soothing tempo and vocal chorus backing. (Citation, BMD)

ARTHUR SMITH
Hi Lo Boogie.....71
 M-G-M 11879—Here's a neat boogie instrumental, with Smith making like Les Paul via gimmicked recording and over-dubbing. Ops and jocks should make good use of it.
Truck Stop Grill...71
 A neat hokey item which should do well in coin machines at diner loca-

tions. Smith and an unnamed fem handle the vocal duet nicely.

LOUISE TOBIN
Hurry Home.....71
 M-G-M 11881—Louise Tobin, who sang with the Benny Goodman ork a few years ago, bows on the label with a warm reading of a pleasant new ballad over appropriate ork backing. Good late hours program wax. She has a chance with the right material.
Lonesome Road...70
 On this side the ex-band canary tries

her hand on a new arrangement of the familiar tune and carries it off nicely. The backing is bright. The thrush in spots resembles the late Mildred Bailey.

HELENE DIXON
You Wanted Someone to Play With, I Wanted Someone to Love.....71
 EPIC 9078—The canary does a nice job on a bouncy novelty-weep. Pleasant wax that could pull jock spins. (Mayfair, ASCAP)
I'm Too Busy Crying to Care...68
 Another weeper, sung this time at ballad tempo, with an appealing vocal performance by Miss Dixon. (Raleigh, BMI)

MEL TORME
All of You.....71
 CORAL 61294—Another good reading, this time of the clever Cole Porter ballad from his new production "Silk Stockings." Torne fans will want it. (Chappell, ASCAP)
Spellbound...68
 Torne sells the ballad with all the power at his command. (Chappell, ASCAP)

ART MOONEY ORK
Bip Bam.....71
 M-G-M 11871—This is fast coverage of the rhythm and blues opus. The vocal group handles the vocal with spirit.
Big Boy Blue...65
 Thrush Elaine Rodgers handles the vocal along with a male group on a swiny opus dedicated to a trumpet player. The latter blows, too.

FRANK SORRELL TRIO
Cinderella Waltz.....70
 AUDIVOX 111—The label's latest addition sounds like an interesting instrumental trio which can turn out a melodic item in fashion to please many. (Republic, BMI)
Blue Shuffle...70
 Organ-guitar-drum combo delivers a neat reading of a rhythmic instrumental which should please the ops. It could get some coin. (Gateway, ASCAP)

JIMMY PALMER ORK
Valencia.....70
 "X" 0073—An okay vocal job on the oldie with spirited South-American-type musical backing. (Harms, ASCAP)
Somebody Goofed...70
 The band warbles some clever lyrics to a novelty tune which should get some juke spins. (Spier, ASCAP)

MARION CARUSO
The Dove.....70
 DECCA 29316—The canary comes thru with a lively reading of "La Paloma" which is all dressed up here in a smart new arrangement. Good jockey wax. (Goday, BMI)
Before We Know It...69
 Pretty reading of a warm new ballad by the thrush. Jocks may hand this spins. (Tobias & Lewis, ASCAP)

WAGER AND CARROLL
Redhead.....69
 CASA GRANDE 113—A pleasant vocal job by Wager and Carroll on the oldie with soothing-styled musical backing. (Mellin, BMI)
You're Never Too Big for a Little Hello...67
 Same comment. (Ostrow, ASCAP)

JOHNNY PARKER
Not I.....69
 CORAL 61290—Parker, now on Coral after having been on several other labels, comes on with a stylized chanting of an attractive new ditty. The guy has the Sinatra style down pat. (Towne, ASCAP)
Hurts Me to My Heart...65
 Here Parker tackles a piece of rhythm and blues material, but he doesn't come off nearly as well with this kind of tune. (Monument, BMI)

SHIRLEY HARMER
A Pair of Blue Eyes.....67
 M-G-M 11875—Tune is from the film "Song o' My Heart," and Miss Harmer lends the ballad a warm-voiced reading.
Meet Me Halfway...67
 Another good ballad here, and again the thrush delivers it in a most pleasant way.

JOAN REGAN
Can This Be Love.....67
 LONDON 1502—Miss Regan continues to demonstrate a warm sound via this reading of a neat ballad which should please.

Faded Flowers...67
 The thrush has a strong Vera Lynn sound here as she delivers a sincere reading of a nice new ballad.

STEVE GAYNOR
Chiquita Rose.....65
 GUYDEN 710—A nice vocal job on a pretty South-American ditty with backing by Four Jacks and a Jill. (Gibraltar, ASCAP)
You're the One...63
 Same comment. (Gibraltar, ASCAP)

THE FIRST NIGHTERS
Peaches and Cream.....65
 DECCA 29343—The boys warble acceptably on a promising new ditty with plenty of bounce. (Tannen, BMI)
Willow Weep for Me...63
 Decca's new vocal group does a so-so job on the pretty oldie. (Bourne, ASCAP)

SPENCER-HAGEN ORK
Vera Cruz.....65
 "X" 0072—A so-so vocal treatment of the pretty title tune from the forthcoming Gary Cooper-Burt Lancaster movie. The platter should get some play on the strength of its picture tie-up. (Feist, ASCAP)
I Met You Once Before...62
 Another routine vocal on a nice, but poorly paced, ballad. (Larrabee, BMI)

ANN GORDON
Song of the Wanderer.....64
 BENIDA 5020—An okay vocal on a pretty tune. (Robbins, ASCAP)
I'll Keep On Loving You...55
 Thrush's warbling isn't as good on this ballad as it is on flip. (Peer, BMI)


JOAN SHAW
Most of All (Joe Loves Me).....62
 JAGUAR 3010—Joan Shaw is effective in this sultry-voiced reading of the sentimental ballad. (Charill, BMI)
I Want a Man for Christmas...55
 She's been a good girl and now desires proper reward. A mixed-up effort. (Gil, BMI)

DOLLY McVEY
Mama's Boy.....60
 BIGELOW 3578-2—Canary warbles in okay fashion on a novelty about a gal in love with a guy who is attached to his mama.
You'll Be Sorry...55
 Gal sings a weeper acceptably, but is more effective on flip.

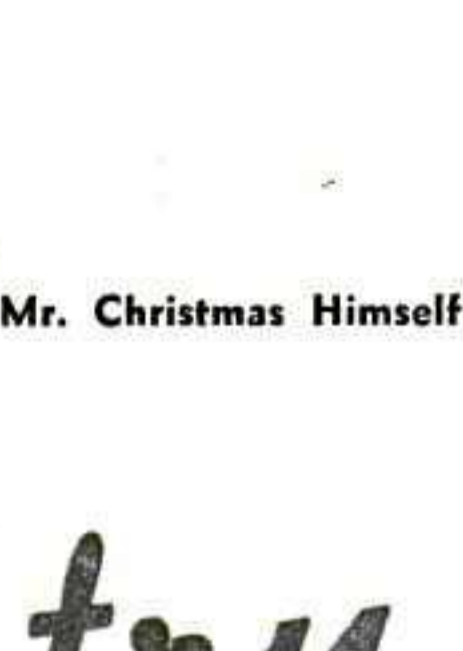
DON SENAY
Fanny.....60
 DEBUT 112—This young singer has a pleasing light baritone voice and an easy, natural way with a ballad. A simpler arrangement would have made the vocal stand out more effectively. (Chappell, ASCAP)
Edge of Love...50
 A dark, moody song that is neither very commercial nor apt material for Senay. He does his best but it is not entirely convincing. (BMI)

JAY DAVID
Dear Father in Heaven.....60
 ARCADE 133—Jay David turns in a sincere reading here of a prayer for peace that will be appreciated by many. Deejays may spin if exposed. (Billy Uhr, ASCAP)
Madame Fortune Teller...45
 New ballad is sung nicely by David. (Billy Uhr, ASCAP)

KELLEY NORWOOD ORK
Too Soon.....55
 AC'CENT 1022—The Madhatters, a male vocal quartet, turn in a good job on this rhythm tune, but recording quality is only so-so. (American, BMI)
The Doodle Song...55
 An okay instrumental on a bouncy little ditty. (American, BMI)



Mr. American Cowboy



Mr. Christmas Himself


Gene Autry

"I Wish My Mom Would Marry Santa Claus"

Col. #40135

"Here Comes Santa Claus"

Col. #38584



published by
WESTERN MUSIC PUBLISHERS

Other Records Released This Week

Popular

Baby, I Love You; Let's Try It Over Again—June Bruner, Master 374
 Clink Clank; The Foggy Song—Two-Ton Baker, Imperial 7003
 Fly Away Heartaches; I've Waited So Long—Joan Shaw, Jaguar 3008
 Hey, There; Count Your Blessings (Instead of Sheep)—Cary Stewart, Favorite 21005X
 I Can't Believe; When Love Flies Out the Window—Cal Cala, Vanity 543
 I Go Outa My Mind; All of You—Rush Adams, M-G-M 11873
 I Want You All to Myself; If I Give My Heart to You—Merry South, Favorite 21007X
 I Was Dreaming; Mambo Love—Bobby Shields, Dawn 211
 It's Never Too Late; I'll Make You Love Me—Kirby Allan, Kem 2735
 I've Got That Feeling Again; I'm Sorry If I Made You Cry—Billy Fonville, Golden Glow 102
 Jennie; That's What Love Will Do to You—Jimmi Beni, Mazica 1001
 Mambo Baby; Shake, Rattle and Roll—Edna McGriff-The Tomcats, Favorite 21004X
 Melody in My Heart; I'm Standing By—Kitty Carr, Serenade 723
 One More Dream; The Tango Argentine—Ray Arlo, Serenade 545
 Playin' the Piano With Gloriana; Beautiful Niagara—Cal Cala, Vanity 542
 Sh-Boom; Muskrat Ramble—Edna McGriff-The Tomcats, Favorite 21000X
 Santa Plays the Trombone; Let's Have an Old Fashioned Christmas—Chuck Murphy Columbia 21322
 Strange But True; Tantalizin' Polka—Tom Montgomery, C. L. W. Hoffman 21373
 There Will Be Another Merry Christmas; I Want a Kiss From Kris This Christ-

Country & Western

Coldest Love; Wine of Sorrow—Rex Jennings, Marvel 821
 I Learned a Lot From You; When—Herb Tucker, Excel 101
 I Saw Mother With God Last Night; Would You Like to Wear a Crown—Onie Wheeler, Okeh 18058
 You Show Up Missing; Mama Say No—Link Davis, Okeh 18057

Rhythm & Blues

Billy in the Lion's Den; There Will Never Be Another You—Bill Jennings - Leo Parker Quintet, King 4753
 Drop Dead; True—Don McKaren-Al Marsico Ork, Bigelow 3578-3
 I've Got the Right Key, Baby; Is It True What They Say About Hawaii—Norman Nettles, Delta 100
 Piggy Bank Boogie; Short Stuff—Ray Coniff, Brunswick 80244
 Strollin' Time; Mambino—Kid King's Combo, Excello 2046
 Tara's Theme; The High and the Mighty—Sam (The Man) Taylor, M-G-M 11882

mas—Al Colella, Anthracite 103
 Wind Song; Silk Stockings—Vic Damone, Mercury 70480

Sacred

I Don't Care What the World May Do; O Mary Don't You Weep—The Ever-Ready Singers, Capitol 2984
 I Wanna Hear; I Got Tired—Swanee River Boys, King 1401
 Promise You'll Meet Me; This Ole House—The Stamps Quartet, Columbia 21323
 The Sunshine of His Love; I Saw a Man—The Crossroads Quartet, M-G-M 11878



"I WISH I HAD ORDERED TODAY'S TOP TUNES"



"I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!"

"I'M GLAD I DID ORDER TODAY'S TOP TUNES"

TODAY'S TOP TUNES is the Billboard Honor Roll of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the order form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every week from Cincinnati.

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

<input type="checkbox"/> Trial Order	Quality Price	<input type="checkbox"/> 50\$1.00
<input type="checkbox"/> Weekly		<input type="checkbox"/> 100\$2.00
<input type="checkbox"/> Twice a month		<input type="checkbox"/> 250\$3.50
<input type="checkbox"/> Monthly		<input type="checkbox"/> 500\$5.50
<input type="checkbox"/> Charge		Enclosed

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Name.....(Please Print).....
 Address.....
 City and State.....
 Phone.....
 Ordered by.....

TODAY'S TOP TUNES have proven our best promotional idea and have gained us many new accounts and friends on our luke box route. In our new record store we intend to put our customers on a mailing list so that they may receive each new release. You may expect an increase in our order from time to time.

(Signed) John P. Scott
 Box 488
 Pomeroy, Ohio

Mr. Al Meyer, of Town and Country Music, Westwood, New Jersey, writes:
 "Yesterday we had an example of the power of The Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."

NEW IN AMERICA!
NEW ON RCA VICTOR RECORDS!



two great English stars hit with their first release

RONNIE HILTON
 I STILL BELIEVE
 ———
 I LIVE FOR YOU

20/47-5921

ROSE BRENNAN
 THE BOLD
 BLACK KNIGHT
 ———
 KISS ME AGAIN

20/47-5916



*Recorded in "New Orthophonic"
 High Fidelity Sound*

RCA VICTOR
 FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

Continued from page 16

the previous week. The Griffith lad is reported to have a record to watch in "I'm Gonna Anchor My Heart," just out on Emerald.

Joe Shott and His Hot Shots, with Gordon Hinkley, emcee, will celebrate their second year on the airwaves over WTMJ and WTMJ-TV, Milwaukee, with a special jamboree

party at George Devine's Million-Dollar Ballroom, that city, Tuesday (23). The two stations are sponsoring the shindig, with duets tabbed at 50 cents per dip. Also skedded to appear on the jamboree are the Hiawatha Ramblers, Dick Hioms, the Winkert Sisters, Larry Lee, Ken Murphy, the Stone Sis-

This Week's Best Buys

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

TIME GOES BY (Acuff-Rose, BMI)—Marty Robbins—Columbia 21324
The artist's latest release has been on the market two weeks and has been getting customary good support from the country dealers. Nashville, Durham, Richmond and Dallas reports were enthusiastic. Chicago, Pittsburgh, Cincinnati, Buffalo and Philadelphia also indicated good initial action. Flip is "It's a Pity What Money Can Do" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

LEFTY FRIZZELL

Mama

I Love You Mostly—Columbia 21328—The chanter comes thru with his strongest waxing in some time. He has a good chance to click with this infectious reading of the rhythm ditty "Mama" and the smoothly-rendered flip ballad.

CHRISTMAS

ERNEST TUBB

Lonely Christmas Eve (Four Star, BMI)—Decca 29350
—The attractive weeper is awarded an affecting performance in Tubb's distinctive style. Slicing could attract lots of action in the next few weeks. Seasonal item on flip side is "I'll Be Walkin' the Floor This Christmas" (Tubb, BMI).

C & W Territorial Best Sellers

For survey week ending November 17

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. I Don't Hurt Anymore, H. Snow, V.
4. One By One, K. Wells & R. Foley, Dec.
5. River of No Return, Tennessee Ernie, Cap.
6. If You Ain't Lovin', F. Young, Cap.
7. This Ole House, S. Hamblen, V.
8. If You Don't Someone Else Will, R. Price, Col.

Charlotte

1. Loose Talk, C. Smith, Col.
2. More and More, W. Pierce, Dec.
3. Beware of It, Johnnie & Jack, V.
4. I Don't Hurt Anymore, H. Snow, V.
5. Kiss Crazy Baby, Johnnie & Jack, V.
6. This Is the Thanks I Get, E. Arnold, V.
7. One By One, K. Wells & R. Foley, Dec.
8. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
9. Never, M. & W. Tuttle, Cap.
10. If You Don't Someone Else Will, R. Price, Col.

Cincinnati

1. More and More, W. Pierce, Dec.
2. One By One, K. Wells & R. Foley, Dec.
3. Loose Talk, C. Smith, Col.
4. If You Don't Someone Else Will, R. Price, Col.
5. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
6. I Don't Hurt Anymore, H. Snow, V.
7. This Is the Thanks I Get, E. Arnold, V.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. One By One, K. Wells & R. Foley, Dec.

MUSIC CO.

BLAZON

NOV 35 NASHVILLE TENN.

XMAS RELEASE
"ZEKE CLEMENTS"
sings
IT'S CHRISTMAS TIME
MGM #11872
b/w
CHRISTMAS STAR
Riding High!
BLUE TEXAS BLUES
MGM #11852
b/w
Baby, What'cha Doin' To-nite

"JINGLE-O-THE BROWNIE"

with
DALLAS FRAZIER & JOE "Fingers" CARR
Capitol #2954
Central Songs, Inc.

ters, Eddie Wolford, Mary Halloran, Marylyn Mallas, Margaret Pelsen, Elaine Simerlein, Johnny Aldon and Willie Kolbe and Terry Faith. . . . Slim Carter, WSVA, Harrisonburg, Va., has set Webb Pierce for an afternoon and evening performance at Mount Jackson, Va., December 12. Also on the bill will be the WSVA Farm Hands, Kenny Doll and the Friendly Four Gospel Quartet. . . . Don Owens, bass and singer, and Perry Westland, guitar and voice, two of the original members of the Blue Mountain Boys, have rejoined the outfit after three years in the Army.

Martha Carson, Ferlin Huskey and the Carlises began a Kansas tour Sunday (21) for Hap Peebles and Norman Riley. Martha, whose latest Capitol release is "Christmas Time Is Here" and "Peace on Earth," did another session for Capitol last Wednesday (17). Miss Carson and her husband-manager, X. Cosse, recently spent a three-day vacation in New Orleans, where they visited with Red Smith, of WBOK, and Bill Stanley, of WNOE. . . . Orval (Rex) Prophet (Decca) was guest last Saturday (20) on CFCF's "Hometown Jamboree," Montreal, new c.&w. trick which made its debut November 6. Produced by Bob D'Esterre, the show is aired each Saturday via CFCF from one of the auditoriums in the Montreal area. George Faith, also on Decca, was the show's guestar November 13. It's a prospective one-shotter for any American c.&w. acts playing the territory. . . . William H. King Enterprises, booker of c.&w. talent, has set up headquarters in Louisville, with headquarters in the Vaughan Building there. . . . Texas Bill Strength has just finished a successful tour with Webb Pierce and Red Sovine, playing to capacity houses in Sheffield, Ala.; Ripley, Miss., and Helena, Ark. On Saturday, November 13, Bill guested with Joe Rumore and Dan Brennan at WVOK, Buddy Starcher at WLBS, and Uncle Jim Atkins at WBRC, all in Birmingham. . . . The Bob Kennedy "Bandwagon Show," a Lydell Production, after a five-week showcase contract with KOVR, Channel 27, Stockton, Calif., has just signed with the station for an indefinite period, calling for a 30-minute show each Sunday. The group also does a 45-minute stint on KVVG, Channel 27, Tulsa, Calif., five days a week, Monday thru Friday. Their Sunday show is also relayed thru KVVG. Unit has Bob Kennedy emceeing and doubling on sax, clarinet and bass; Wanda Kennedy on steel guitar; Buddy Williams on rhythm guitar, and Bud Duncan, fiddle and bass.

With the Jockeys

Charlie Vandagriff, of KBKI, Alice, Tex., typewrites that he's been covered recently with a lot of the big names from the "Louisiana Hayride," Shreveport. On November 5, he had as studio visitors Slim Whitman, Johnny Horton and Betty Amos, and the following day was greeted by Tibby Edwards and Jimmie and Johnnie. The latter threesome did a half hour on KBKI Saturday afternoon, and followed with a big dance in Alice that night. . . . Curly Gerlock, on CJCA, Edmonton, Alta., continues to maintain the rep as one of Canada's leading c.&w. platter whippers. He brings in frequent guest artists from across the border and himself works numerous personals in the Edmonton area. . . . Al Roberts, of WPAW, Pawtucket, R. I., typewrites that records for teen-agers are becoming the rage in the Pawtucket area. The latest, he says, is modern dancing done to country music, with the plaid shirts and jeans making it all the more appealing to the kids. . . . Bill Nelson is being featured on "Toppenish Time" over KYAK, Yakima, Wash., with his guitar, songs and disk chatter. . . . Don (Cottonseed) Jones has resumed his platter chatter over KXLR, North Little Rock, Ark., after a fortnight's vacation. He had as recent guests J. E. and Maxine Brown and Eddie Roberts.

Best Sellers in Stores

For survey week ending November 17

This Week	RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.	Last Week	Weeks on Chart
1.	MORE AND MORE—W. Pierce. You're Not Mine Anymore—Dec 29252—BMI	1	8
2.	I DON'T HURT ANYMORE—H. Snow. My Arabian Baby—V 20-5698—BMI	3	27
3.	ONE BY ONE—K. Wells-R. Foley. I'm a Stranger in My Home—Dec 29065—BMI	2	28
4.	LOOSE TALK—C. Smith. More Than Anything Else—Col 21317—BMI	6	4
5.	THIS OLE HOUSE—S. Hamblen. When My Lord Picks Up the Phone—V 20-5739—BMI	4	15
6.	THIS IS THE THANKS I GET—E. Arnold. Hep Cat Baby—V 20-5805—BMI	5	13
7.	IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny. I'm Beginning to Remember—Chess 4859—BMI	7	10
8.	IF YOU DON'T, SOMEONE ELSE WILL— R. Price. Oh Yes, Darling—Col 21315—BMI	11	5
9.	BEWARE OF IT—Johnnie & Jack. Kiss-Crazy Baby—V 20-5880—ASCAP	12	3
10.	NEW GREEN LIGHT—H. Thompson. Lonely Heart Knows—Cap 2920—BMI	8	7
11.	IF YOU AIN'T LOVIN'—F. Young. If That's the Fashion—Cap 2953—BMI	—	1
12.	EVEN THO—W. Pierce. Sparkling Brown Eyes—Dec 29107—BMI	9	26
13.	PLACE FOR GIRLS LIKE YOU—F. Young. In the Chapel in the Moonlight—Cap 2859—BMI	—	1
14.	WHATCHA GONNA DO NOW?—T. Collins. You're for Me—Cap 2891—BMI	12	10
14.	KISS CRAZY BABY—Johnnie & Jack. Beware of It—V 20-5880—BMI	—	1

Most Played in Juke Boxes

For survey week ending November 17

This Week	RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.	Last Week	Weeks on Chart
1.	I DON'T HURT ANYMORE—H. Snow. V 20-5698—BMI	1	26
2.	MORE AND MORE—W. Pierce. Dec 29252—BMI	2	7
3.	IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny. Chess 4859—BMI	6	7
4.	THIS IS THE THANKS I GET—E. Arnold. V 20-5805—BMI	4	9
5.	NEW GREEN LIGHT—H. Thompson. Cap 2920—BMI	5	2
6.	ONE BY ONE—K. Wells-R. Foley. Dec 29065—BMI	3	25
7.	COURTIN' IN THE RAIN—T. T. Tyler. Four Star 1660—BMI	10	13
8.	PENNY CANDY—J. Reeves. Abbott 170—BMI	—	2
9.	THIS OLE HOUSE—S. Hamblen. V 20-5739—BMI	—	4
9.	DON'T DROP IT—T. Fell. X 0010—BMI	—	11

Most Played by Jockeys

For survey week ending November 17

This Week	SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.	Last Week	Weeks on Chart
1.	MORE AND MORE—W. Pierce. Dec 29252—BMI	1	8
2.	I DON'T HURT ANYMORE—H. Snow. V 20-5698—BMI	2	25
3.	THIS IS THE THANKS I GET—E. Arnold. V 20-5805—BMI	6	14
4.	THIS OLE HOUSE—S. Hamblen. V 20-5739—BMI	4	13
5.	ONE BY ONE—K. Wells-R. Foley. Dec 29065—BMI	3	25
6.	YOU'RE NOT MINE ANYMORE—W. Pierce. Dec 29252—BMI	11	6
7.	IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny. Chess 4859—BMI	5	9
8.	LOOSE TALK—C. Smith. Col 21317—BMI	10	4
9.	WHATCHA GONNA DO NOW?—T. Collins. Cap 2891—BMI	7	13
10.	NEW GREEN LIGHT—H. Thompson. Cap 2920—BMI	12	4
11.	COMPANY'S COMIN'—P. Wagoner. V 20-5848—BMI	9	5
12.	PENNY CANDY—J. Reeves. Abbott 170	8	4
12.	MORE THAN ANYTHING ELSE—C. Smith. Col 21317—BMI	13	2
14.	IF YOU DON'T, SOMEONE ELSE WILL— R. Price. Col 21315—BMI	—	1
15.	IF YOU AIN'T LOVIN'—F. Young. Cap 2953—BMI	14	2



Jimmy

Wakely

"YOU TOOK MY NAME"

(The answer to the Great Jimmy Wakely record "One Has My Name")

B/W

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"HERE LIES MY HEART" B/W "IT'S LONELY ON THE TRAIL"

Coral # 61220



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The Billboard Music Popularity Charts

• This Week's Best Buys

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

STAR OF LOVE (Sheldon, BMI)—Roy Hamilton—Epic 9086
 Most markets received shipments this past week and reported it took off immediately at a strong pace. Boston, New York, Philadelphia, Cleveland, Chicago, Detroit, Nashville, Durham, Atlanta and Los Angeles indicated top sales. The majority of buyers were regular r.&b. customers, but in some territories, sales were split as much as 50-50 with pop customers also showing great interest. A previous Billboard "Spotlight" pick.

RECONSIDER, BABY (Arc, BMI)—Lowell Fulson—Checker 804
 A disk that appears this week on the New Orleans and St. Louis territorial charts and gives every sign of breaking out nationally. Sales reports from Los Angeles, Atlanta, Nashville, Detroit, Chicago and New York were excellent and indicated rapid growth. Flip is "I Believe I'll Give It Up" (Arc, BMI).

CHRISTMAS
WHITE CHRISTMAS (Berlin, ASCAP)
THE BELLS OF ST. MARY (Chappell, ASCAP)—The Drifters—Atlantic 1048

From the unhesitating acceptance of this disk, as reported in key markets throughout the country, it appears to be shaping up as "the" Christmas record in the r.&b. field. Operators are finding the coupling a powerful one, with "Bells" in some instances the preferred side. This week, strongest sales were reported in Boston, New York, Philadelphia, Richmond, Atlanta, Nashville and Los Angeles. A previous Billboard "Spotlight" pick.

• R & B Territorial Best Sellers

For survey week ending November 17

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. Mambo Baby, R. Brown, Atl.
 3. You Upset Me Baby, B. B. King, RPM
 4. Don't Drop It, W. Harrison, Sav.
 5. Bip Bam, Drifters, Atl.
 6. I'm Ready, M. Waters, Chs.
 7. Never Let Me Go, J. Ace, Duk.
 8. She's the One, Midnighters, Fed.
 9. Hurts Me to My Heart, F. Adams, Her.
 10. Shake, Rattle and Roll, J. Turner, Atl.

- Balti.-Wash.**
1. Mambo Baby, R. Brown, Atl.
 2. Ebb Tide, R. Hamilton, Spi.
 3. I Don't Hurt Anymore D. Washington, Mer.
 4. Dream, D. Washington, Mer.
 5. You Upset Me Baby, B. B. King, RPM
 6. Hurts Me to My Heart, F. Adams, Her.
 7. Let's Make Up, Spaniels, VJ
 8. Ling Ting Tong, Five Keys, Cap.
 9. I'm Ready, M. Waters, Chs.
 10. Hearts of Stone, Charms, Del.

- Charlotte**
1. Hearts of Stone, Charms, Del.
 2. Bip Bam, Drifters, Atl.
 3. Mambo Baby, R. Brown, Atl.
 4. Shake, Rattle and Roll, J. Turner, Atl.
 5. She's the One, Midnighters, Fed.
 6. Never Let Me Go, J. Ace, Duk.
 7. Annie Had a Baby, Midnighters, Fed.
 8. Someday, Drifters, Atl.
 9. Annie's Aunt Fanny, Midnighters, Fed.
 10. I'm Ready, M. Waters, Chs.

- Chicago**
1. Mambo Baby, R. Brown, Atl.
 2. You Upset Me Baby, B. B. King, RPM
 3. Annie Had a Baby, Midnighters, Fed.
 4. Dream, D. Washington, Mer.
 5. Honey Love, Drifters, Atl.
 6. Shake, Rattle and Roll, B. Haley, Dec.

- Cincinnati**
1. I Don't Hurt Anymore D. Washington, Mer.
 2. Mambo Baby, R. Brown, Atl.
 3. Hearts of Stone, Charms, Del.
 4. She's the One, Midnighters, Fed.
 5. Hurts Me to My Heart, F. Adams, Her.
 6. Someday, Drifters, Atl.
 7. Bip Bam, Drifters, Atl.
 8. Never Let Me Go, J. Ace, Duk.
 9. I've Got My Eyes on You Clovers, Atl.

- Detroit**
1. Whole Lotta Love, B. B. King, RPM
 2. Hearts of Stone, Charms, Del.
 3. Dream, D. Washington, Mer.

• Reviews of New R & B Records

DINAH WASHINGTON
 Teach Me Tonight84
 MERCURY 70497 — A Billboard "Spotlight" 11-20-'54. (Hub, ASCAP)
 Wishing Well...73
 Okay backing here, but that's about all. (Munson, BMI)

THE SPIDERS
 "21" 83
 IMPERIAL 5318—A Billboard "Spotlight" 11-20-'54. (Commodore, BMI)
 She Keeps Me Wondering...77
 The lead singers sell this lilting effort well over slick poppish-styled harmonizing by the group. (Commodore, BMI)

EARL BOSTIC
 Song of the Islands 81
 KING 4754—Earl Bostic comes thru with a pulsating reading of the standard, blowing some gutty solos on alto sax and backed solidly by his combo. Every Bostic fan will want this danceable wax, and it could grab coins. (E. B. Marks, BMI)
 Liebestraum...79
 Here's another bright side by the Bostic crew with the altoist selling his solos nicely while the pianist sticks to basic chords. It's another warm, swinging side for Bostic fans. Two solid cuttings by the ork. (FD)

THE COOKIES
 All Night Mambo80
 LAMP 8008 — A Billboard Talent "Spotlight" 11-20-'54. (Lamp, BMI)
 Don't Let Go...77
 A Billboard Talent "Spotlight" 11-20-'54.

BILL DOGGETT
 Tara's Theme77
 KING 4759 — A slow, languorous reading of the "Gone With the Wind" theme tune that is very lovely. The pretty melody is played by Doggett in the upper octaves against a quiet, tasty guitar, sax and rhythm backing. Great deejay programming material. (Remick, ASCAP)
 Gumbo...75
 A startling contrast to the above is this peppery Latin rhythm opus. However, this is a smart juke box coupling. Both are good dance items, one slow, one hot, both groovy. (Jay & Cee, BMI)

THE NUGGETS
 Quiri Up in My Arms77
 CAPITOL 2989—The Nuggets, a new group, bow on the label with an impressive rendition of a bright new rocker over solid ork backing. The boys know how to sell a tune, and they do a good job here. This one has a real chance. (Danby, BMI)

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending November 17

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.

This Week	Last Week	Weeks on Chart
1. HEARTS OF STONE—Charms.....	2	5
Who Knows—DeLuxe 6062—BMI		
2. MAMBO BABY—R. Brown.....	1	5
Somebody Touched Me—Atlantic 1044—BMI		
3. I DON'T HURT ANYMORE—D. Washington.....	4	8
Dream—Mercury 70439—BMI		
3. YOU UPSET ME, BABY—B. B. King.....	7	4
Whole Lotta Love—RPM 416—BMI		
5. HURTS ME TO MY HEART—F. Adams.....	3	15
Ain't Gonna Tell—Herald 434—BMI		
6. I'M READY—M. Waters.....	6	4
I Don't Know Why—Chess 1579—BMI		
7. BIP BAM—Drifters.....	10	3
Someday You'll Want Me to Want You—Atlantic 1043—3MI		
8. ANNIE HAD A BABY—Midnighters.....	5	13
She's the One—Federal 12195—BMI		
9. WHOLE LOTTA LOVE—B. B. King.....	8	3
You Upset Me Baby—RPM 416—BMI		
10. DREAM—D. Washington.....	—	1
I Don't Hurt Anymore—Mercury 70439—ASCAP		

• Most Played in Juke Boxes

For survey week ending November 17

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
1. HURTS ME TO MY HEART—F. Adams.....	1	12
Herald 435—BMI		
2. YOU UPSET ME, BABY—B. B. King.....	3	3
RPM 416—BMI		
3. WHAT A DREAM—Ruth Brown.....	2	14
Atlantic 1036—BMI		
4. ANNIE HAD A BABY—Midnighters.....	6	10
Federal 12195—BMI		
4. SHAKE, RATTLE AND ROLL—J. Turner.....	4	28
Atlantic 1026—BMI		
6. MAMBO BABY—R. Brown.....	7	3
Atlantic 1044—BMI		
7. I'M READY—M. Waters.....	4	6
Chess 1579—BMI		
7. I DON'T HURT ANYMORE—D. Washington.....	—	1
Mercury 70439—BMI		
9. HEARTS OF STONE—Charms.....	9	3
DeLuxe 6062—BMI		
10. HONEY LOVE—Drifters.....	8	23
Atlantic 1029—BMI		

So Help Me I Love You...76
 The boys sing this novelty effort smoothly with good support from the ork. However, the material here is not as strong as the flip. (Danby, BMI)

THE "5" WILLOWS
 Look Me in the Eyes76
 HERALD 442—The boys sell this weeper with feeling, sparked by an emotional lead singer. The tune is a good one, and so is the performance. A good side for the jocks. (Monument, BMI)

So Help Me...75
 The group starts in great fashion on this rocker, but it runs down about half-way thru. However, it's a listenable effort and could get spins. (Danby, BMI)

THE PEACHEROOS
 Every Day My Love Is True75
 EXCELLO 2044 — A smart new rhythm effort is handed a warm reading by the boys over a solid beat by the ork. The boys sell it with drive. (Excellorec, BMI)

Be Bop Baby...74
 The Peacheroos turn in a bright reading here of a new rocker over okay ork support. Lyrics here are double entendre, and many jocks won't play it. (Excellorec, BMI)

LOVENOTES
 Since I Fell for You74
 Riviera 5171—A sincere group vocal on a weeper, which should get juke play. Lead singer has an appealing catch in his voice.
 Don't Be No Fool...70
 An okay vocal on a bouncy ditty, but
 (Continued on page 45)

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The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

Reviews of New C & W Records

EDDY ARNOLD
I'm Your Private Santa Claus...85
VICTOR 5905—A Billboard "Spotlight" 11-13-'54. (Tannen, BMI)

MARTY ROBBINS
It's a Pity What Money Can Do...88
COLUMBIA 21324—A Billboard "Spotlight" 11-20-'54. (Acuff-Rose, BMI)

MITCHELL TOROK
Roulette...87
DECCA 29326—A Billboard "Spotlight" 11-20-'54. (American, BMI)

WESLEY AND MARILYN TUTTLE
Tennessee Mambo...80
CAPITOL 2983—Wesley and Marilyn Tuttle come thru with a sock reading of a most attractive new rhythm effort with a mambo flavor.

HOMER & JETHRO
Santy Baby...79
VICTOR 5903—A happy parody on Eartha Kitt's Christmas hit of last season, with clever lyrics.

JIMMY HEAP
I Told You So...77
CAPITOL 2990—Heap reads this pretty weeper with feeling and gets an unusually sympathetic guitar and rhythm backing from Perk Williams and the Melody Masters.

RAIPL SANFORD
I Just Called to Say...76
KING 1403—Ralph Sanford displays a pleasant tenor which he uses with great skill.

FREDDIE HART
Please Don't Tell Her...75
CAPITOL 2991—In this unusual lyric, the singer pleads with his first wife (from whom he is divorced) not to tell wife No. 2 about his faults.

ROCKY PORTER
I Knew It All Along...74
COLUMBIA 21325—He loves her despite certain errors of the past, warbles Porter in this attractive weeper.

CHARLIE STEWART
Baby Loves to Dance...73
VICTOR 5933—A brightly-paced novelty with some happy vocalizing and outstanding piano work.

SUNSHINE RUBY
I Don't Care What the General Said...73
VICTOR 5931—She gives up easy when presented by a romantic tactic.

RED ROMINE
Money in the Bank...72
IMPERIAL 8279—A happy ditty sung with warmth and genuine excitement by Romine.

Finer Than Fine...71
Romine piles up the superlatives trying to find adequate description for his girl.

BUD ISAACS
Panhandle Rag...71
VICTOR 5932—A smartly paced steel guitar instrumental which should get juke spins.

JIMMY COLLIE
Cajun Lingo...71
HICKORY 1018—Jimmy Collie sings this new tune about a bayou country girl neatly, as he tells of his love for the Cajun maiden.

SONDRA AND JON STEELE
Fill My Heart With Happiness...73
KING 1402—Patterned after the team's click of some years ago, "My Happiness," this tailor-made opus is sung warmly in close harmony.

FREDDIE DAWSON
One Kiss in a Million...70
IMPERIAL 8274—Numerous love affairs apparently can not erase the impression made on the singer by his childhood sweetheart.

DON OWENS
I'm Not Ashamed...70
CORAL 61297—A plaintive vocal interpretation of a weeper, and one that could get spins.

GENE HENSLEE
What Will I Do?...69
IMPERIAL 8277—The singer sadly contemplates a future without the girl he loves.

JOHNNY DAKOTA
Just a Boy and a Girl in Love...69
CORAL 61298—A pleasant warbling job on a pretty ballad by the young chanter.

GEORGE McCORMICK
Gold Wedding Band...68
M-G-M 11877—The chanter explains with a voice full of emotion that the only thing that remains of his marriage is a gold wedding band.

WILD BILL DAVIS
Things Ain't What They Used to Be (Part 1 & 2)...73
OKEH 7047—The organ-led trio tackles a familiar riff-built instrumental opus for a two-sided reading which manages to swing all the way.

ARTHUR GUNTER
Baby, Let's Play House...73
EXCELLO 2047—On this Southern blues effort Gunter asks his baby to return home, so that they can play house again.

HOT LIPS PAGE ORK
The Cadillac Song...73
KING 1404—Page says his number came in, so he bought a Cadillac.

tear-jerker that some jocks will want to use.
Don't Fix Up the Doghouse...66
The warbler explains that he is leaving home for good, and he tells his girl not to fix up the doghouse as "this old dog is gone."

DICK COLE
Anywhere With You...68
BIG "D" 711—Romantic ballad is chanted with warm resonance.

CARL STORY
It's a Lonesome Road...67
COLUMBIA 21327—Gospel opus is chanted to a pleasant beat in the string ork.

CHARLIE STONE
Jukebox Cannonball...66
ARCADE 129—This band—a cross between a very old pop (with trumpet and guitar) and a country band—knocks itself out on this lively, wildly paced material.

JIMMY JAMES
Who? Me?...65
JAGUAR 3007—Marilyn and Jimmy James team up for a cute bit of dialog that shows the troubles a man gets into from talking too much.

TEX ZARIO
Go, Man, Go, Get Gone...63
ARCADE 130—Snappy Novelty effort receives a lively performance from the chanter on this new release.

RHYTHM RAMBLERS ORK
Kinda Wonderin'...60
HILITE 107—Frank Armentaro sings this novelty effort in so-so fashion, supported by the Rhythm Ramblers.

THE STATESMEN QUARTET
Move That Mountain...76
VICTOR 5911—"With the Lord, nothing is impossible" is the theme here, and this top sacred group chants the message with cheerful vigor.

ROBERT Q. LEWIS
Collegiate...67
CORAL 61292—In time for the football season, this reading of the oldie should do yeoman service on disk shows needing some college color.

THE SUGAR TONES
Blow the Whistle...69
BENIDA 5021—Novelty moves rapidly thruout for a joyful effort.



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LULA REED
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Reviews of New R & B Records

Continued from page 44

flip has more showmanship.

WILD BILL DAVIS
Things Ain't What They Used to Be (Part 1 & 2)...73
OKEH 7047—The organ-led trio tackles a familiar riff-built instrumental opus for a two-sided reading which manages to swing all the way.

ARTHUR GUNTER
Baby, Let's Play House...73
EXCELLO 2047—On this Southern blues effort Gunter asks his baby to return home, so that they can play house again.

HOT LIPS PAGE ORK
The Cadillac Song...73
KING 1404—Page says his number came in, so he bought a Cadillac.

Ain't Nothing Wrong
With That Baby...69
A fairly routine reading of the ballad. Would make good late evening programming for deejays.

ROBERT Q. LEWIS
Collegiate...67
CORAL 61292—In time for the football season, this reading of the oldie should do yeoman service on disk shows needing some college color.

HARD HEARTED HANNAH...67
Another standard item here. This time Lewis tries a Jolson-like approach. Result is about the same.

THE SUGAR TONES
Blow the Whistle...69
BENIDA 5021—Novelty moves rapidly thruout for a joyful effort.

SCANDAL...64
Group has a distinctive style which it uses cleverly in this listenable reading of an okay ballad.

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Vox Jox

● Continued from page 14

Ed Case, KTHH, Houston, has had just about enough of the mambo-kick. He writes: "What's with this mambo kick, anyway? I have nothing against mambo records, but it's just more of the same old story. Somebody comes up with something new and different, altho the mambo's not new, and right away everybody hops on it and beats it to the ground. Everything's got to be mambo-sized or its rectangular. Not only is the market glutted with these synthetic 'things' but a lot of established tunes get fouled up."

CHANGE OF THEME: Sam Workmen, who is in his seventh year on WRVA and RVBW, Norfolk, has just been given an extra hours tour of duty, six nights a week. . . John C. Williamson is leaving KWPC, Muscatine, Ia., to join WITZ at Jasper, Ind. Bob Doan will replace Williamson at KWPC as program director. . . Early riser Jim Dougherty, of WHOL, Allentown, Pa., moves to a brand new spot this month. Instead of waking his Lehigh Valley fans in the a.m., he now puts them to sleep in the p.m. . . A new show debuted on WIST, Charlotte, N. C., this week called, "Kilgo's Kanteen" which is emceed by Jimmy Kilgo. . . Chicago deejay Jay Trompeter quietly married Billie Kathryn Webster there last month. . . Shel Horton is readying a new set of shows to run about five hours daily which will be done remote from his home in Saxton, Pa., over WVAM and WKMC. . . Jack Kelly Jr. has joined WACB, Kittanning, Pa. He was previously with WNCC, Barnesboro, Pa.

Charlie Dunaway started a new r.&b. show on KBRZ, Freeport, Tex., called "Rompin' Rhythm." . . Tommy Roberts, WCAM, Camden, N. J., recently returned from a honeymoon in Miami. . . Durham Caldwell, program director at WGAW, Gardner, Mass., writes us that the station has added a fifth announcer to its staff. He is

Dave Lunaas, a graduate of Emerson College and a native of Noank, Conn. . . Jay Giles is back at WSOY, Decatur, Ill., after a bout with the flu. . . E. L. Merriman, KBOW, Butte, Mont., is leaving to join KXLE, Ellensburg, Wash. . . Bill Walton has replaced Gerry Spinn as night platter spinner over WTMA, Charleston, S. C.

Jim Lowe, WRR, Dallas, has moved from his four-year-long nighttime spot to a new early-morning time. . . Bob Salter, KJR, Seattle, has taken over "Music Markers" from Wally Nelsco, who opened his own radio station

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- NOVEMBER 25, 1944
1. You Always Hurt the One You Love
 2. I'll Walk Alone
 3. Trolley Song
 4. I'm Making Believe
 5. Together
 6. Dance With a Dolly
 7. Too-Ra-Loo-Ra-Loo-Ral
 8. Don't Fence Me In
 9. And Her Tears Flowed Like Wine
 10. There'll Be a Hot Time in the Town of Berlin

- NOVEMBER 26, 1949
1. Mule Train
 2. That Lucky Old Sun
 3. Slipping Around
 4. I Can Dream, Can't I?
 5. Don't Cry, Joe
 6. You're Breaking My Heart
 7. A Dreamer's Holiday
 8. Jealous Heart
 9. Someday (You'll Want Me to Want You)
 10. Room Full of Roses

in Yakima, Wash. . . Haskell Jones, KXAR, Hope, Ark., recently returned from his vacation.

JOX TRIX: Al Bird, WJAC, Johnstown, Pa., recently started two live audience programs as an experiment, and reports that they are "packing them in." . . Don King, WCII, Carbondale, Ill., has started a "take-your-shoes-off" club. Each after-

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noon at 3:30 he invites his listeners to unsheathe their lower pedal extremities, relax and listen to the music he beams out. Bob Armstrong, at the same station, takes a tape recorder to his five sponsors every day for a 15-minute show. He lets the merchants pitch their own shopping specials for the day. . . Judy Holman, KLBK, La Grande, Ore., tells us about the new gimmick on the station. "The program is called, 'Ask Me One.' The announcers call a number which is chosen from postcards sent to the station with telephone numbers written on them, and asks the party answering to ask him a question. If the announcer can't answer it, the quizzer receives a gift."

Don Smith, KLLZ, Brainerd, Minn., runs a "Mystery Tune" contest each night and awards records and theater passes for the right answers. . . Gabe Millerand, KYW, Philadelphia, celebrated his first anniversary on the show in a novel way. Millerand asked the listeners to write and tell him why they listened. Writers of the 12 most interesting letters were taken to a party at the town's top night spot, Latin Casino. . . Radio Station WICE, Providence, has a new program called "Hospitality House," which is just what the name implies. A portion of the show is dedicated to patients at the Providence Veterans Hospital, and the show is piped in to patients' rooms. Other features include "The Employment Column," "Town Topics" and the weather.

Number of Releases This Week

Label	Pop	C&W	R&B
ACCENT	1	—	—
ANTHRACITE	1	—	—
ARCADE	1	2	—
AUDIOVOX	1	—	—
BENIDA	2	—	1
BIG "D"	—	1	—
BIGELOW	1	—	1
BRUNSWICK	—	—	1
CAPITOL	8	3	1
CASA GRANDE	1	—	—
COLUMBIA	4	1	—
CORAL	8	2	1
DEBUT	1	—	—
DECCA	7	1	—
DELTA	—	—	1
DOT	1	—	—
EPIC	2	—	—
ESSEX	1	—	—
EXCELLO	—	—	3
GYUDEN	1	—	—
HERALD	—	—	1
HICKORY	—	1	—
HILITE	—	1	—
IMPERIAL	—	3	1
JAGUAR	2	1	—
KEM	1	—	—
KING	—	1	4
LAMP	—	—	1
LONDON	3	—	—
MAJAZ	1	—	—
MERCURY	4	—	1
M-G-M	7	1	1
OKEH	—	—	1
RCA VICTOR	3	5	—
RIVIERA	—	—	1
VANITY	2	—	—
"X"	4	—	—
TOTAL	68	25	20

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HOCUS-POCUS

By LUCILLE and EDDIE ROBERTS

(The Roberts recently concluded a month's engagement in London's exclusive West End Colony Restaurant and followed with the Moss Empire theaters in Manchester, Portsmouth and London. They concluded a two-month stay in Europe November 14 and sailed from Naples November 18, stopping off at Barcelona and Lisbon, en route to the Hotel Statler, Cleveland.)

ALTHO the lot of the professional wand-wavers seems to have fallen to considerable depths in the United States, the same cannot be said of the fraternity located only 10 hours away via BOCA. In contrast to the dearth of paying engagements for magicians and bookings for the large illusion shows in America, England at present is supporting (and very well, too) numerous large, touring magic shows as well as single and double magic acts.

The "Meet Mr. Kalanag" show seems to be presently topping the illusion show field in England. We were amazed to learn that he carries with him a company of 35 people, including a line of attractive dancing girls, and features the vanishing-of-a-motor-car illusion. At present, he is booked five solid months in England, to be followed by an additional 10 months on the Continent, a far cry indeed from some of our own favorite wand-wavers.

The Great Levante, with a large company traveling in their own bus and truck, is also enjoying great success, as are the The Great Lyle, and new addition to the ranks of full-evening performers, Maurice Fogel. The latter has enjoyed for many years a reputation as being one of England's foremost mentalists. He has discovered, it seems the gold in the full-evening field, and is presently carrying a company of 10 and doing a very entertaining prolog to magic.

The mentalists also seem to have no trouble in keeping their date books filled. Koran, Pharos and Marinas, Bayard and Marion and the very popular semi-pro, Jack Salvin, and his wife, seem to have dates aplenty and a bright future ahead.

One of the future names in show business over here is David Nixon, a young and popular comedy magician, who is making a name for himself on television. Tommy Cooper, who recently played the Flamingo in Las Vegas, Nev., still is booked steadily over here.

American magicians seem to be solely represented over here by Jay Palmer and Doreen, who have far more work offered them than they can accept and are always one of the feature acts on a variety bill every week somewhere in England.

It was our good fortune to visit the recent International Brotherhood of Magicians' Convention in Brighton and meet delegates from France, Belgium, India and Germany, as well as our own Elmer Eckam, Dr. Zina Bennett, Mystic Craig, Don Robertson, and Father Kelly of Boys' Town, who upheld the reputation of the IBM'ers in the United States. We saw here one of the most entertaining magic shows we have ever had the pleasure of watching, all under the supervision of the efficient Bill Stickland and his staff. The magical dealers were represented by Max Andrews, Harry Stanley, Davenport, and many others, including Elmer Eckam, of Rochester, N. Y.

The weather, heating and food in Britain have not been the problem that we had been led to believe awaited us, and if a commitment for our six return date at the Cleveland Statler, December 6, and the British Colonial Hotel in Nassau in January, did not require our return home, you can bet we would stick around a bit longer in this land of friendly wand-wavers and extremely gracious audiences.

(Continued next week)

BURLESQUE BITS

By UNO

Vicki Welles, at the Hudson, Union City, N. J., last week, with the expert assistance of producer Paul Morokoff and the clever dancing team of Mitch Todd and Kenny Edwards, launched a new first half of a strip routine she calls "Steam Heat," a name adopted from a number in the Broadway hit "Pajama Game." . . . Harry Dell is now associated with Mike Frankel and Syd Leonard in a theatrical agency in Miami Beach and writes he needs acts because of a shortage in that locality. . . . Dolores Leland Brown, widow of

Kirk Brown, legit actor in his days, was elected a member of the Wardrobe Mistresses' Union. She is now an assistant in the wardrobe department at the Radio City Music Hall, New York. Her sponsor was Mae Dix, former burly principal, now wardrobe mistress for the road company of "Pajama Game."

The backstage staff at the Follies, Los Angeles, are mourning the passing of Theron C. Jack, property man during World War II, who died on October 5 at the age of 73. Jack started as a black-faced comic in 1901, went into silent films in 1913 and retired from pix in 1950. . . . Betty (Blue Eyes) Howard, opens November 26 at the Empire in Newark, N. J., with her old drummer, Wild Bill Lange, who had his own group called "The Musical Maniacs" and was the winner of the Arthur Godfrey talent scout show award in January, 1953. . . . Raven Christy, who is starring at the Club Pigalle, New York, is under the management of Jack Wendroff, who personally arranges her music and selects her wardrobe. . . . The State, Canton, O., closed November 11 due to lack of biz. The Carmen in Philadelphia is due to re-open shortly with its same burly policy.

Sam Cohen, Hudson, Union City, N. J., executive and his wife, Nell, celebrated a 26th wedding anniversary November 16 at their home in Encino, Calif. . . . E. B. Dudley and Mortimer Fox, who worked together at the old Koppin in Detroit in the days when that city had seven burly houses, have teamed up again at the Garden

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THE FINAL CURTAIN

BAKER—Fay,

60, stage and screen actress and widow of John Kirk, November 13 in New York. In recent years she had been active as a director of the Episcopal Actors' Guild and the Park Avenue Players. Before her semi-retirement from the theater, she had appeared on Broadway in "Harvey," "Harriet," "Journey to Jerusalem," "Dear Octopus" and the Lunt-Fontanne revival of "The Taming of the Shrew." In films Miss Baker appeared in "The House on Telegraph Hill," "Chain Lightning" and "Notorious," among others.

BARNES—Clinton D.,

61, veteran outdoor showman, November 10 in Philadelphia. (Details in Circus section.)

BEARD—Billy,

74, retired vaudeville and minstrel showman, November 14 in Atlanta. At the turn of the century he was principal comedian with such minstrel shows as Harvey's, Primrose and West, Neil O'Brien and Al G. Field. He had also appeared with Eddie Cantor, Jimmy Durante and the late Al Jolson.

FISHBACK—Mrs. Sarah,

80, mother of Cass Franklin, of the singing team of Franklin and Monica Lane, November 18 in New York. Two other sons and two daughters survive. Burial November 19.

FORD—Marty,

54, veteran actor, November 12 in Los Angeles. Survived by a brother, James, and a sister, Mrs. James Torney, New York.

FRIEDMAN—Edith,

56, concert and radio pianist, November 17 in New York. She appeared in concerts in Europe, Palestine and the Orient, as well as thruout the U. S. She was soloist with the Pittsburgh, Philadelphia and Bamberger symphonies and the Mozart Symphonietta. She also gave a weekly program over Station WEVD, New York, for more than 20 years. Her mother, a sister and a brother survive.

GILLY—Ralph E.,

well-known concessionaire, November 15 in General Hospital, Nashville, of pneumonia. Burial in Big Stone Gap, Va.

HOUSTON—J. T.,

63, former violinist with the Dallas Symphony Orchestra, November 13 in San Angelo, Tex. He also operated a music firm in San Angelo.

HOWARD—Walter S.,

86, former actor and retired selectman, November 12 in Bourne, Mass. He was a son of George C. Howard, producer of

McCARTHY—James F.,

55, district manager for the Stanley-Warner Theaters, and a veteran of 42 years in show business, November 8 in Massachusetts General Hospital, Boston. He started out in show business with the old Polli Circuit managing the Globe theater, Bridgeport, Conn. At one time he also managed theaters in Cooperstown, N. Y., and Hartford, Conn. Survived by his mother, Mrs. Mary Ann Haynes McCarthy, Bridgeport, and two sisters, Mrs. Thomas F. Sheridan, Albany, N. Y., and Rose McCarthy, Bridgeport. Burial November 11 in St. Michael's Cemetery, Stratford, Conn.

MacDONALD—William G.,

61, motion picture and television technical director, recently in Los Angeles. Most recently he was at M-G-M Motion Picture Center and General Service Studios. Survived by his widow and by two daughters, Joyce and June.

NESTOR—Jane

46, for many years manager of the McKee & Albright Agency and script secretary for many top network programs, November 12 in St. Joseph's Hospital, Hollywood, of cancer. Survived by her husband, Ed James, and a daughter. Burial in San Fernando Mission Cemetery.

PEEPLES—Cornellus James Jr.,

34, known in television as "Corny the Clown," November 15 in Evanston, Ill. He had appeared on "Super Circus" and often on commercials between programs. His mother, three brothers and a sister survive.

LIONEL BARRYMORE

Stage, motion picture and radio actor, at Valley Hospital, Van Nuys, Calif., at the age of 76, following a heart attack. Dean of the famed acting family, he passed away Monday (15) after being stricken 24 hours previously. He made his Broadway debut in 1893 at the age of 15 in "The Rivals," and entered motion pictures in 1909, winning the Academy Award for the best actor with his 1931 starrer "A Free Soul." Some of his other better known movies were "David Copperfield," "Captains Courageous," "You Can't Take It With You," "The Return of Peter Grimm" and the "Doctor Kildare" series. During the past few years he has been the narrator on radio's Hallmark "Hall of Fame." Talented in many fields, he composed music, wrote scenarios during the early days of movies for \$25 apiece, was a director and is credited with inventing the forerunner of the modern mike boom, and studied painting in Paris for two years. The son of Maurice and Georgie Drew Barrymore, he is survived by his sister, Ethel; and several nieces and nephews. Interment in Calvary Cemetery, Hollywood.

the original production of "Uncle Tom's Cabin." Walter Howard, as a teen-ager was employed in Joseph Jefferson's acting company, later playing in a New York stock company and becoming manager of Ada Rehan, noted Shakespearean actress. In 1912 he passed up a Hollywood offer to direct films and moved to Bourne to write.

PERKINS—Ralph N., one-time head chemist for the Refinite Corporation swimming pool equipment makers, October 16 in Omaha. He was active in bacteriological work and water tests for pools and for rehabilitating old pools as well as building new ones.

QUEST—Ed,

58, veteran concessionaire, November 12 in Toledo. For several years he was associated with Al Cody in the operation of Cody & Quist, concessionaires.

RILEY—Betty Loraine,

22, widely known pianist thruout the South, November 15 in Terrell, Tex., of injuries sustained in an automobile accident. A resident of Meridian, Miss., she was en route to fill an engagement in Texas at the time of the accident. Survived by her parents, Mr. and Mrs. Sam Riley, Meridian. Burial in that city.

SHEA—Frank B.,

60, retired musician in pit orchestras in several Buffalo theaters, recently in Veterans' Hospital, Buffalo. At the time of his death he operated a delicatessen in that city. Survived by his widow, Teresa, and a son, Richard P., with the U. S. Navy, Norfolk, Va. Burial in Mount Calvary Cemetery, Buffalo.

SINGALEE—Mussa Kutis,

widely known as a featured circus attraction, October 23 in Sarasota, Fla. Coming to this country many years ago with a troupe of East Indian wonder workers, he remained here and developed an act which brought him fame as the Fireproof Man. He appeared at a number of world's fairs with Robert L. Ripley and with the Ringling Bros. and Barnum & Bailey Circus.

STANDING—Guy Jr.,

stage and film actor, recently in Los Angeles. His last Broadway play was "Up in Central Park." Survived by his widow, Gloria; a son, Guy III, and a sister, Catherine Shaw Kennedy.

TEDESCO—Louis Seymour,

47, chief usher at the Alvin Theater, November 11 in New York. Known as Louis Seymour, he had been employed at the Alvin since it opened in 1927 with "Fanny Face," starring Fred and Adele Astaire. Three sisters and four brothers survive.

BIRTHS

ELDER—

A daughter to Mr. and Mrs. Bill Elder recently in the Baptist Memorial Hospital, San Antonio. Father is manager of the El Capitan Drive-In Theater in that city.

GLOVER—

A daughter, Sara Louella, to Mr. and Mrs. Tally R. Glover November 8 in Memorial Hospital, Chattanooga. Father was formerly with Royal American Shows.

HOPE—

A son, Sanford Coles, to Mr. and Mrs. Jack Hope November 12 in Carter Moore Memorial Hospital, Franklin, Ky. Father is a former outdoor showman.

POLK—

A girl, Joanne Leslie, to Mr. and Mrs. Lee Polk November 12 in New York. Father is a director for the Du Mont Television network.

WHITE—

A son, James Douglas, to Mr. and Mrs. Richard H. White November 15 in Chicago. Father is advertising and publicity director for the Conrad Hilton Hotel, Chicago.

IN MEMORY OF **FRED BRAD**

Who passed away November 21, 1953.

"I miss you, Dear."

FRANCES

BRAND—Helen Burr, 75, composer and for a number of years harpist with the Detroit Symphony Orchestra, November 11 in Detroit. Survived by her husband, C. Richard. Burial in Evergreen Cemetery, Detroit.

BRUN—Leo,

73, composer, conductor and voice teacher for more than 50 years, November 12 in New York. Among many musical activities, Brun participated in the American premiere performance of Wagner's "Parsifal." He had maintained a studio at the Metropolitan for 39 years and had coached such singers as Jan Peerce, Roberta Weede, Maggie Teyle, Polyna Stoska and Olga Paul. His widow and three sons survive.

IN MEMORY OF My Husband **MILTON COHEN**

Who passed away November 26, 1952.

"Miss you, Darlings."

BERTHA COHEN

DE HAVEN—Charles,

64, former vaudeville comedian, November 16 in Los Angeles. He had played with Will Rogers, Al Jolson, Eddie Cantor and Fanny Brice, both in vaudeville and such shows as "Ziegfeld Follies." He was a member of the team of De Haven and Nice.

DUROSS—John T.,

68, a veteran of 30 years as a vaudeville performer, November 14 in Bridgeport, Conn. He, along with his wife, Helen, and brother, Andrew, played the major vaudeville circuits under the name of The Three Aces of Variety. In addition to his widow and brother, he is survived by three sisters, Mrs. Beatrice DeCastro, Iona, N. Y.; Mrs. Katherine Hartoff, Flushing, N. Y.; and Mrs. Marguerite Donahue, Wilmington, Del. Burial November 17 in Calvary Cemetery, New York.

Theater, which Dudley has reopened with Fox as projectionist. . . . Mlle Fifi, former featured international dancer now a script writer for TV and movies, is living in Greenwich Village, New York, with her mother and daughter, Dolores Dawson, cover girl and dancer. Mlle Fifi is mourning the recent death of her husband, Eddo Vasco Dawson, 68, a retired paper manufacturer of Philadelphia. . . . Lilly White scored so big last week before a society audience at the Illustrators Society annual musical in which she was a feature that she was booked for their next show. . . . The Harem Club has moved from Miami to Miami Beach. Talent, booked by Gus August, includes Rozina, playing a return engagement as feature; Billy Mitten; Lynn Barry, Ava Carroll, Ginger Marsh, Vickie Saunders; Bonnie Raye, singer, and Fabulous Faye, comic-emcee. At the Life Bar, at the same resort, are Martha Gresham, in her fourth year; Ginger Lee, third year; Laura Monroe, second year; Malena, second year; Paula Fox, second year, and Jo Jo Gestel, comic-emcee, in his sixth year. . . . Talent booker Freddie Fulton, at his annual party in his New York studio on November 13, was congratulated by relative and friends on his return from Saratoga where he went to recuperate from illness as the guest of the veterans, former co-members of the Armed Forces. . . . Bobby Brown, at 1958 West Roscoe Street in Chicago, would like to contact Veronica Lester, Mary King, Lynn O'Neill and Irma, the Body. He says it is important.

IN LOVING MEMORY OF OUR DAD



WM. C. HOUZE, SR.

Who passed away Nov. 19, 1953.

Wm. C. Houze, Jr. and Vivian Marie Stephenson

JOHNSON—J. Rosamund, 81, distinguished Negro composer, actor and cultural leader of his people, November 11 in New York. He and his late brother, James Weldon Johnson, author and poet, wrote many pre-jazz song hits, among them "Underneath the Bamboo Tree," "My Castle on the Nile," "Oh, Didn't He Ramble," etc. Among Broadway shows in which he appeared were the original "Porgy and Bess" as Lawyer Frazier, and "Cabin in the Sky." Born in Jacksonville, Fla., where later he became music supervisor of the public school system, he and his brother moved to New York in 1899, around the time of vaude's "Golden Age." During ensuing years they turned out over 500 songs, including a number of now well-known spirituals. He compiled the First and Second Books of Negro Spirituals during the '20's and '30's. In later years he wrote several musical productions and was musical director of others. Survived by a daughter, Mildred.

KENT—William,

64, film salesman for United Artists Pictures, November 12 in Charlotte, Mich., of a heart attack. Survived by his widow and a son. Burial in Mt. Clemens, Mich.

McADAMS—Mrs. Ruth,

59, veteran outdoor show personality, November 14 in Ogden, Utah. She was for many years with Clark's Greater, Monte Young and Victory Exposition shows. Survived by her husband, C. C. (Red) McAdams; a son, Eddie Waamer, Houston, and a daughter, Mrs. Bette Wales, Ogden. Burial in Ogden.

ADVANCE KING-SIZE PLANS

Fate of Miami's 'Dream' Center Hinges on Floating Bond Issue

MIAMI, Nov. 20.—The Inter-American culture and trade center—a long-time dream of South Florida civic leaders—has grown into a \$200,000,000 project under the "working title" of Center of the Americas.

If financing plans materialize, the project will be ready in 1958 and will include permanent world-fair-type of concessions and entertainment and trade exhibits. Projected are an amusement section, picnic bathing beach, horticultural and agricultural displays, gardens for religious activities and meditation, birds and animals in natural habitats, and a children's playground on a 160-acre tract 10 miles north of downtown Miami.

Consultants Report

The project is expected to have particular appeal to the large number of tourists and vacationers who each year are attracted to the State by Florida's natural beauty, climate and unsurpassed recreational facilities.

Details of the center were embodied in a report by Evasco Services, Inc., nationally known consultants, and further financial facts were related by Harry A. MacDonald, who has been designated as managing director of the project. MacDonald is a former director of the RFC and chairman of the Securities Exchange Com-

mission, and has been serving as fiscal agent of the Inter-American Center Authority to negotiate private financing for the project.

Plan Bond Issue

Cost of the project was estimated at \$78,000,000, including \$60,000,000 from a self-liquidating bond issue. The remainder is in deferred expenses or coming from exhibitors. Other investments in buildings and displays will bring the high enterprise to \$200,000,000 and make it the largest of its kind in the world.

The program hinges on the sale of the revenue bonds. Lehman

Brothers & Van Alstyne and Noel & Company will head a syndicate to market the bonds on terms to be negotiated later. The center authority—with Dr. W. H. Walker of Miami as chairman—already has a contract with these New York investment houses to form the underwriting syndicate to float the bonds.

Dr. Walker estimated that attendance at the center each of the first three years will range from 12,000,000 to 15,000,000 persons. Thereafter, it is expected that annual attendance will average about 10,000,000.

Beam Reports Best Thrill Show Season

Only 1 Rainout Mars 123 Dates Played; Plan New Features, Increased Promotion

GOSHEN, N. Y., Nov. 20.—Ward Beam, head of the International Auto Daredevil Contest, a race track stunt group designed particularly for fairs, this week reported the 1954 season the best he has ever experienced. Beam's career in the field covers 32 years. It was the weather that made for a nifty season, mostly, altho Beam, naturally, credits the unique contest format of his presentation for much of the box office response.

The show was rained out on only one of 123 dates played, a record that can only be noted as phenomenal. Only seven other dates were adversely affected by the weather, and of these only two were badly hurt.

Still Dates Good

The show also came thru nicely on its still dates this year. Primarily Beam has been a still date promoter thru the years, so this hazardous field holds few fears for him. Well-planned and adroitly handled, the dates proved profitable when sparked along by heavy advertising and publicity.

Beam believes that his promotional budget for such dates will exceed that of most other promoters. A date that pays off will easily take care of the heavy expenditure and there is usually enough left over to take up the slack on a date that didn't turn out so well. Convinced of the value of such effort, Beam will step up activity next year.

In 1955 there will be major changes in the show, Beam says. This year the International Dare-

devils featured three different shows using three different makes of cars. The performance was built around the groups competing with each other.

Planned changes include nine new stunts plus five new clown numbers, Beam says. Holdover features will be revamped to make the production entirely new.

Mammoth Display Caravan Charted

Tent Tour to Carry National Exhibitors And Ride Units; Miami Preem in February

NEW YORK, Nov. 20.—Plans for an elaborate traveling exposition built entirely around commercial accounts—outstripping in projected figures anything of like nature planned or launched ever before—were announced here this week.

Called Cavalcade of Progress and headed up by Robert Bittner, the exposition is scheduled to open early in February in Miami and show for 42 consecutive weeks. The route would take the show due north into New England, then west traveling a Great Lakes route, down thru the Middle West and into the Southwest for the wind-up. Charlotte, N. C., with an estimated drawing potential of around 150,000, would be the smallest city played.

There are some fantastic figures to cope with in visualizing the planned scope. Some 20 tents, each 40 by 200 feet, would house 16 exhibits sponsored by national advertisers with rentals based on footage per aisle, per week, plus \$25 for utilities. The automotive fleet would number 122 pieces and

GM Award to U. S. Tent Co.

CHICAGO, Nov. 20.—S. T. Jessop, board chairman of the United States Tent & Awning Company here, announced Wednesday (18) that his firm has been awarded a scroll of appreciation by Harlow H. Curtice, board chairman of the General Motors Corporation, in recognition of the tent firm's role thru the years in helping the automotive concern.

The award coincides with GM's production of its 50 millionth car, to roll off the Chevrolet production line November 23. Scrolls are being awarded to various firms which have in the past helped General Motors, thru sale to it of components and services, achieve the production figure.

Chicago Int'l Schedules New Exhibitions

CHICAGO, Nov. 20.—The 55th International Livestock Exposition, which opens its nine-day run November 26, will this year feature several innovations, William E. Ogilvie, manager, announced.

A herd of Santa Gertrudis cattle—a new breed developed at the King Ranch in Texas—will be exhibited at the show in the International Amphitheatre for the first time, he said. Another first will be a sire-progeny display, staged by the Texas Technological College, Texas A. & M. College, and the United States Department of Agriculture. The exhibit will emphasize striking variations in the rates of gain of beef calves by different purebred sires.

Show officials anticipate livestock entries will equal the largest in recent years. The '53 Chicago show attracted over 11,000 head of livestock from 37 States and Canada in competition for \$100,000 in cash premiums.

Fourteen horse show performances will provide the daily entertainment feature program. An evening horse show Friday, November 26, will officially open the International. In addition to the nine evening performances, matinee horse shows will be presented at 2 p.m. November 28, and December 1, 2, 3 and the final day, December 4.

10-FT. HIGH

Kids' Striker Unwrapped By Nelson

NEW YORK, Nov. 20.—Manufacturer Harry Nelson this week unveiled his new high striker innovation—a scaled-down model for children called the Kid High Striker.

Nelson, Coney Island manufacturer of high strikers, baseball strikers and doll racks, will be plugging his new item at the Chicago convention. Only 10 feet high, it takes little midway space and comes equipped with fencing and three-pound mauls.

The device is available in two models. A portable striker comes in two sections, whereas the permanent version, costing slightly more, is in one section, exclusive of the base unit.

Taxless Days Put Outdoor In the Black

Continued from page 1

was TV in some areas. Others charged it to the fact that some grandstand attractions failed to match the quality of their shows with up-to-the-minute promotional campaigns.

Midway grosses were generally up at fairs, with rides and shows accounting for the increase. However, games concessions almost everywhere returned considerably less money than the previous year, and this was attributed to more careful and tighter spending.

Lifesaver for Shows

For many carnivals, the end of the tax was a life-saver. Only increased grosses from rides and shows, mainly because of the 20 per cent tax, enabled them to offset the decline in concession income and wind up with a profit.

For most shows, the still date season was rough. But the surprisingly good business given them at fairs permitted them to recoup and wind up in the black.

A year ago, carnival operators, park and Kiddieland owners, and fairmen were filled with the hope of gaining admission tax relief. This hope was uppermost in their minds as they went into the annual Chicago outdoor amusement industries conventions.

As they now prepare to leave for Chicago and the '54 confabs, which start Sunday, November 28, their thoughts are concentrated upon finding new attractions, new rides, new equipment, and new ideas at the convention.

Pepsi Slates Pony Giveaway Again for '55

NEW YORK, Nov. 20.—Pepsi-Cola will certainly continue, and probably expand, its pony giveaway promotions tied in with fairs and other outdoor show events, Roy B. Jones, special representative for the soft drink company, said here this week.

In 1954 approximately 100 such promotions were staged throughout the country. Several bottlers staged more than one as the result of initial successes.

The promotions are entirely in the hands of local bottlers with the national office, which Jones represents, aiding in their setting up and promotion when needed. This year Jones personally made about 15 fairs, virtually all of which had tie-ins with Pepsi for pony giveaways.

Jones labeled the promotions only as good as the people who promote them. Just setting the deal up and forgetting about it won't do, he says. An attempt should be made to spark additional interest each day.

The pony giveaways have an especially big potential as lures for children because there is no direct tie-in with the sale of the product. Tickets on the ponies are given to all children who ask for them wherever Pepsi is sold in the bottler's area. They are not required to buy the product, save bottle caps or write jingles.

Swenson Sets '55 Format

SPRINGFIELD, Mo., Nov. 20.—Aut Swenson, owner-manager of the thrill show bearing his name, this week announced the signing of four stunters that will be featured in the '55 format of the show. All four will participate in the auto loop-the-loop stunt as well as other parts of the performance.

The performers and the way they'll be billed are Dario LaCosta,

First Scrambler Will Operate at Miami Funspot

MIAMI, Nov. 27.—The first Scrambler ride manufactured by the Eli Bridge Company, Jacksonville, Ill., is scheduled to go into operation at Funland Park here this winter.

The device was scheduled to arrive here this week. It will be operated by Alton Pierson who was bringing it overland from Jacksonville, where he and Sam Solomon took delivery.

The Scrambler operated at a number of fairs last fall but, according to Solomon, this was the first one actually sold outright. The device was set up at the factory, operated for some time and then dismantled for its trip here.

Bordeaux Bullet; Darrell Garlock, Swedish-American Stunt Man; Brenda Burke, English race driver, and Carlotta DeMille, model-turned-stunter.

U. S. THRILL SHOW IS SET FOR EUROPE

Newberry, Saperstein Team Up for Tour; To Play Nine Weeks in England, France

CHICAGO, Nov. 20.—Earl Newberry, long-time thrill show operator, and Abe Saperstein, owner-operator of the Harlem Globetrotters, this week closed negotiations to present a U. S. thrill show in France and England for the first time.

A joint venture, the tour, to start in May, will span nine weeks, enabling Newberry and his stuntmen to return to the U. S. in time for the fair season.

Newberry, who will manage the show, said that he would take 10 performers, a like number of 1955 Fords and a clown car on the tour. Saperstein, who has toured Europe several times with his Globetrotters, will handle booking arrangements. He will leave January 3, with Newberry following in early March.

A minimum of 45 dates will be played. The unit will open with a nine-day stand in the 17,000-capacity Buffalo Stadium in Paris, where it will show Sunday afternoons as well nights. French bookings will be made thru the Palais de Sports organization in Paris. Dates in England will be set thru the Greyhound Racing Association, which controls 10 tracks in England and Scotland.

There is a strong possibility that some dates will be booked in West Germany but none has yet been set.

Newberry, whose show has operated under the title of the Tournament of Thrills, indicated that it would be renamed for its European tour, probably tagged to Hollywood to permit easier selling of the show to the public.

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RENSSELAER, INDIANA -- PHONE RENSSELAER 2000

Tips for Exhibitors

Samples, Literature-Giveaways Important, Leading Canadian Exhibit Designer Says

GIVEAWAYS of samples or literature are the best possible attraction for a commercial exhibitor at fairs.

That is the opinion of C. M. Charters, head of Design Craft, Ltd., Toronto, one of Canada's leading exhibit-display companies.

But giveaways should not be aimed at kids unless the giveaways are something youngsters will take home, Charters maintains.

For exhibits at trade shows, Charters frowns on product or literature giveaways. Instead, he commends his clients to do their utmost to obtain the names and addresses of potential customers at shows, then mail samples or literature to their homes.

Charters should know. He has been highly successful in the display business ever since the resumption of the Canadian National Exhibition, Toronto, eight years ago. In that period he has expanded his operations tenfold, raising his yearly business to nearly a half million dollars.

Charters is quick to point out that some of this growth is due to the soaring interest in exhibiting and in the mounting number of trade shows. Indication of this is the number of shows now held in the buildings of the CNE. This year they numbered 18, embracing, besides the CNE itself, the Trade Fair, the Royal Winter Fair, Furni-

ture Show, Automobile Show, Sportsmen's Show, Retail Farm Equipment Show, Heating and Air-Conditioning Show, and the Men's Apparel Show—to name a few.

The Canadian exhibit designer has many tips to offer exhibitors.

He tells them, among other things, to do their planning early and to give the "go-ahead" to a designer as far in advance of a show or fair as possible. Thus, he points out, a designer has an opportunity to mull carefully many possibilities and not be pressured by time.

He strongly recommends the use of animation, but cautions that animation should not be sporadic but instead a pulsating, continuous movement. Further, such animation should be related to the high spot of the product and be quickly understandable to the audience, Charters says.

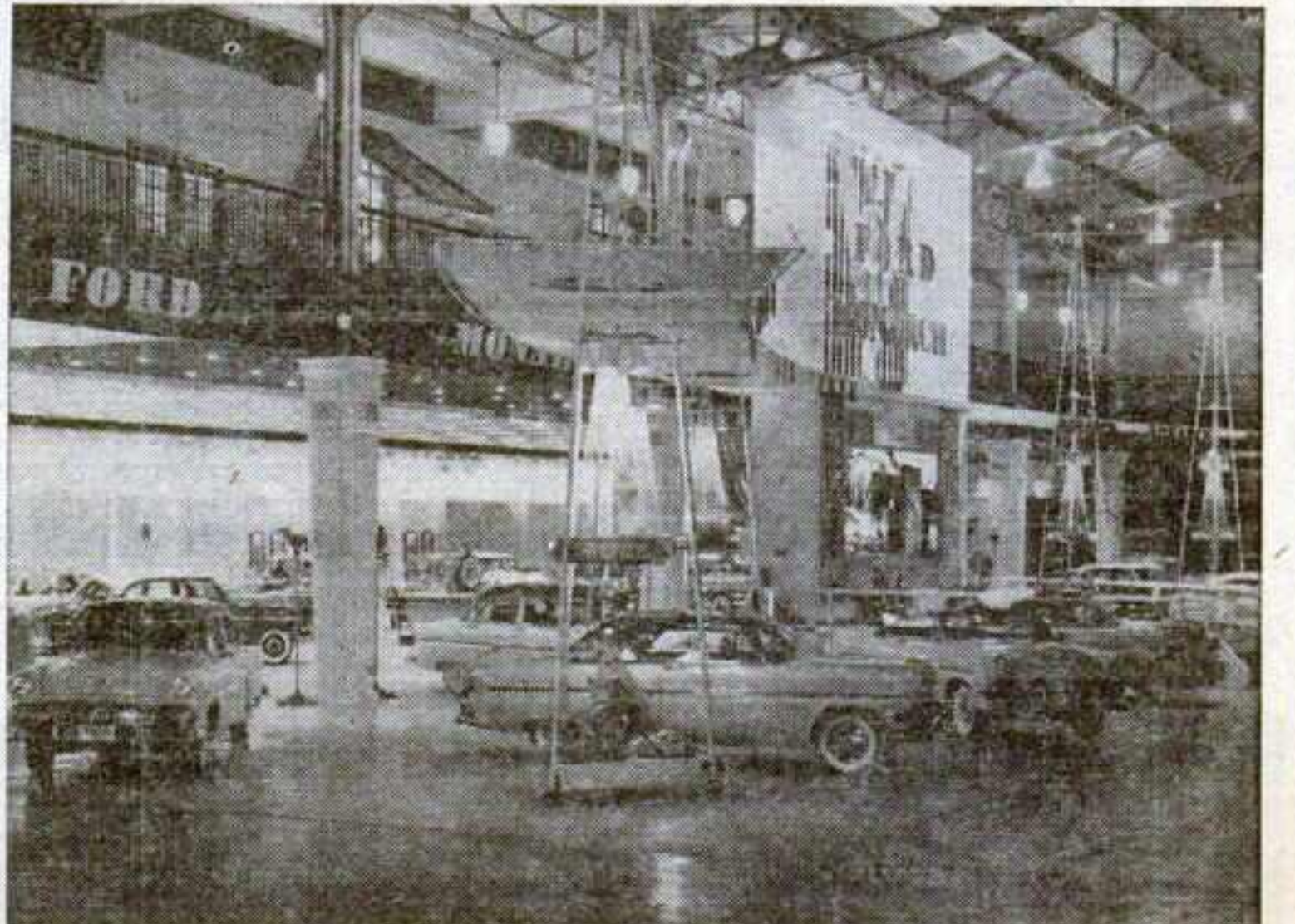
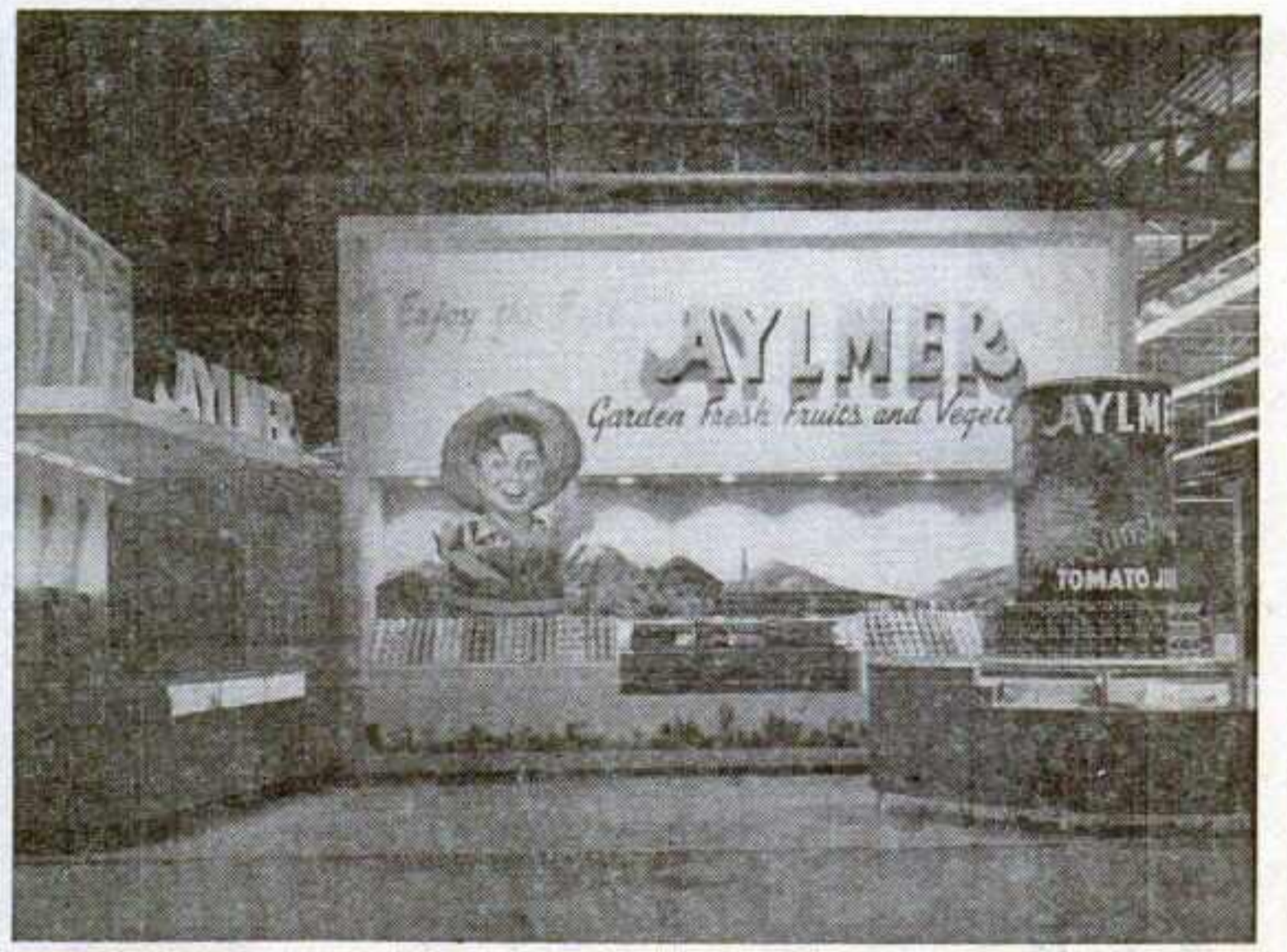
Concentration should be upon the product rather than upon the company that makes it. The company will be amply repaid if its product is well sold, he explains.

Charters asks that exhibitors treat an exhibit designer as an architect of a house is treated.

"Give the designer the amount that you plan to spend for the display, then let him go to work on the design. An architect isn't told merely to build a house but a house at a particular price, and he works accordingly." "An exhibit designer," Charters says, "should approach his assignment the same way."



Interest in commercial exhibits is at an all-time high in Canada as well as in the U. S. Eighteen shows, including the Canadian National Exhibition itself, were held this year in buildings of Toronto's CNE. Above is the front of one CNE building, dressed for the Canadian International Trade Fair.



Exhibits designed by Design Craft, Ltd., Toronto, highlight the products rather than the company that makes them. For trade shows, the Toronto firm recommends facilities that will enable potential customers to sit in comfort and quiet to hear the merits of a service discussed. Above are four exhibits which point up product-emphasis or facilities for service organizations.

Steps Leading to Greater Profits!

Mighty important to you . . .

is the fact that we have been designing, engineering and building amusement rides and devices since 1910. A lifetime of effort and experience devoted exclusively to the manufacture of finer, safer, more profitable rides goes into every piece of equipment that leaves our factory.

National Rides are built from raw material to the finished product in our own plant, occupying an entire city block and equipped with the latest of modern machinery.

KIDDELANDS - PARKS

Whether interested in laying out a complete Kiddieland or Park, enlarging your present operation, or merely adding a ride or two, we can take care of your needs.

THE CENTURY FLYER

Safest Miniature Train built. 24" gauge tracks, overhung chassis . . . low center of gravity.

THE TRACKLESS TRAIN

Runs anywhere without rails, climbs steep grades, saves cost of tracks . . . operated by anyone who drives a car.

THE KIDDIE FERRIS WHEEL

Simple mechanism, sturdy construction. Push button control. Also built on trailer for quick moving. Indoor or outdoor location.

KIDDIE BUGGY RIDE

A 10-car Deluxe Buggy Ride. The Kiddie's delight.

COMET, JR.

A real Junior Coaster designed for Kiddielands and small Amusement Parks, yet sturdy enough to ride adults in perfect safety.

LARGE ROLLER COASTERS

Engineered and built by us with appealing features and for enduring service.

COASTER CARS

Let us streamline your coaster with new, custom-built, modernistic cars.

FUN HOUSES

Especially designed to suit your location and price range. Assembled in factory before delivery.

MIRROR MAZES

Fascinating Walk-Thru Fun House with a confusing mysterious mirage of magic mirrors.

LAUGHING MIRRORS

Amuses both Young and Old. Distorted reflections that make them howl. Ideal for Carnivals, Parks, Arcades. Requires only a few feet of room.

OLD MILLS AND MILL CHUTES

A ride as appealing today as it was 40 years ago. Suitable for Parks or permanent locations only.

Perfection in National Rides . . .

stems from the production line . . . with its background of fine engineers and skilled mechanics under the direct supervision of

Aurel Vaszin

National's founder and sole owner . . . builder of Rides since 1910.

Personal service

whether you are interested in planning a complete park or kiddieland, enlarging your present area, or merely buying a new ride or two,

William de l'horbe, Jr.

can help you, he has had a lifetime of experience in selling rides and planning parks and kiddielands. Discuss your problems with him. Special trips to your city if necessary.

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PREFABRICATED STEEL



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EASILY ERECTED—QUICKLY DISASSEMBLED—COVERED WITH
3/8 GA. SHEET METAL—FIREPROOF—MORE ECONOMICAL—
40-10-60 FOOT WIDTHS—LENGTHS MULTIPLES OF 10 FEET

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EVANSVILLE, INDIANA

GIVE TO DAMON RUNYON CANCER FUND

Year-Round Magnet

British Columbia Bldg. Scores With PNE Patrons, Gives Vancouver Lure for Tourists

ONE of the most valuable public service attractions of any fair on the continent made its debut at the 1954 Pacific National Exhibition, Vancouver, B. C., coincidental with the PNE's continuing march to new attendance heights.

"The British Columbia Building has no counterpart on this continent so far as I know," states

V. Ben Williams, PNE general manager. "From its popularity, the attention it is receiving and the service it performs, the B. C. Building can conceivably achieve world fame as well as continental prominence."

While it is a top fair attraction, the building is also open free to the public the year round. "The building serves our own people in

an educational sense," adds Williams. "It is also a top-flight tourist attraction. Industry, particularly that dealing with natural resources, is already putting it to use. The PNE regards the building as a top public relations job as well as fulfilling the highest objectives of the fair as a non-profit public institution."

Central Attraction

Central attraction of the building is a giant relief map of British Columbia, roughly 80 feet square, built to scale from official government surveys. It is located beneath a glass dome, effectively lighted and viewed from two levels of galleries extending around its four sides. The map depicts not only all of British Columbia's 360,000 square miles but also portions of Northern Washington, Idaho, Montana, Southern Alberta, part of the Yukon Territory and Northwest Territory and all of the Alaska Panhandle, a total area of 526,300 square miles.

Special groups may get a close-up of map details by using a "traveling bridge" electrically operated and installed at a cost of approximately \$15,000.

The map took 34,686 man hours to complete over a seven-year period and was constructed by George Challenger and his son, Robert, internationally known cartographers. It was purchased by the PNE. Built on 192 plywood panels, each four by eight feet, the map contains 968,428 individually cut and colored pieces.

Map Details

Boundary lines, roads, railways, highways, rivers and lakes as well as principal cities and towns are marked on the map.

The building itself has three levels and offers 32,665 square feet of exhibit space to complement the map. Half of this has been sold to the provincial government, whose exhibits depicting departmental operations were in place for the 1954 PNE. The exhibits conform to latest artistic and utility design. Trade associations such as lumber, fishing, mining, power and others are also participating.

Added attraction in the building is the famous Lipsett Indian Museum whose exhibits contain some priceless artifacts. Adding to the utility factor of the building, particularly in respect to trade groups, conventions and educational visitors, is a documentary film theater seating over 400 persons. During the 1954 fair this was used by the National Film Board of Canada, which presented shows on the hour from 10 a.m. to 10 p.m.

Sole concession in the B. C. Building during the fair was the "Tea Terrace," glassed in and tastefully decorated. Light meals and teas were served during the fair's capacity business. It is available for use at any time during the off season.

Pacific National Exhibition followed its usual procedure in financing. The British Columbia Building is one of a unit of three new structures. The two "wings," the Electrical Building with 21,750 square feet of floor space and the Manufacturers' Building, 22,950 square feet, were used for the 1953 PNE.

The PNE assets are held in title
(Continued on page 64)

CONVENTION DIRECTORY

CHICAGO, Nov. 20.—A free directory of carnivals, booking offices, attractions and show suppliers will again be maintained by The Billboard in the lobby of the Hotel Sherman during the annual outdoor conventions here.

The directory will be set up Sunday morning, November 28. To obtain free listing, shows, bookers, etc., should turn in their names, together with room numbers, at the Showmen's League of America booth in the hotel lobby.

The listings are available to all carnivals, booking offices, attractions and suppliers occupying rooms in the hotel.

Jones Slickers Big at Canton Aud Food Show

CANTON, O., Nov. 20.—All attendance records for Memorial Auditorium here were broken by Spike Jones and His City Slickers, who played the November 9-13 Food Show, according to Ralph Smith, building manager. An unofficial total of 55,000 people was reported to have attended.

Nearly 8,000 people jammed the building for each of the evening shows after opening, filling all standing room in and around the 60 display booths. Jones presented two complete shows daily at 4 and 9 p.m., on the 80-foot stage.

"After the tremendous success of Jones, I am convinced the presentation of big stars at low admission is the answer to the problem of filling large, arena-type auditoriums," Smith said. He also reported that Ben Cowell, of Cowell Promotions, Columbus, O., was in Canton Saturday (13) discussing the possibility of setting up eight or 10 towns in the area with big auditoriums in an attempt to attract big stars with block bookings.

Maple Leaf Arena Keeps Profit Score

TORONTO, Nov. 20.—Maple Leaf Gardens, largest arena in Canada, continued their earnings record with the announcement last week of a new peak in profits. Net profits were \$256,899 for a 34 per cent gain over last year. The Gardens have shown a profit every year since their construction in 1931.

The stock was listed on the Stock Exchange in 1935 at 50 cents a share, and it reached a peak of \$100 in 1946. The stock was split four-for-one in 1947, with the high for the new stock being \$23 in 1948. The price currently is about \$21.

Mammoth Display

Continued from page 48

top advertiser has been contracted but Bittner claimed excellent prospects for several in the next couple of weeks. It is known that the plan has received rather good response from several important quarters.

Only 25 cents will be charged adults for admission. Children will be admitted free at all times. For the latter there will be a kiddieland with some 30 units. Rides will be exchanged for coupons, or other tokens, with no cash accepted since it is planned to have each ride sponsored by the manufacturers of children's products.

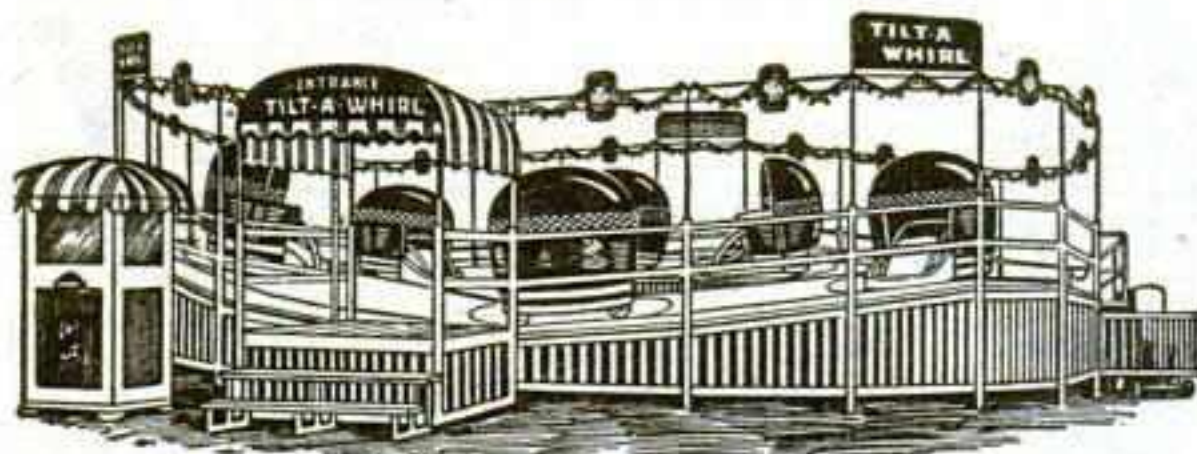
Lavish Promotions

Bittner, an up-State New Yorker who has a background in product promotion, has spent nearly three years on this project. The promotional plans, including contests, giveaways, etc., are elaborate.

Concessionaires to handle small food stands, novelties, etc., are being sought now. No midway-type structure is planned and the items offered for sale will be strictly limited.

**Your Income depends on the Equipment You Have
GET MORE BUSINESS WITH A 1955 MODEL**

TILT-A-WHIRL



**Lots of Flash for Your Midway—Thrills That Make It a Repeater.
Economical Operation and Lasting Value—Day After Day
and Year After Year.**

A CONSISTENT TOP MONEY RIDE!

**It will help You and Your Agents in Bookings for 1955
Priced Low—Terms Reasonable**

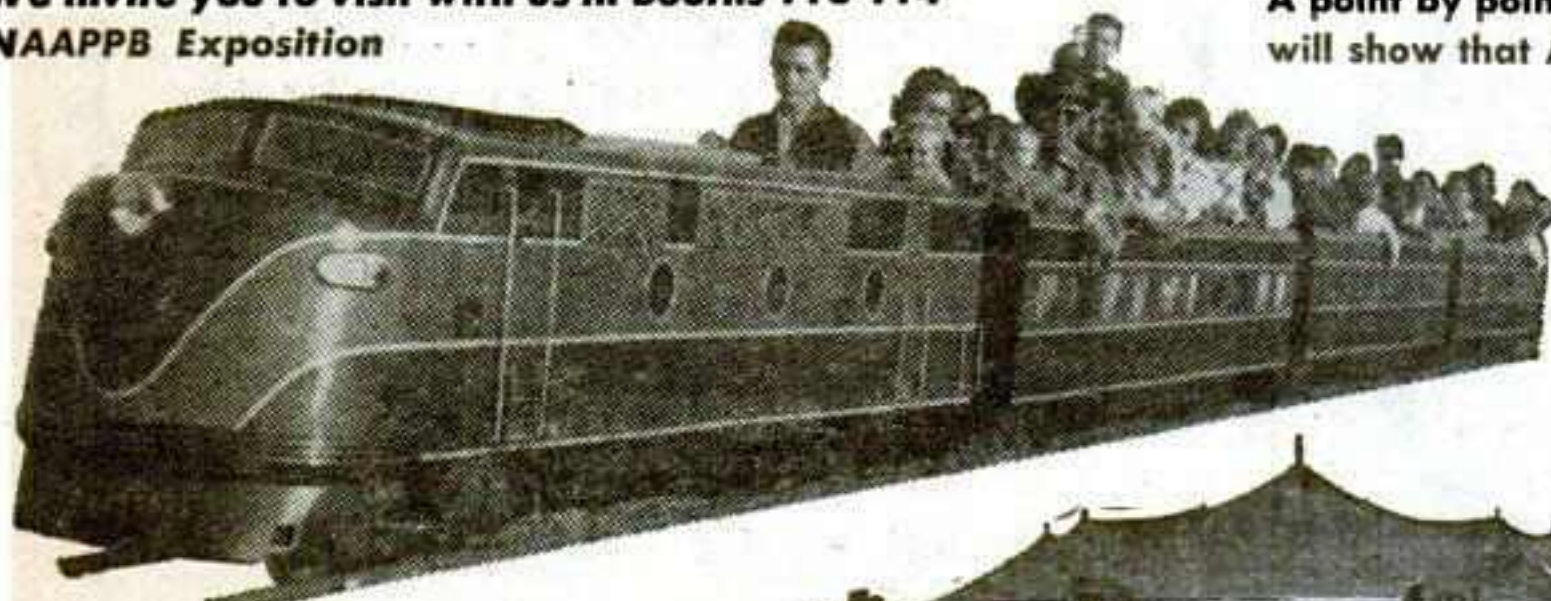
**SEE US AT THE CONVENTION AT OUR USUAL SPOT
BOOTHS 5 AND 6, MAIN EXHIBIT HALL, SHERMAN**

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A point by point comparison
will show that Arrow Equip-
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less to buy,
costs less to
maintain.



MERRY-GO-ROUNDS

(ADULT & KIDDIE SIZE)

**AUTO RIDES
BOAT RIDES
ARROW PLANE RIDES
ADULT CAPACITY
STREAMLINER TRAINS**

(CAN BE USED FOR PARK OR PORTABLE.) CAST ALUMI-
NUM HORSES. CUSTOM DESIGN AND MANUFACTURE.
SEND FOR CATALOG.



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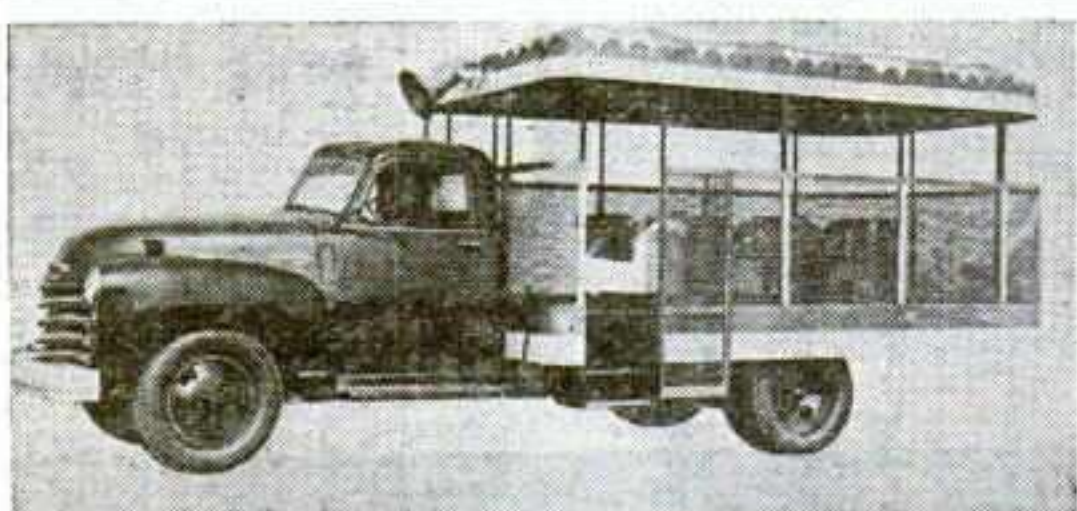


COIN RIDES

**BOAT, JET,
TWO-HORSE
GALLOPING
MERRY-GO-
ROUND**

KIDDIE PARK RIDES:

7 ENGINE LOCOMOTIVE,
BOAT, WHISP



TRUCK MOUNTED RIDES:

WHISP, MERRY-GO-ROUND,
SWING, FERRIS WHEEL

SEND FOR CATALOGUE **WELD BUILT BODY CO., Inc.,** 5903 PRESTON COURT, BROOKLYN 34, NEW YORK

R. WALKUP R. E. WOHLBERG INSURANCE FOR SHOWMEN

We Wish to Extend Thanks
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Patronage During the
Past Year.

Walkup & Wohlberg Insurance

214 N. 4TH ST. ST. LOUIS, MO.



The Pasadena Fire Department has spent an estimated quarter-million dollars for circus talent and fireworks for its July 4 Rose Bowl shows over the last six years and in that period has netted \$50,000 for its charity fund. One third of the 100,000-capacity bowl is roped off for the big show so that fireworks can be set off at the opposite end of the bowl.

FIREMEN-TURNED-PROMOTERS

Pasadena's July 4 Rose Bowl Show Nets 50G in Six Years

SINCE 1948 when Robert D. Pyle devoted eight months of the year as a fireman and the other four as a show manager, the Pasadena, Calif., Fire Department has raised more than \$50,000 for its charity fund thru annual July 4 shows in the famed Rose Bowl. And, in making this sizable sum, the firemen have put into circulation an estimated \$250,000 for fireworks and acts. During the past four years, Pyle has featured Polack Bros.' Shrine Circus, augmented by special acts, and pyrotechnic displays by the Atlas Fireworks Company in near-by Los Angeles.

Last July 5, when the firemen presented their 28th annual Rose Bowl show, nearly 50,000 persons attended. This has been the average since 1948. But one year soon after the close of World War II, the event puled its capacity, 65,000. While the bowl seats 100,000 for the New Year's football classic, that capacity is approximated since one-third of the seating area is roped off for the fireworks presentation. All seats are reserved. Adults pay \$2 and children \$1, which results in a sizable box office.

Show Costs

Pyle estimates that the shows cost about \$37,500 each, about half the amount going for the circus attraction and the remainder for the fireworks. Also included in this expenditure is paid advertising in 21 weekly and daily newspapers, Bowl rental, and miscellaneous expenses connected with the staging of the show.

Polack Bros.' Shrine Circus—the Western unit managed by Louis Stern—does not play Pasadena except on this occasion. The organization is featured in Los Angeles, however, under the auspices of Al Maliakah Temple. And until this year, this date was in the fall of the year, naturally, after July 4.

This year attendance was off about 5 per cent. Pyle attributes this to the three-day holiday weekend. The sale of tickets in advance of the July holiday held up well but the box office take on Monday, July 5, when the event was given, dropped off. The show manager adds that those who missed seeing the show were those who arrived back in the city too late or too tired to attend.

Show Booking

The Rose Bowl show is booked on a package deal. Pyle said that for a few years after he was placed in charge, individual acts were bought thru bookers, principally

George Hunt, who was then with the Bert Levey office but now has his own theatrical agency, Hunt-McCafferty. Hunt still books the augmenting acts. But the system then used to get talent proved costly. Now Stern brings his entire show into one hour, tho the presentation runs 2½ hours in the Shrine Auditorium in Los Angeles. Because a different type of staging is necessary in the amphitheater, other acts are booked. Generally they are high acts such as the Aerial Keenans used this year to close. As many as four or five of Stern's Polack Bros.' acts are on at a time, quite a change from the individual display used when the circus plays one of its many sponsored dates.

The Rose Bowl is truly a firemen's production. Pyle leaves his 24-hour shift on alternate days as a hoseman to see that the details of the presentation are attended. Victor Marsh, also a hoseman, takes over the publicity. Others in the department build sets and help install riggings. On the night of the show, he spotlights are handled by union electricians but the firemen are on the nearby telephones to assist the direction.

Ticket Sale

Tickets go on sale four weeks before the event, and a booth is installed in front of the main station at 145 Holly Street. Ducats are sold thru Thrifty Drugstores thruout the area, but not at reduced prices. And the firemen do no canvassing with tickets.

The approach of patrons buying rather than the firemen selling is

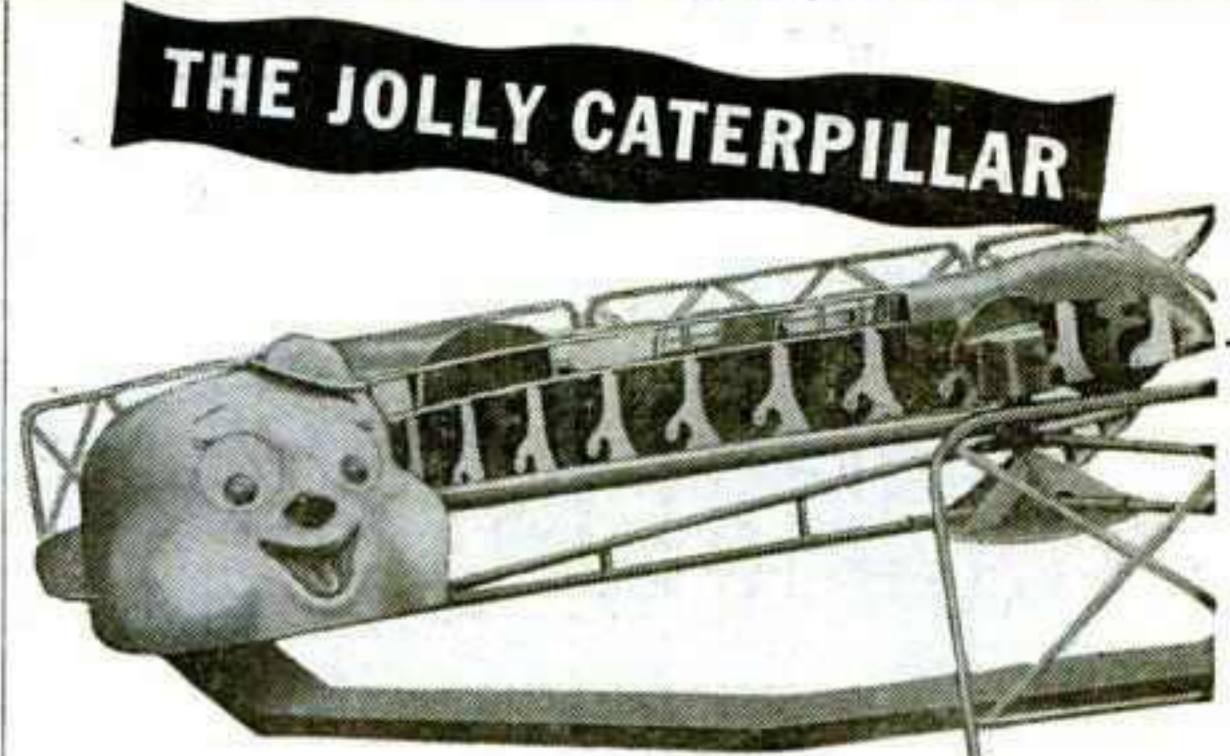
partly an off-spring of the reason for establishing the event. The department was besieged with requests for donations. Now the fund, supplied principally thru this famed show, is used to support other worthy causes.

The show gets underway at 8:15 with the firing of aerial bombs. Bernard Well, of the Atlas Fireworks Company, this year offered daylight pilot bombs, a recent import from Japan. Then the band of 31 pieces, required by the musicians' union, strikes up under the direction of Charles E. Post, veteran bandmaster. Bee Carsey, who directs the Polack band in Shrine auditoriums, is on hand, too.

Springer Ringmaster

Art Springer is ringmaster, with Monte Blue, veteran motion picture star, handling emcee chores.

(Continued on page 56)



Another Moneymaker!

Allan Herschell's great new ride, The Jolly Caterpillar, has proved its money-making appeal, having been a big success at both the Ohio State Fair and the C. N. E. Children love Jolly's funny face and blinking eyes, his easy, undulating motion, and the terrific buzzing noise they can make by pushing Jolly Caterpillar faces in front of each of the six seats (see small picture above). Jolly is a fast-loading ride with an enormous appetite for passengers . . . 18 children or 12 adults. He can be set up or dismantled in two hours and is easily carried, with track, on a 15' open trailer.



And of course Jolly has Allan Herschell's rugged and dependable construction, which means he will last a lifetime . . . Fluid drive and timer are standard equipment.

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10M, \$10.30—20M, \$12.60—30M, \$14.90—50M, \$19.50.
PRICE CHANGE, \$3.00—COLOR CHANGE, \$1.00—CASH WITH ORDER.
STOCK ROLL TICKETS, 60c SINGLE—\$1.20 DOUBLE.
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FAIRS, AMUSEMENT PARKS, KIDDIELANDS, ETC. DURABLE AND WILL LAST A LIFETIME.

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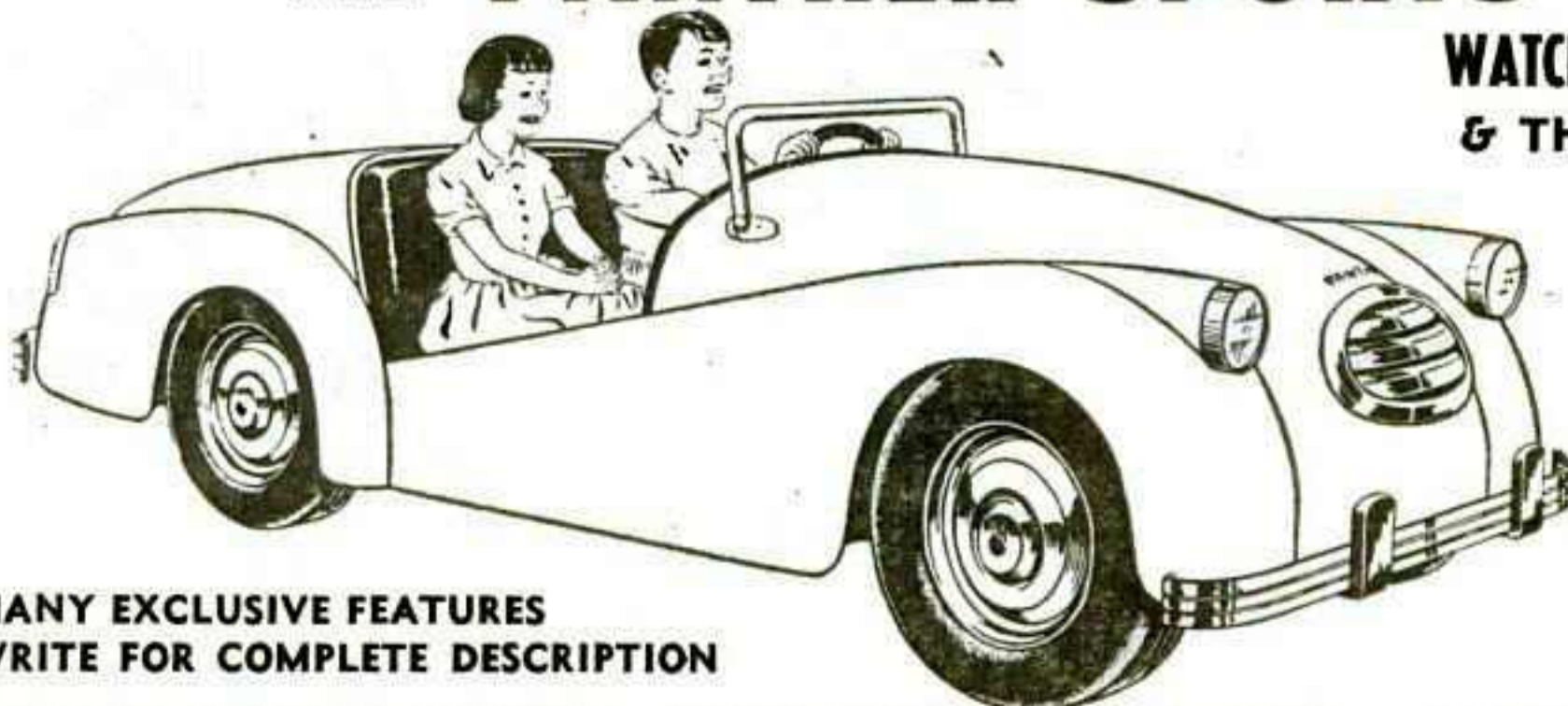
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PORTABLE AND PERMANENT ROAD SECTIONS CAN BE INSTALLED INSIDE OR IN THE OPEN.

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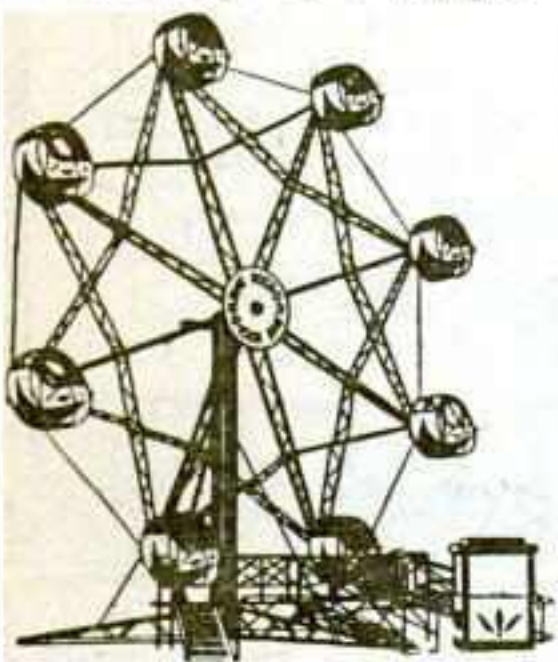


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and
Builders
of
Thrill-Action

RIDES

- Octopus
- Fly-O-Plane
- Roll-O-Plane
- Rock-O-Plane



Also
**2 Outstanding
KIDDIE RIDES**

- Midge-O-Racer
- Bulgy the Whale



EYERLY AIRCRAFT CO.
Factory & Sales Office
SALEM, OREGON
SEE US IN CHICAGO

BIG CARS SCORE

**Gross \$\$ Down, Net Up
For National Speedways**

CHICAGO, Nov. 20.—Despite a slight decline in gross receipts at auto races operated this year by National Speedways, Inc., net profit on fair and still dates was up slightly, about 5 per cent, Al Sweeney, president, announced.

The organization this year tightened its route by running fewer meets but concentrated heavier promotion and advertising on the meets, Sweeney said. A total of 62 IMCA-sponsored programs made up the NSI season in '54, including 23 at State fairs, 25 at county fairs, 10 still dates and 4 motorcycle meets, the latter all under the banner of the American Motorcycle Association.

Sweeney said that NSI, with big car programs, helped six major fairs chalk up new one-day attendance marks this year—the Missouri State Fair, Sedalia; Iowa State Fair, Des Moines; Nebraska State Fair, Lincoln; Kansas Free Fair, Topeka; Tennessee State Fair, Nashville, and the Florida State Fair, Tampa. In addition, a program of stock car races drew an all-time high turnout for still dates at the Topeka fair on Decoration Day.

The NSI season, which wound up at the Louisiana State Fair, Shreveport, was successful in more

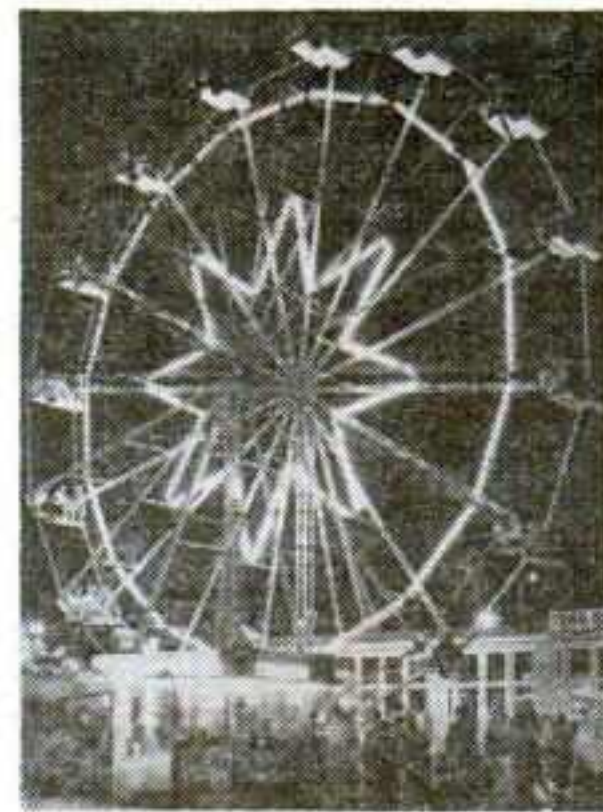
ways than one, Sweeney said. No rainouts were encountered.

Following the final meet of the season at Shreveport, the organization's annual banquet was held in the Captain Shreve Hotel there with upward of 85 drivers, owners, mechanics, newspapermen and radio men hosted by Sweeney. Bob Slater, Redfield, Kan., IMCA champion and NSI champ big car pilot, was crowned champ of the circuit, with Jimmy Campbell, Bates City, Mo., second. Slater, Campbell and the eight other leading point winners shared in bonuses. In addition, Bob Cleberg, Rio, Wis., was named "Rookie of the Year" and received a plaque.

Sweeney announced that G. J. (Moke) Cosby, veteran NSI staffer, had been named general manager of the circuit for '55. Cosby has been with The Davenport (Ia.) Democrat for close to 10 years. Mrs. Gaylord White will again be with the organization next year and is spending the winter teaching school in Mojave, Calif.

CHICAGO, Nov. 20.—Frank P. Duffield, president of Thearle-Duffield Fireworks, Inc., will serve as toastmaster of the 42d annual banquet and ball of The Showmen's League of America, Sam J. Levy, chairman of the December 1 event, announced.

**THE NAME "BIG ELI" ON A RIDE
MEANS QUALITY.**



LET'S LOOK AT THE RECORD
Your attention is called to 55 years of BIG ELI Service. The original BIG ELI WHEEL was placed in operation May 23, 1900. BIG ELI WHEELS have maintained a record unsurpassed in mechanical construction, long life, patron-interest and net profits earned. This ride continues to lead the field. It is a dependable investment for the future.

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ASK THE MAN WHO OWNS A BIG ELI WHEEL

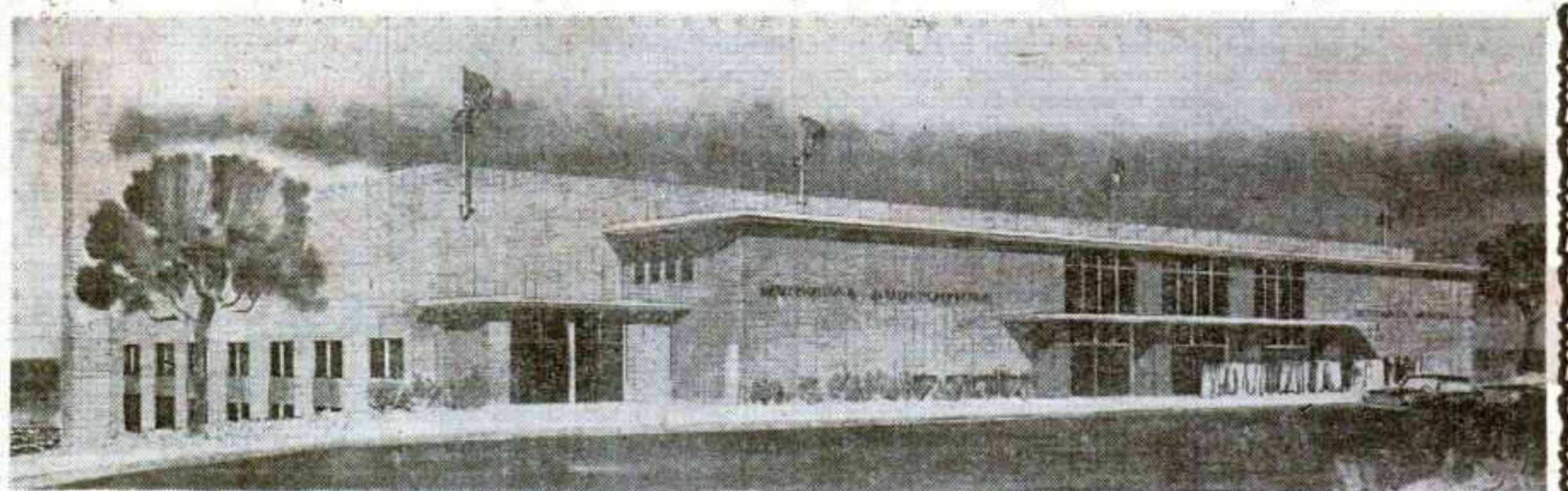
The above and hundreds of other members of our BIG ELI Family prove the reliability of a ride that tops the midway in both appearance and net profit earned. See our representatives at NAAPP&B Convention November 28 through December 1, 1954, Hotel Sherman, Chicago, Illinois. Or write for information, prices and terms. There is a BIG ELI built to fit your location.

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*Bookings Taken Now
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**A MULTI-MILLION DOLLAR
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*We Bring a World's Fair
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Completely motorized—a million dollars' worth of special exhibits from all segments of industry—huge 40x200-foot tents house all exhibits.

A full calendar of events for each 5-day stand, including radio and tv broadcasts, group competitions, fireworks, fashion shows, Queens Coronation, circus thrill acts, arts, crafts, homemaking, sports and hobby demonstrations.

Big wonderland kiddieland . . . Ferris Wheel, Merry-Go-Round, Tiny Tots Train, Space Ship, Boat Rides, Tabloid Circus and many others.

Prizes totaling over \$40,000 at each location plus saturation promotion weeks in advance, everywhere within 50 miles, builds up tremendous interest.

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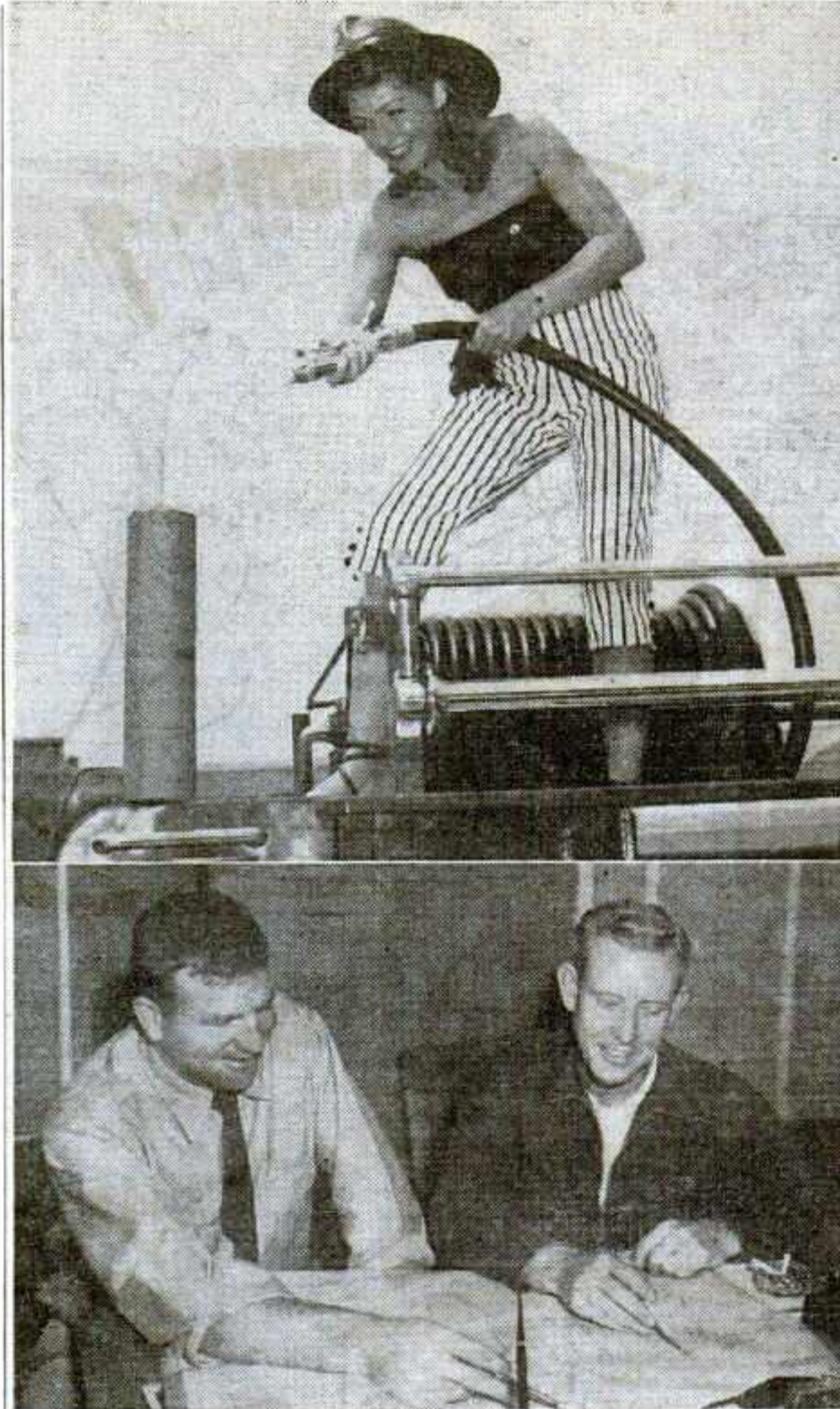
● Twenty tiny passengers scream with delight and your cash drawer jingles merrily as the Allan Herschell Kiddie Buggy Ride goes round and round. Ponies bob up and down on eccentric wheels. Buggies and ponies are brilliantly painted by skilled Allan Herschell artisans. Like all Allan Herschell rides, the Buggy Ride is equipped with fluid drive for smooth operation. Starting and stopping are controlled by a timer and motor starter in an all-weather control box.

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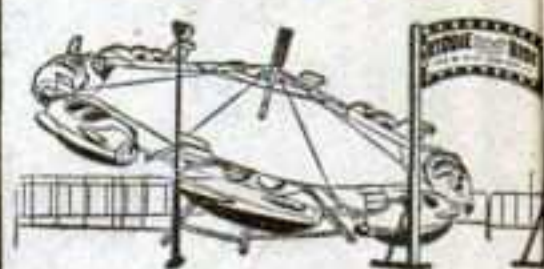
ALLAN HERSHELL COMPANY, INC.

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



Eye-catching art such as the photo shown at the top is used generously by Victor Marsh, fireman who turns press agent four months each year to publicize the July 4 Rose Bowl show. Robert D. Pyle, show manager, is shown at right in bottom photo, checking plans for the event. Pyle, like Marsh, works eight months each year as a fireman, spends the other four working on the July 4 event.

Sensational NEW JET FIGHTER KIDDIE RIDE



NOISE MAKING GUNS
NEW FLYING SENSATION
NEW LIGHTWEIGHT PLANES
MODERN COLORFUL DESIGN

Also Builders of Adult and Kiddie Chairplanes, Kiddie Space Planes, Trailer Mounted Auto Rides, Boat Rides and Ferris Wheels.

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Merry-Go-Round Aluminum HORSES and Patterns



Left: Big Horse, 48" long, by 36" tall, 10" wide, 75 pounds, \$100
Complete patterns for above with welding instructions, \$135
Live size Reindeer with saddle, \$100; Patterns, 2 heads, 2 antlers, \$150
Left: Standard Horse 5' long, 3' tall, 10" wide, 50 pounds, \$75
Complete patterns for above \$110
No crating charge on Patterns. Welded Animals ready to paint. F.O.B. Peoria
Kiddie Horse, 40x21x12 with Saddle, \$50; Patterns, \$60.
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In Mobile Homes for Travel—Showmen's Trailers that Stand Up. Vagabond, Silver Dome, 27' Colonial Tandem, 1 or 2 bedrooms for only \$2,984 on clean deals; full line of Silver Streak Clippers, America's lightest. Special Showman's plan—No winter payments. We deliver anywhere. And now the Mon-O-Couch built by Reynolds Aluminum with aluminum frame.
See you at the Tampa Fair.

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Homes for Retirement and Travel Sarasota and Tampa, Fla.; Lansing, Mich. T. W. Bennell Kelley—Raymond Sellhorn Phone Ringling 5-1131 Sarasota, Fla. Retiring? Several furnished homes at Sarasota and Tampa. Will take your trailer as down payment.

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8 Spinning Cars on 8 Revolving Arms.
12 passenger, 20 ft. diameter. No Platform. No Platform. A double thriller.
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A new Holmes Cook creation for 15,000 sq. ft. area. Low cost includes all pre-cut lumber for basic 18 holes, supervision, staking out and leveling, water hole, bridge, plans for future development. Look ahead. Inquire now by phone or wire. Plaza 7-3552.
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- Specifically designed for Batting Range Usage requiring only one-half the initial investment yet providing the long life and trouble free service that have made I. Q. the WORLD'S FINEST AUTOMATIC PITCHING MACHINE.
- With slightly less ball storage capacity and an all new mechanism, this NEW PITCHER is available at considerable saving to the operator.

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Beautifully designed; indestructible body of heavy duty fiberglass construction with a world famous 4-Cycle Gasoline Engine; Parts available anywhere. Features the Allemane Clutch—no rope or kick starting—quick change wheels. Finest car built anywhere. High quality; low in price.

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WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

Firemen-Turned-Promoters

Continued from page 53

This year there was a "Salute to the Statue of Liberty," the color bearers being feminine members of the armed services. As the national anthem reached the part of "bombs bursting in air," the flag was presented in fireworks.

Altho it is a benefit, the firemen take care of the press and others with passes. Some sniping is done and here again, in circus fashion, ducats are given out.

Pyle has hopes of getting someone to walk a tight rope across the bowl, some 750 feet. An act was obtained to do it several years ago and railroad ties were sunk to hold the cable guys. The performers practiced and everything seemed to be set until the last minute when the wire-walkers decided against it.

The Rose Bowl July 4 show had its start early in the 1920's in Brookside Park. The city uncovered an old ordinance against fireworks and it was suggested that an area be roped off and a display presented. In 1924 the event, as it was then, was moved to the bowl, and a home-talent performance with a safety theme was presented. This lasted two times, vaudeville acts being used. As more people came to the bowl, the performers were moved deeper into the field so people could see them. Soon the circus-type show had to be utilized.

In 1947, Pyle, who had had no

show business experience, was assigned to help Joy Holmes, one of the founders of the performances. The next year Holmes retired from the department but became a consultant. Pyle has had the job since then. This year he saw the fireworks presentations in Cleveland and Coney Island in Cincinnati to get new ideas. He was surprised to learn on this trip that Pasadena's event is the largest show of its type—circus and fireworks—in the nation.

GM to Stage Closed TV Meet From Flint Aud

DETROIT, Nov. 20.—The Industrial Mutual Association Auditorium at Flint will take the spotlight Tuesday (23) in one of the biggest single promotional ventures ever undertaken by General Motors to celebrate the completion of its 50 millionth car.

The auditorium will serve as the studio for the largest closed television network in history, including coverage to civic luncheons in a total of 51 cities across the country.

In 14 other cities, where facilities are not available, the program will be carried as audio only, via telephone lines on closed circuits. Total "captive audience" picking up the program from the IMA Auditorium will be about 18,000, all at luncheon events.

The program is built on an outdoor show business theme, using a "Golden Carnival" slogan, with capitalized "car" to tie in.

Two IMCA Pilots Organize Race Org

MASON CITY, Ia., Nov. 20.—Leon DeRock and Bert Hellmueller, veteran big car auto race drivers, have joined forces to promote auto races as Speedway Cars Associated. In recent years both pilots have raced at fairs under the banner of the International Motor Contest Association.

Tell & Sell with
POSTERS
 RINKS PARKS
 FAIRS RODEOS
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Coast Agency Preps Package Fair Revues

HOLLYWOOD, Nov. 20.—Hunt-McCafferty Productions, formerly the Hunt-Webb Agency, will offer packaged shows for fairs next year. The firm's "Stars Over Ice" is launching its second year and a package featuring Nick Lucas will be ready for the 1955 exposition season.

The move in the direction of packaged shows was accelerated by C. W. McCafferty joining the firm with George Hunt, veteran theatrical booker. McCafferty bought the interest of Wally Webb.

The "Stars Over Ice" unit, which debuted at the California Mid-Winter Fair in Imperial last February and later played the Missouri State Fair in Sedalia along with dates in Nebraska, Kansas, Montana, Utah and Nevada, is being enlarged. The show now has its own transportation and a new 40-foot tank.

Sets Up Over Night

McCafferty, who had an audience participation unit, "Funzapoppin'," declared that the icer could set up over night, making one-day moves. Two one-hour shows are being used with the spot given a choice of an hour or a two-hour production. Among those to be featured in future dates are Bill Brown, Temple and Kirby, Gloria Dawn, Dick Simonton, and Karyle Leigh. Show carries its own musical conductor and staff of six.

The icer, McCafferty continued, will go heavy on production numbers. Along with the show press books, paper, scenery and lighting will be included in the deal.

The Nick Lucas unit, to be called "The Nick Lucas Revue," will also be complete. In addition to Lucas, the unit will include supporting acts and a line of girls.

McCafferty plans to attend the convention in Chicago to line up Eastern and Midwestern dates.

Bristol, Tenn., Sets Festival Date

BRISTOL, Tenn., Nov. 20.—The 1955 Bristol Band Festival will be held next year on October 8, a Saturday, according to Charles Crawford, its managing director. Crawford, of the local Chamber of Commerce, said the date is open to outdoor attractions interested in booking thru Bristol at that time.



NEW CHEVROLET TRUCKS

have what it takes to boost efficiency and bring down costs!

In the next three paragraphs you'll find a few good reasons why you can get more work out of a Chevrolet truck and save money doing it.

INCREASED POWER IS THE FIRST BIG REASON

With Chevrolet's higher compression ratio you've got more power under the hood. Power that results in greater acceleration and hill-climbing ability. Faster starts and acceleration over the day's work save valuable time and increase over-all efficiency. Check the gas mileage, too. With this higher compression ratio, your Chevrolet truck registers *more miles on the job* for each tankful of gas. That's where you start to save money.

BUILT-IN RUGGEDNESS SAVES EVEN MORE

The strength and stamina of more rigid frames, and the special chassis features that pertain to each model—these combine to add extra ruggedness to your Chevrolet truck. Push it hard on the rough jobs; keep it going over long schedules—you'll still find your upkeep costs lower and your Chevrolet trucks lasting a lot longer.

ONE LAST POINT—and maybe the most important to you—you'll find Chevrolet's line of trucks priced the lowest of all! Talk over your needs with your Chevrolet dealer. He'll be glad to give you the facts about the best model for your job. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

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CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION** — for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH** —improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT*** —eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES** —give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS** — for increased tire mileage. **BALL-GEAR STEERING** —easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cabs of 1/2- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

WANT NEW MAJOR RIDES!

Helicopter, the new flashy 20 to 30 passenger ride. Top quality, passenger controlled, big repeater, loads all at once.

Fast loading, quick up and down, economical to operate.

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Drive-it YOUR-SELF RACE CAR
 THE DREYER Race Car
 It's fun! It's safe!

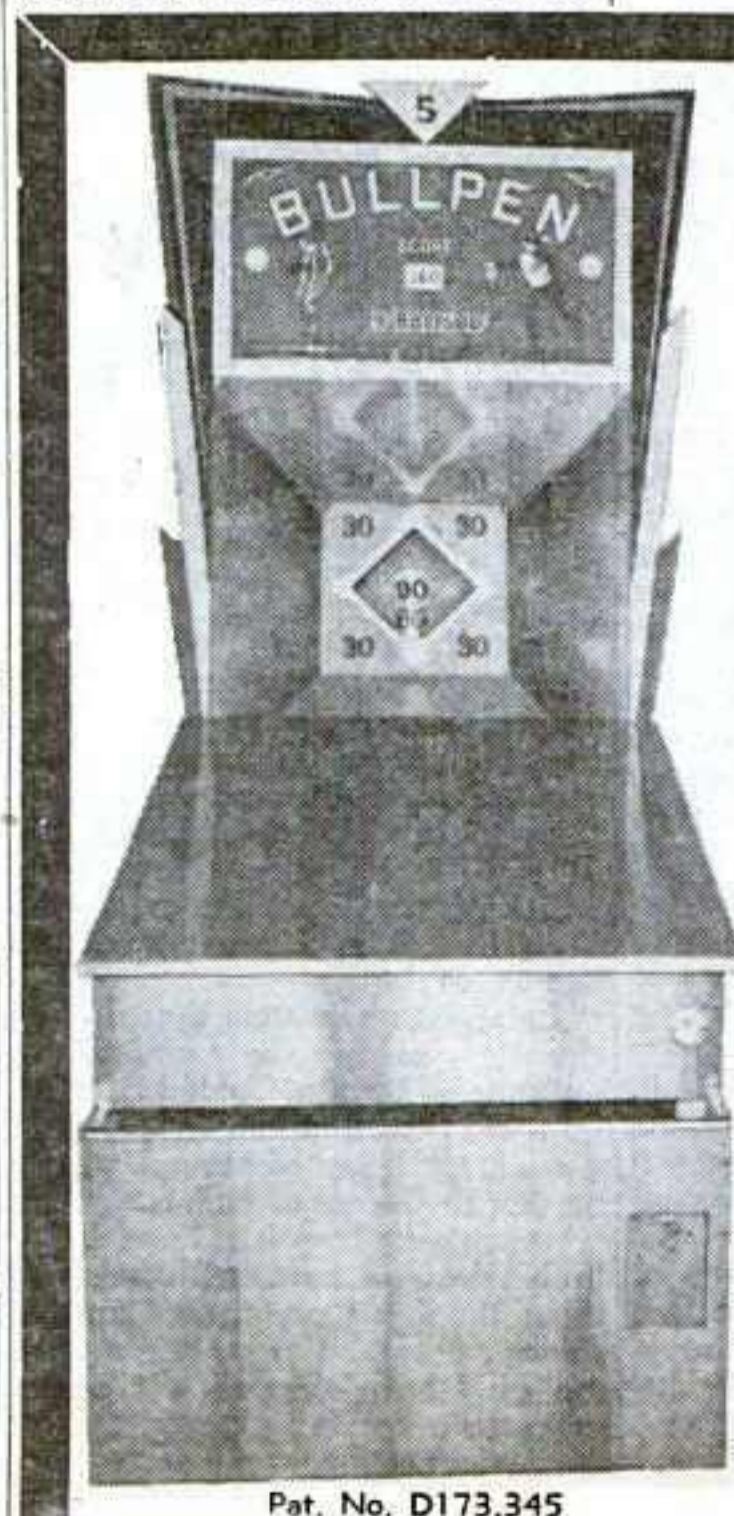
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 Send for DETAILS TODAY!

GARBRICK Engineered Wheels
 Stands an impressive 35 feet high. Ten big seats lets you accommodate 20-30 riders. Can be moved on an 18-foot flat-bed truck, easily portable. Powered by Ford or Jeep industrial engine. Quick set-up time—2 hours. Seats fold when not in operation to eliminate wind problem. Weight 4 tons, complete with ticket box and fence. Painting—red and yellow seats, with aluminum painted structure.
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 ★ ROLLER COASTER
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 All rides complete, including fences, electric signs, ready to operate. Terms arranged, illus. circular free.
FINEST KIDDIE RIDES
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46 TESTED PLANS for building Rides, Shows, Concessions, Illusions, Fun Houses, Miniature, Golf, etc. Free Circular.
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Orbit Portable Demonstrator Ride also **Orbit Park Model Ride**
 Substantial discounts. Factory warranty. The Sensation Ride of the Texas-Oklahoma Fair.
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BULLPEN DODGEM

DODGEM—For 36 years a proven leader. Thrill-packed, safe, the favorite of ALL. New finger-tip steering. Most profitable ride in the amusement industry.

A NEW sure-fire money maker! **BULLPEN**—baseball throwing game by Dodgem. A game of skill acceptable in all States. Automatic, coin-operated, one attendant may handle multiple units.

See these 2 proven leaders at the N. A. A. P. P. and B. Convention, Sherman Hotel, Chicago, Nov. 28 thru Dec. 1.

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World-Wise 'Holiday' Icer Zeros in on Fair Circuit

By IRWIN KIRBY

NEW YORK, Nov. 20.—For a globe-trotting entertainment firm, Holiday on Ice Shows, Inc., has always managed to work in a couple of major-sized fair dates under its belt every year since 1947. But if current plans jell properly, the outfit will be in the thick of the fair booking picture this winter, with its eyes set on a big-time route of annuals for the 1955 season.

Ten years of organizational experience and seven years of fair dates are not long in the lives of promoters. But what Holiday may lack in years it more than makes up in the know-how gained from performances put on all over the globe, having sent its skaters and ice equipment to Europe, Scandinavia, the Orient and Latin America. The combined experience of its promoters, company president Morris Chalfen, vice-president Emery F. Gilbert and executive producer George Tyson, total up to an impressive background.

Both outdoors and indoors and under a wide range of weather conditions, Holiday has shown at such fairs as the Canadian National Exhibition, Toronto; Calgary Stampede, and Edmonton Exhibition, all in Canada, and many U. S. annuals including Tulsa, Milwaukee, Allentown; Springfield, Ill.; Pomona, Peoria, Amarillo, Trenton, Hutchinson, Orlando and Syracuse, to name just a few.

Can Provide Seating

The Holiday organization at fairs, as at still dates, cannot book into locations with less than 3,500 seating capacity and operate successfully, granting the blessings of near-full houses. But even tho a fair has no permanent grandstand the organization can see to the erection of bleachers, and it has had seats and risers to accommodate up to 6,000 patrons at the Illinois State Fair in Springfield, on occasion. As for performing area, the units can provide tanks capable of producing an ice surface in sizes of 140 feet by 60 and 100 by 60.

Portable ice, relatively new when Holiday was formed in 1944, constituted 80 per cent of its early bookings but now less than half the company's dates require this equipment. Whereas World War II days saw a limited number of arenas equipped with their own ice-making mechanisms, there has been increasing installation of this equipment as spots take advantage of the revenue possibilities of various kinds of ice activity.

It was a modest beginning that Holiday had 10 years ago, putting out an ice revue package which offered only 40 persons, including skaters and musicians. But the organization has been fortunate in having no lean years to look back upon during its existence.

Immediate successes resulted in a natural and gradual growth in properties and personnel to where the current Holiday on Ice of 1955 carries 96 skaters and, with its junior but likewise colorful edition, Ice Vogues, has entertained more than two million persons this year alone, at about 80 locations. The total has been built up at showings all over the world and has capitalized grandly on that peculiarly American field, the fair business.

Utah Entry Succeeded

The promoters had enjoyed encouraging success for two seasons of still dates when they broke into the fair field in 1947 by booking the show indoors at the Utah State Fair, Salt Lake City. That did it, and the list of dates played in the succeeding years has never been without the prominent inclusion of fairs.

The story of Holiday is one of many facets—exploring the overseas show market, promoting Sonja Henie's troupe, joining the exclusive group of portable ice pioneers, and reaching a climax this summer with the purchase of British impresario Tom Arnold's ice interests.



MORRIS CHALFEN

Fruits of the last achievement are maturing now with the beginning of an interchange system which has already seen a couple of young British skaters integrated into Ice Vogues for the 1955 tour. With Arnold's director Gerald Palmer at the helm, Holiday in Britain will shortly be showing the results of this merger of American talent and techniques with British "pantomime" shows.

But where the foreign operations are the most colorful from a surface view, the firm regards its American fair business as the most interesting from the point of challenge. In foreign countries there was reportedly a ready market for American touring productions, but on the fair scene the competition from other entertainment elements will concededly make for spirited booking action. In preparation for this activity, Holiday is armed with both percentage and flat rate propositions.

Regular Show for Fairs

As seen at fairs, there will be the regular Holiday on Ice troupe and production, with the only modifications being any of those made necessary because of a smaller tank surface. This might result in a slightly smaller chorus line but the production will contain its regular props, program, feature acts and running time.

The show's equipment can be mounted in one day but there is usually a four-day period required for the building of the ice surface. In a pinch this can be slimmed to three days. Where arena ice is waiting, the unit can swing into action in as much time as it takes to set props and change clothes, however. Transportation, handled out of Chicago by Marshall Alderson, results in train moves for cast and properties, and overland hauls for refrigeration equipment. For outdoor dates such as at fairs, there is a requirement of two dressing tents and one large prop tent to be provided by the location.

In the international field, Holiday has had its top achievements and most interesting experiences. It has had skaters get lost, married and nearly frozen, and almost had to write off a whole unit's properties and refrigeration material due to a landslide.

Lost skater: Kay Farrelli, a Dane sent to join the show in Porto Alegre, Brazil, went there but found himself 400 miles off the route. Unable to communicate with the local residents due to language difficulties, he wired New York frantically to learn the unit had been held over another week in Sao Paulo.

Landslide: The slide tipped over the train carrying show equipment en route to Bogota, Colombia. The unit was there but had no ice, with a resultant delay of several weeks costing thousands of dollars.

Marriages: Nuptials have been both inter and intra, with most of them involving performers in the shows. Several times after a season girls have shipped out again to become spouses of residents of the various countries played.

Quick freeze: This occurred at St. Moritz where a sequel to "Cine-

rama" was being filmed. Uprooted from a comfortable indoor date, the chorus gang, clad in light, tight-fitting costumes had to perform before blanketed spectators with the thermometer flirting around zero.

Historically, the name "Holiday on Ice" goes back to before the Chalfen-Gilbert-Tyson entry, when Carl Snyder, now European representative and boss of Far East operations, had used it intermittently for his productions. To this business marriage Chalfen contributed the improved portable rink he had devised, he and Gilbert brought their promotional experience, and Tyson added the experience of a newspaperman who had delved into theater circuit management and ice productions, having been general manager for John Harris' original "Ice Capades" show. His partners' backgrounds include Chalfen's Minneapolis business and sports promotional activities, and Gilbert's ownership of the old Ice House in Toledo and ice hockey promotion in Toledo and Milwaukee. The Ice House has since been replaced by the modern Sports Arena.

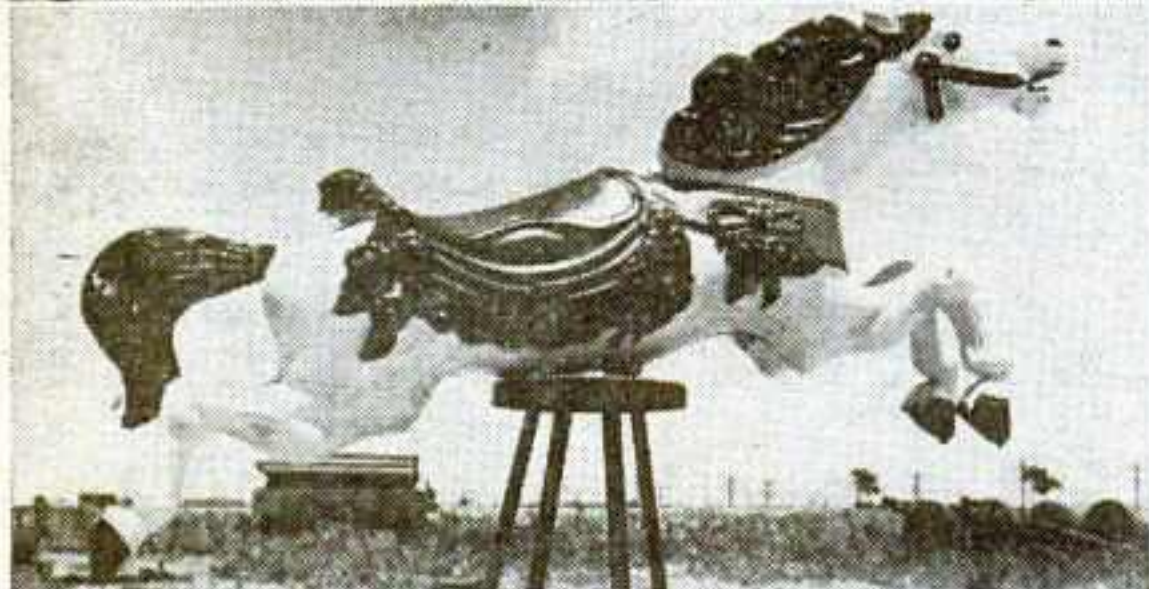
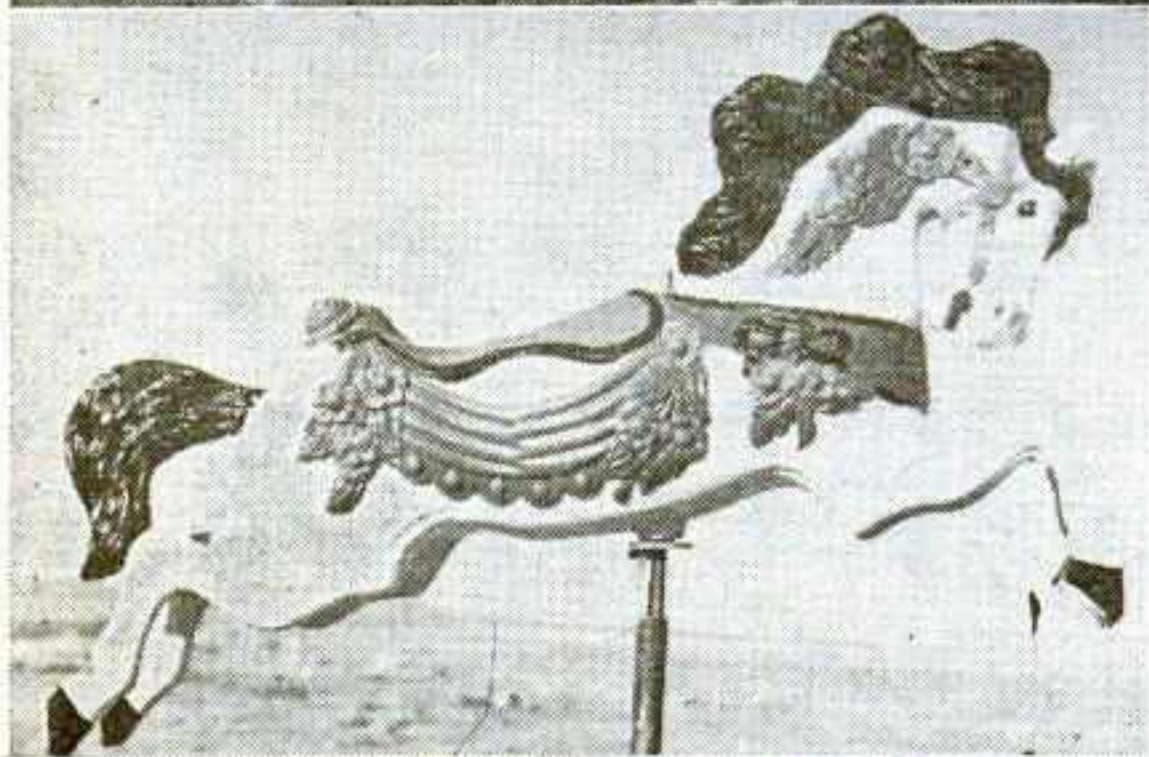
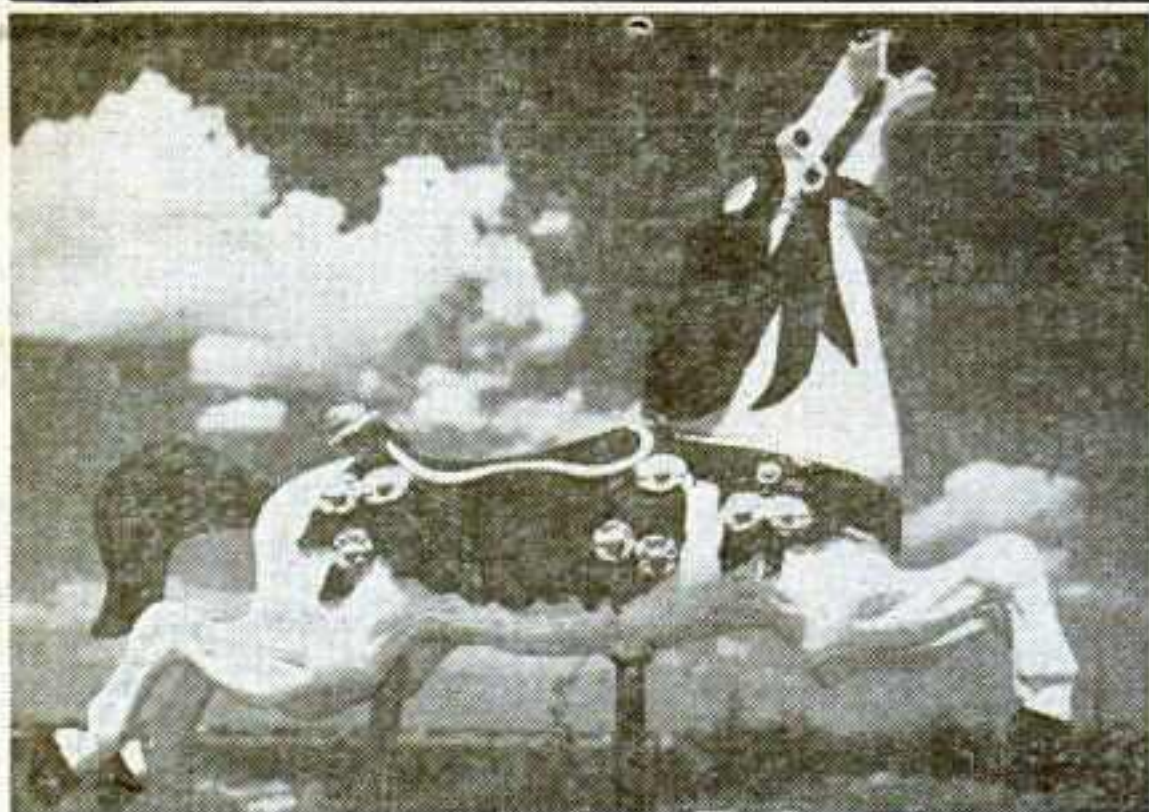
Their immediate outdoor problem—effects on the ice of sunlight—having been licked with the devising of an insulated covering, the organization toured the U. S. at still dates until its 1947 fair entry, and moved abroad in the same year. This foreign department has developed rapidly, beginning with the sending of an ice show to Latin America where it played until the string ran out of dates, then disbanded back in the States. In 1950 the first European show was given in Brussels, and in August of 1953 the Orient was entered. This operation involved sending the European unit, from its closing date in Rome, all the way to Tokyo, where equipment had been sent in advance.

Managers for Henie Triumph

Also last season was the management of Sonja Henie's overseas troupe under Holiday booking and direction, with Miss Henie retaining her producer's honors. Returning to her native Scandinavia for the first time since departing as an amateur, she scored remarkable successes and was blessed by favorable weather, with a 1955 return slated for other countries on the Continent. Holiday's first association with her was in 1951 when the firm booked her troupe into six cities. The impresario involved in Europe last year was Nils Stangerrup. In Latin America it has been Joaquim Guerra of Mexico City.

Whereas at first it was an all-American Holiday unit in Europe, foreign names have been worked into the show with the realization that national favorites are box-office draws in places like France and Germany. Gilbert is now in

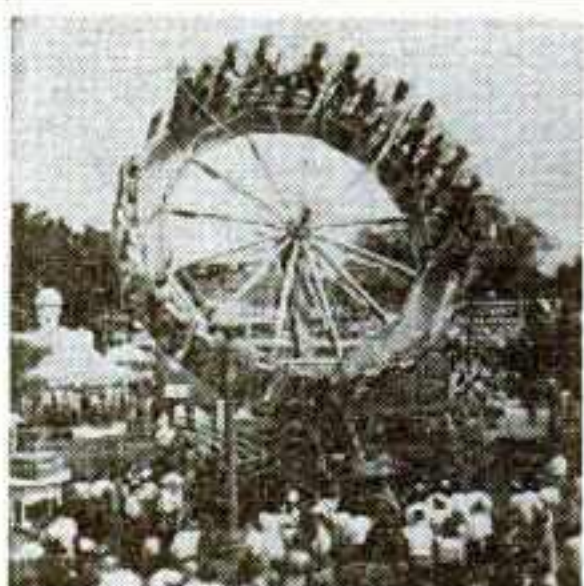
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charge of the European operation, which is headquartered in Paris and completely independent as far as staging, direction and costuming are concerned.

Operationally, the American phase of Holiday operates in a manner which is no longer new. Coming out of July rehearsals, usually in Sioux City where its route opens, is a spanking new production. The past year's production then assumes the title Ice Vogues, is manned by other personnel, and plays cities of lesser size than the parent unit. In all ways, however, the junior company, Ice Vogues, puts on the identical show which was Holiday during the previous season. Only the cast is different.

Booking is the function of Al Grant in the Cleveland office, and a five-man advance publicity crew works out of New York under public relations head John Finley, assisted by Anita Peer. George and Ruth Tyson, planners and directors, are aided by Dolores Pallet, choreographer Chester Hale, costume designer Robert MacKintosh, set designer Ted Meza, and company manager Skee Goodhart. Featured this year were Jinx Clark, Kay Servatius, Arnold Shoda and Ruby Richards, and four of the company have been with the show since its 1944 inception. These are Phil Hiser, Gina Rubaki, Ann Schmidt and Joe Romaine.

New Edition in Works

As for the 1955 edition of Holiday, to be dated 1956, plans are under way and are said to follow the current movement toward productions with a story line, such as this year's edition which featured "The Merry Widow" and "Storybook Village." The usual meeting in Miami next February will coordinate the ideas and work will then start on designing and choreography.

The only thing set so far, however, a type of spectacle equipment which will be featured on an American show for the first time, the producers claim. And it will be this item, among others, which is expected to turn the heads of prospective buyers for next year's still dates and fair engagements.

**NEW 'CRASH-O-RAMA' OUTFIT
Sullivan Thrill Unit
Girds for Fair Meets**

PAWTUCKET, R. I., Nov. 20.—Promoter Dick Sullivan is enlarging his Capt. Satan's Hell Drivers thrill show to where the original name, first used this year, will represent just one of two troupes performing in the "Crash-O-Rama" show in 1955. Representatives will be at fair meetings in the East and at those ranging thru Ohio, Indiana and that general territory.

The touring show, complete in one unit, will feature competitions between the Capt. Satan drivers and the International All-Stars.

Sullivan, seeking a formula which will offer a constant and steady level of excitement, will also feature an imported thrill act and a motorcycle group in trick and fancy cycling.

Work is progressing on what Sullivan claims is an innovation in the field, a mid-air crossover with two cars crossing their ramp-to-ramp leaps while heading in the same general direction, and a third vehicle taking the ground route down the middle. He said one of the airborne cars will pass over the other, and the presence of the ground car will make the vehicles three-high for a fraction of a second.

"The Thrill Show That Dares to Be Different." will be the slogan emblazoned on all Sullivan's outdoor and newspaper advertising. Cited as examples of originality are the new crossover, labeled the "crossbone" leap, and the surfboard act worked out during the 1954 season. In this trick a stock car tows men who ride two wooden sleds up ramps and thru the air, in water surfboard fashion.

The show will switch from Fords to new Chevrolets for the coming season, and Harley Davidson motorcycles will be used. Cars will be painted in beige with scarlet tops, and several have already been delivered and painted up. As during 1954, the Capt. Satan team will wear Red masks and Marine Corps dress blue uniforms with the exception of yellow shirts. The International group will wear white britches, and tri-colored shorts splattered with stars.

As designed, there will be a "Parade of Champions" entry of all cars and cycles, followed by a motorcycle square dance, or quadrille. Fireworks will be on every program if local okays can be obtained. The show program will contain a full variety of thrill show acts plus innovations and the imported act, which will be named shortly.

The new show played an 18-date shakedown season, primarily in the New England region. There were 16 still dates plus performances at the fairs in Unity, Me., and Stafford Springs, Conn. Sullivan will round up his boys again shortly for six sponsored Florida dates. He intends to put the new Thrill-O-Rama production on the road next May. In the meantime cars will be stored and new props worked up at the show's winter

quarters on Newport Avenue in Pawtucket, near the Naragansett race track.

Sullivan, who has Nick Falzone, of National Theatrical Productions Corporation in New York as his associate in booking the thrill show, says he will carry between two dozen and 30 men including advance, performers and ramp hands. Drivers will include Rushty Rushton as the black-clad Capt. Satan, twins Norman and Ray Duquette, Ky Costa, Speedy Jamison, and Tex Barry. One of the clowns will again be Smoky Dee played by Leo de Stefano.

The promoter for nine years has been publicist for the Shrine Circus in Providence and was an active thrill show publicity man before forming his own organization. He will still function this winter as ringmaster at several New England circus dates, and during the coming year will announce his own thrill show whenever possible.

Novelty in the form of numerous mechanical pieces of equipment will be inserted liberally into the program to maintain a high level of interest. Sullivan said the show is geared mainly to please the young crowd who have shown themselves the severest critics and most insistent demanders of constant action.

**Gladys Williams
Closes Office
After 20 Years**

ST. PAUL, Nov. 20.—The booking offices of Williams & Lee will be closed here as of January 1, 1955, Gladys M. Williams, manager, announced this week.

The office has been supplying revues, acts and other attractions to fairs and outdoor events for 20 years.

Mrs. Williams said she plans to sell her equipment and move to the West Coast where she may go into another type business.

**PSA Sending
Group to D. C.
To Combat Tax**

FEASTERVILLE, Pa., Nov. 20.—A committee of the Participating Sports Association will go to Washington next month to continue the PSA protest against taxes levied against privately owned recreation, while exempting government-owned facilities.

Vernon D. Platt, president of the association, said a special meeting recently resulted in the decision to renew the fight against what the group considers a tax inequity.

**PATRON NAMES,
REMARKS TAKEN
IN CARD DEAL**

PAWTUCKET, R. I., Nov. 20.—Thrill show producer Dick Sullivan used a sly gimmick on two still dates of his Capt. Satan's Hell Drivers this season. He distributed thousands of preview-type cards to patrons, asking their opinions and suggestions for the new troupe. The customers filled out the cards, including names and addresses, and local promoters took that part of the information to work up mailing lists for next season's performances. The operation yielded helpful criticism of the show as well as a long list of potential customers.

**Mrs. America
Off on Tour
Thru Europe**

NEW YORK, Nov. 20.—Publicist and promoter Bert Nevins left for Europe Wednesday (17) on an eight-country visit with his current Mrs. America winner and her husband. Also in the party is Mrs. Nevins.

Among the scheduled stops are London, Paris, Versailles, Copenhagen, Hamburg, Vienna, Frankfurt, Zurich, Berne, Rome and Scotland. The winner, Mrs. Wanda Jennings, of St. Louis, Mo., will meet such personalities as Lady Churchill, Ambassador to Switzerland Frances E. Willis and governmental dignitaries.

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Big Portions Click, Reap \$\$ at Drive-Ins

CHICAGO, Nov. 20.—Drive-in theater patrons have hefty appetites, and concession operators are missing a bet if they don't push big portion refreshments. This was the consensus among hep concessionaires at the joint meeting of the International Popcorn Association and the Theater Owners of America held here recently.

Leading concession ops from all over the country gave this advice many times during the formal meeting sessions, all of which dealt with concession problems and developments.

One Midwestern operator said that a 50-cent, 35-ounce drink clicked at his theater. Only about one out of 100 buys the king-sized container, but the profit margin is

high, he said. Complete dinners, particularly of the shrimp variety, have been moving well at \$1. Many operators have promoted these meals by telling the patrons to skip supper at home, come to the theater and enjoy food and entertainment at the same time.

Chicken dinners vary from 60 cents to \$1.25, it was reported. For those with two pieces of chicken, French fries or potato chips and pickle, the average cost is \$1. An additional piece of chicken, plus rolls and butter boosts the tab 15 or 25 cents.

Two items that gained considerable popularity during the '54 season were pizza pies and Chinese egg rolls. In many cases, pizzas, which cost the concessionaire 20 cents, can be sold for 60 cents. Prices, however, vary, with some drive-ins charging as much as \$1 for a large pie.

Some operators reported the creation of fancy-type sandwiches, containing varieties of meat, cheese, lettuce, etc., which go at 45 cents, many of them as a novelty. Hamburger and barbeque sandwiches are generally priced at 25 to 30 cents, and in some cases as high as 30 cents can be charged for foot-long hot dogs.

The theater owners all advised that cold drinks, particularly when sold in large portions, are extremely profitable. The nickel and dime drinks are being supplanted to some extent by 20 and 30-cent portions. One drive-in pioneered a 30-cent, 24-ounce carbonated drink, dressed up with a paper umbrella. The big thirst-quencher now represents 30 per cent of the beverage sales at the location.

In the candy line bigger portions and prices are becoming the rule more than the exception. Quarter candy items can be sold, altho most operators are continuing to stock dime bars and some nickel items.

Buttered popcorn was another item stressed during the meetings here in Chicago. It was pointed out that for a few cents more invested in the product, a dime or 15 cents more could be charged. To be successful, however, the real buttered corn must be merchandised thru advertising and promotion.

Miscellaneous refreshments that caught on this past year in some localities included chili cones, fried pies and taffy apples, all of which produce a substantial profit when sold for 15 to 20 cents.

Doughnuts were also described as another high profit item, par-

New Miami Motel Opened By Kelmans

MIAMI, Nov. 20.—E. D. Kelmans, operator of Indian Point Park in Peekskill, N. Y., and of amusement properties at Rockaway Beach, N. Y., has opened the recently completed Ankara Motel at 23d Street and Collins Avenue.

The plush establishment contains 90 units, including 43 efficiency apartments, is air conditioned, has its own swimming pool, card rooms and solarium. Kelmans, who intends to actively manage the new venture thru the winter months, said he will continue his search for outdoor amusement properties in the Miami area at the same time. A 25 per cent rate reduction will be offered members of all showmen's organizations.

Kelmans will commute to New York to supervise the winter booking schedule for Indian Point. He said he expects an upturn in business for 1955.

Holden Revamps For '55 Season

WAKEENEY, Kan., Nov. 20.—The Tommie Holden auto thrill show will go out next year with a new title and a revamped performance, according to Tommie Holden, owner-manager. The organization will be known as Tommie and Larry Holden Daredevils' Revue and will include some ideas from grandstand stage revues, Holden said.

All cars will be painted in a fluorescent style and dark light will be used to bring out the glow qualities. An orchestra will be carried and instead of clowns, comedians will be added to the troupe. Show will again use Plymouth automobiles for its stunts, which, according to Holden, will include a number of new ideas.

The Holden unit this past season played a total of 109 dates in Kansas, Wyoming, Missouri, Montana, Nebraska and Texas. Of these, 28 were at fairs where a number of new attendance records were chalked up.

particularly if the operator has his own machine. Prices generally were reported as 5 cents each or 50 to 60 cents a dozen, and they were reported as ideal "take-home" items.



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GREEN 1#, \$6.75; 1/4 lb. cans, \$1.50; Green, 1/4 lb. can 2.50

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NEW DEVELOPMENTS

Automatic Burger Grill, Milk Shaker Are Shown

LOS ANGELES, Nov. 20.—An automatic hamburger grill and milk shake machine has been introduced here by the same manufacturer, the two units to be used as a combination or separately.

The grill, which operates with radiant heat, is said to be simple in operation. The operator places a patty to be cooked on a burger basket which is on an endless chain. The basket automatically tilts into upright position as it moves toward the stove. Buns are placed under the burgers. The burgers on the slide are dropped into warm sauce and the buns automatically drop into a basket. The operator then takes the cooked meat out of the sauce and places them on a toasted half bun onto which burger juice has dripped while cooking. Maker claims the machine will turn out 400 sandwiches an hour and can cook steaks, ham and other flat meats.

Dimensions are 3½ feet long, 2 feet high and 15 inches deep, and the grill can be placed on a counter or table. It operates on 220 volts and is portable.

The milk shake machine is said to make shakes in 10 seconds in any one of four ready flavors, straight from liquid dairy mix to the finished drink in one operation. The company says the machine will continuously serve shakes at top speeds for hours on end. The refrigerated liquid mix flows by gravity directly into the empty freezing cylinder from four refrigerated reservoirs of 16-gallon capacity each. The shake maker is 4 feet long, 2½ feet deep and 6½ feet high. It is air cooled, portable and requires one 220-volt electrical connection.—Insta Company, 506½ South Broadway, Los Angeles 13.

Hot Dog Holders For Sanitation . . .

STURGIS, Mich.—The Harvey Paper Products Company has introduced two new type hot-dog holders for the concessionaire. One type is the pressed holder, which is an open end tray with side walls on three sides and crimped at one end. The other is a crimped or fluted holder which has four side walls and is fluted at both ends. According to the maker, the holders provide sanitary service, prevent juices and relishes from dripping, hold the sandwich together and allow the customer to eat comfortably even with soiled hands.—Harvey Paper Products Company, Sturgis, Mich.

Steam Cooker

Has Broad Usage . . .
CLEVELAND—A steam cooker in a junior size is being marketed here for food purveyors with limited space and patronage. The cooker can be used for chicken, frankfurters, ham, corned beef and other foods and is also handy for heating canned foods, restoring and

cooking frozen foods, and blanching French fries. It is available for direct steam, gas or electric operation, in counter and floor mounted types with one or two compartments.—Cleveland Range Company, 3333 Lakeside, Cleveland, O.

Four New Fryers For Doughnuts . . .

CONCORD, N. H.—A new line of doughnut fryers, four in number, are being manufactured here, each with its own capacity. No. 20 has an hourly production of 50 dozen; No. 26 has a capacity of 60 dozen; No. 24, up to 80 per hour and No. 34, up to 100 dozen. According to the manufacturer, the units are designed to turn out doughnuts that are uniformly crisp and tasty. They have smooth lines and sanitary open-type bases that make for fast and easy cleaning.—J. C. Pitman & Sons, Inc., 295 North State Street, Concord, N. H.

Booklet for Deep Fry Cooks . . .

CINCINNATI—A four-page bulletin containing practical, tested ideas on fried food is being offered free of charge by Procter & Gamble. It has been prepared by the firm's Prime Research Kitchen.—Procter & Gamble, Bulk Shortening Sales Department, Cincinnati, O.

Small Unit Controls Insects . . .

RACINE, Wis.—A noiseless and odorless insect control unit that operates on crystals has been introduced here for the use of food-stand operators. The unit, which operates on AC or DC current, provides vapor action effective against all types of flying and crawling insects. It is equipped with a built-in thermostat that assures safe, trouble-free operation and comes in a variety of colors. It is finished in brushed satin anodized aluminum.—Gallo Manufacturing Company, Racine, Wis.

Griddle Combo Eliminates Guessing . . .

LOS ANGELES—A griddle combination has been introduced here that eliminates the guess-work in frying, according to the manufacturer. The unit is thermostatically-controlled, employs a one-inch thick, polished steel plate that needs no "breaking in," and enables uniform heat to be maintained without temperature drop, the maker states. A high raised edging retards grease splash and a constant pilot provides automatic lighting, and burners are of the high-speed type that assures heat when needed. A wide front gutter has an easy-to-remove grease can. Griddles are 24 inches deep, 18 high and are available in up to six-foot lengths with a thermostat for every 24 inches.—Wolf Range & Manufacturing Company, 5731

Short-Range Cage Designed For Golfers

NEW YORK, Nov. 20.—The Eveready Canvas Company has completed its first Ecco Foursome, a golf driving cage installed for warmup purposes at the Shackamaxon Country Club in New Jersey. Paul F. D'Aleo of the firm said the unit will be available for suitable stationary locations where space or realty costs make much depth prohibitive in cost, such as along boardwalks.

The Foursome was designed to accommodate overflow golfers who normally spend their time swinging clubs idly around the first tee. The device, a large cage, can accommodate four players at one time. Coin units dispense 20 golf balls for a dime, and can be modified to accept quarters as well.

Dimensions of the Foursome include an over-all ground size of 12 feet in depth by 40 feet frontage, and height of 10 feet. Although the cage has an open top the short driving distance prevents balls from being lifted over it by any club except a sand iron. The player inserts his coin, depresses a lever with his foot, and starts teeing off.

A back incline returns the driven golf balls to the mechanisms, D'Aleo said, making the unit "self-shagging."

Eveready has for several years been producing golf and baseball cages of all types. The Foursome model has a cage of tight netting, with an incline of a plasticized material.

South Alameda Street, Los Angeles 58.

Hires Intros New Snack Bar . . .

PHILADELPHIA—A new model snack bar, which has storage facilities for 1,600 to 1,800 frankfurters, has been introduced by the Charles E. Hires Company here. The unit comes in six, eight and 10-foot models and, according to the firm, has proved its ability wherever installed to capture volume sales for a relatively low investment and at reduced overhead expense.

The bars can be provided with either ice or electrical cooling and are complete with a sink for hot and cold running water. They have a 50-roll capacity moist heating unit for buns and a storage bin that holds 150 buns. Other features include a built-in cup designer, waste containers, frankfurter grill, fluorescent lighting and revolving sign, and the Hires keg and carbonator.—Charles E. Hires Company, 206 South 24th Street, Philadelphia.

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**gives corn
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Fish Stick Output Increases Sharply As Demand Grows

WASHINGTON, Nov. 20.—Fish sticks, a food item that appeared on the outdoor scene for the first time this past season, is on the rise, production-wise.

According to the Department of Interior, fish stick output during the first nine months of 1954 soared to 34.8 million pounds, compared with 2.2 million pounds in the like period of '53. The department figures the total 1954 output of the new food item will reach 50 million pounds, compared with last year's 7.5 million pounds. Officials said the fish stick boom, which started rolling in October, 1953, has given "new life" to the commercial fishing industry.

The sticks, which resemble big French fried potatoes, are hunks of fish that have been dipped in batter, breaded and then frozen. They appeared on a number of midways this year and in many drive-in theaters.

Drive-In Eat Biz Up 25% In Southeast

CHICAGO, Nov. 20. — Refreshment business at drive-in theaters in the Southeast was up 25 per cent this year, compared with last year, according to a report by the drive-in committee of the Theater Owners of America.

Business as a whole ranged from the 25 per cent increase shown in the Southeast to a decline of 10 per cent in the Southwest.

Other area reports were:
Northwest: About the same, but a couple of single bills almost cut our concessions in half.
Mid-Central: Upward despite a decided trend to bring their own refreshments.
Midwest: Upward by 10 per cent.
South Central: Trend is upward. The increase in concessions in spite of less admissions we attribute to more effective advertising and merchandising, and pushing the sales of more expensive items such as 20 and 25-cent drinks.

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Eat, Drink Ops To Exhibit At Chi Confab

CHICAGO, Nov. 20.—A total of 11 suppliers of food, drink or equipment to the outdoor concession operator will display their wares at the trade show of the National Association of Amusement Parks, Pools and Beaches. The exhibition will be held in the Hotel Sherman November 28 thru December 1.

Exhibitors already on the list, according to Paul Huedepohl, NAAPPB secretary and show manager, includes Blevins Popcorn Company, Inc., Nashville; the Coca-Cola Company, New York; Concession Supply Company, To-

ledo; Gold Medal Products Company, Cincinnati; the Charles E. Hires Company, Philadelphia; Krazy House Pop Korn Corporation, Rock Island, Ill.; Manley, Inc., Kansas City, Mo.; Pepsi-Cola Company, New York; Poppers Supply Company of Philadelphia, Inc., Philadelphia, and Tone Products Company, Chicago.

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Fair secretaries and concession managers— A word about the new Pepsi-Cola bottle



Serve the drink that's growing fastest in popularity . . . Pepsi-Cola
Now in the new
8-ounce single drink bottle,
designed for special events.



There'll be prizes for the best and biggest produce.
Bigger sales are your prize when you sell Pepsi . . . the light refreshment



Publicizing Night Grandstands Is Job for Fairs, Hamid Says

NEW YORK, Nov. 20.—George A. Hamid will tell the buyers of fair grandstand talent this booking season that they should prepare now to expend every effort in selling their shows next season.

The selling job belongs principally to the buyer or fair, the New York booker said, in answer to the plaint of a number of fair authorities who claim the promotion of grandstand revues is the responsibility of the booker.

The selling job is one that has to be done by the fair, Hamid says, because of the unique nature of the business. A publicist assigned by a booking office has to spend most of his time just finding his way around in a local situation, he says, whereas members of the fair operating group, mostly on the scene 52 weeks a year, ought to have established the necessary relationships. For this reason Hamid will advocate allotting this responsibility to fair board members.

Project Too Vast

While it would be great to be able to assign an experienced publicist to each of the fair dates played, this is impossible, Hamid says, because of the multiple dates handled by booking offices. His organization will handle as many as 22 events during a single week at the height of the season.

While admitting that possibly few fair men know exactly how they should go about publicizing a grandstand show, Hamid says a clinic sponsored by the International Association of Fairs & Exhibitions would probably provide enough working knowledge for most to do a good job.

Hamid rejects the criticism that carnivals and special grandstand attractions often get considerable publicity thru their own efforts. There is no parallel situation existing between these operations and those of the talent booker, he says. The carnival, for instance, plays only one date at a time and can concentrate on the job to be done. Its representatives are able to work in advance and thru the actual showing.

Relative Importance

Actually, according to Hamid, when a fair opens its gates the most important thing it has to sell is its grandstand show. By opening time the fair's attendance is pretty well set, altho still uncounted. It is important then that a profitable

percentage of those attending the fair be made aware of and lured to the grandstand night show.

Hamid said he was concerned with the fear complex observed at some events last season when an unsettled economic situation was reflected in grandstand attendance.

(Continued on page 80)

N. Y. Firemen Ask Passage Of Bingo Law

ALBANY, N. Y., Nov. 20.—The State Volunteer Firemen's Association moved thru its law committee this week to achieve fast legalization of bingo in New York.

There were 27 proposals heard in the annual discussion on proposed legislation, and eight were passed along to the Legislature. Topmost among the approved items was that on bingo.

It was reported that if the Legislature does not act on the request to legalize the game, a Constitutional Amendment would be necessary and could not become effective until January, 1958. The move would require a second successive passage by the Legislature, in 1957, and a public referendum in the November, 1957 elections.

The firemen expressed belief that favorable action would be taken by the lawmakers since the political platforms of both parties during the past election were in favor of legalizing bingo.

As outlined by the committee, the proposal calls for the Legislature to legalize bingo for the use of charitable and benevolent associations.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Bayou Am. Co.: Jeanerette, La.; Raceland 29-Dec. 5.
Glades Am. Co.: Port Myers, Fla.; (Fair) Cocoa 29-Dec. 4.
Mighty Page: (Fair) Jacksonville, Fla., 22-28.
Mobile Am. Co.: Monroe, Ark.; Marvel 29-Dec. 4.
Turner Scott's Rides: Daytona Beach, Fla., 22-28 (season ends).

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Clyde Bros.: Hutchinson, Kan., 23-24; Amarillo, Tex., 26-28.
Froman Bros.: Kennett, Mo., 23-26; Sikeston 29-Dec. 3.
Hagen Bros.: Anahuac, Tex., 24.
Packs, Tom: New Orleans 23-28.
Polack Bros. Western: Owensboro, Ky., 26-27; Charleston, W. Va., Dec. 2-5.
Richards Bros.: Lumberton, Miss., 24.
Ringling Bros. and Barnum & Bailey: Auburndale, Fla., 23; West Palm Beach 24; Fort Lauderdale 25; Miami 26-28.

Miscellaneous

Jones, Spike. Musical Insanities of 1954: Great Lakes (Ill.) Navy Base 23; Whitewater, Wis., 24; (Lake Club) Springfield, Ill., 25-Dec. 4.
Magrum the Magician: Thomasville, N. C., 23-26; Wanesville 29; Lake Junaluska 30; Clyde Dec. 1.
North, Dr. Rexford L. Hypnotist: (Embassy) Fall River, Mass., 23-25; (Bayles Square) New Bedford Dec. 3-4.
O'Day, Marie, Palace Car: Hattiesburg, Miss., 23-26; Lumberton 27; Poplarville 29; Sildell, La., 30; Covington Dec. 1-2.
Walsh Bros. World's Most Beautiful Church: New Orleans.

Ice Shows

Henie, Sonja, Ice Revue: Birmingham 23-25.
Holiday on Ice: Canton, O., 23-26; Toledo 27-Dec. 5; Indianapolis 6-12.
Holiday on Ice, International, No. 1: Dortmund, Germany, 23-Dec. 5; Brussels, Belgium, 7-25.
Hollywood Ice Revue: Milwaukee, 23-Dec. 7; Omaha 7-14.
Ice Capades: Toronto 23-26; Montreal 28-Dec. 5; Springfield, Mass., 6-12.
Shipstads & Johnson's Ice Polles: Pittsburgh 23-28; Hershey, Pa., 30-Dec. 11.

WINTER FAIRS

Florida
Arcadia—DeSota Co. Fair. Jan. 10-15. A. G. Erickson.
Clewiston—Sugarland Expo. Jan. 27-31. H. L. Johnson.
Dade City—Pasco Co. Fair. Jan. 12-15. J. P. Higgins.
DeFray Beach—Florida Gladiol 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. Feb. 22-27. 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 Gilbreath.
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. Lee 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.

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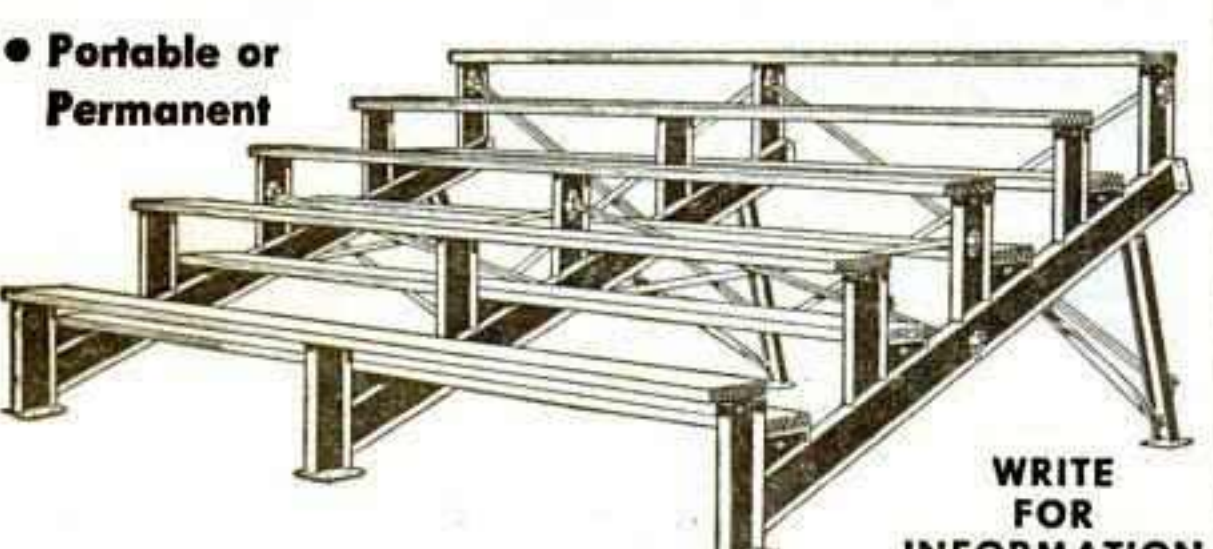
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Charlie Lenz Buys Nitery

CLEARWATER, Fla., Nov. 20.—Charles A. Lenz, outdoor show business insurance man, recently purchased Circo's Supper Club here and a Standard gasoline service station for \$52,000. Lenz said he plans to reopen the club which has been closed, in the near future.

Seek Hefferman Kin

CINCINNATI, Nov. 20.—Anyone knowing relatives of Albert Hefferman, also known as Al Lane, phone man, is requested to contact the Bersticker Funeral Home, Maumee Avenue, Toledo.

Year-Round

• Continued from page 52

by the city of Vancouver. The fair used the city's borrowing power for a loan of \$1,000,000 and financed the balance of the cost, more than \$500,000 out of surplus revenues. Payment of sinking fund and interest amounting to more than \$8,000 annually is made by the Exhibition. Thus the PNE continues to live up to its creed of operating and growing without cost to the taxpayer.

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ROADSHOW REP

FREMONT TURGEON has moved to Canada and has been in the Haileybury region for the past three weeks. He has a family trick of three and reports fair biz. . . . **H. M. Fournier** has a school operating in West Kansas and says that business is fair. Fournier plans to move to the North where he has worked in past winters. . . . **H. D. Horan** letters from Dover, Del., that he was glad to read about **Billy Terrill** and his theaters in Louisiana. Horan asks, "But where is **Billy (Toby) Young** these days?" . . . **Mr. and Mrs. Ernest Bradley**, who are working their puppets in the Baltimore area, are planning to take on some Florida church dates. They are sporting a new set for their dolls. . . . After a summer of merchandising under tent and outdoors in Montana, veteran rep manager **Gil Roblee** is resting at Helena, Mont., and will take on indoor sponsored dates shortly. Roblee writes, "All in all the past season was nothing to brag about, but I got something together that I believe will work well for inside

dates this winter. I have a sponsor who wants to advertise his goods and I believe I can help him." . . . **E. G. (Eddie) Cunningham**, who put in most of the summer in Maine, reports that the Pine Tree State is shot due to horses and beano gambling, which no amount of bally can overcome. Cunningham is going to play a few dates inside around Boston and will then make a trip coast-to-coast via Canada. He, his wife and nephew, **Irving Cunningham**, will play movie houses and on-our-own dates in small towns. Cunningham says he has a new opus that looks like sure-fire. He may carry a little merchandise, he says. . . . **Arthur Bellevue** is readying his open-man show for movie houses. Bellevue is at present in Jersey City, N. J., after a summer in Northern New York. He has a protean show and does some music.

FROM Pittsburgh, Harry Florence writes: "As I look back on the days when I was around Kansas City, and those were the days when tent rep was prospering, I can see that hardly any of those shows paid more than peanuts for talent or plays. I worked a season for \$18 a week, paid my own keep and was supposed to get transportation. The following winter I went with **Coburn's Minstrels** and got the same pay, but I got board, room and transportation, and didn't work half as hard playing one-night stands as I did with the tent show. When it came to the show and someone talked of getting plays, the manager would write to Chicago or Kansas City and get several scripts, sending no money until **Mil Bennett** in Chicago, or **Al Wilson** in Kansas City, would start writing to get some pay. Then back would go the scripts—the original—with word that it didn't suit the cast. We'd been playing it a month or six weeks. Outside of a few exceptions, none of these shows was run by anyone who thought of getting the best of show or talent. Everything centered around the top and how well the marquee looked. Well, they had to die, and now here in Pennsylvania the past summer I watched summer resort shows doing good business. This was because they had entertainment that people had heard of and would pay to see. It's all too bad, but there it is."

DRIVIN' 'ROUND THE DRIVE-INS

ROBO, the monstrous robot elephant owned by **Ezell & Associates**, is scheduled for a one-week stay at Fredericksburg Road Drive-In San Antonio. The elephant will make a tour of Texas, stopping at various cities where **Ezell & Associates** has drive-ins. Robo is 9 feet high, 12½ feet long, weighs 2,500 pounds and is powered by a four-cylinder, 10-horsepower motor. . . . **Dan Goodwin**, manager of Hi-Park Drive-In, San Antonio, has announced that the screen and snack bar have been enlarged. . . . The screen at the **Tuff Drive-In**, Pleasanton, Tex., has been replaced after being wrecked in a windstorm, according to **Frank Glasscock**, manager. . . . New drive-in at Edmonton, Alta., is the **Belmont**, which boasts the only all-steel CinemaScope screen in Alberta. Manager is **C. Rapp**.

DERBY DRIVE-IN, Inc., New Haven, Conn., has filed a certificate of incorporation with Connecticut's secretary of state at Hartford, listing authorized capital \$50,000, and incorporators, **Henry Davidson**, **Lew Nadell** and **Harry S. Nadell**, all of New Haven. . . . **P. J. DeFazio**, Hartford, Conn., has disclosed plans for construction of a new drive-in at Southington, Conn. . . . **Charles Lane** of New Haven Drive-In Theater, North Haven, Conn., plans to build an outdoor theater at Branford, Conn.

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Midtown Show For Retarded

SAN ANTONIO, Nov. 20.—A benefit skating show was staged this week at the Midtown Roller-drome. Races, figure and pairs skating, dancing, comedy skits and a square dance on skates was included in the 90-minute show staged on Wednesday (17).

Proceeds went to aid of the San Antonio Council for Retarded Children. Admission was \$1 with a free skating period following the show.

Bob Barron was named city champion San Antonio Light carrier for October at a recent Merit club skating party given by **Pat Patton**, manager of the Midtown. Trophy was presented by **Jeanne Valeras**, speed skating champion of the rink. Over 200 boys participated in elimination races.

Shelby, Govt. in Court Tangle

CINCINNATI, Nov. 20.—Judgment of \$80, plus 6 per cent interest since December 21, 1953, was asked by the federal government in District Court here Wednesday (17) against **Edward Shelby**, Rollerena Rink, Middletown, O.

The suit filed by **Thomas Stueve**, assistant U. S. attorney, said the defendant received a package of roller skates c.o.d. The amount due was \$83.26, but the eight and dollar sign were jumbled and the figure emerged \$3.26, which the defendant paid.

When the mistake was noticed, the defendant was notified, **Stueve** said, but **Shelby** felt it was the government's mistake and did not pay the balance. **Stueve** said that the government contends that **Shelby** knew it was an error when he received the package because he ordered the skates and knew what they were worth.

Fred Martin Back to Fla.

DETROIT, Nov. 20.—**Fred A. Martin**, long-time secretary-treasurer and later president of the Roller Skating Rink Operators' Association, has returned to his home at Fort Lauderdale, Fla., after a visit to Detroit with his family. His son, **Robert D. Martin**, now holds the association secretaryship. **Fred Martin** spent a couple of weeks in Northern Michigan fishing, without much success, it was reported.

Flath Joins Staff Of Nestor Johnson

CHICAGO, Nov. 20.—**Al Flath**, veteran skating man who has spent more than 50 years in the business, is resuming active participation in the skating game at the age of 79. He was recently named public relations director in charge of speed skating for the **Nestor Johnson Company** here, manufacturer of ice skates.

Flath was a cyclist back in the '90's, and in addition to serving as president of the United States Roller Skating Association, has been a promoter, trainer and official in both the ice and roller sports. Two years ago he was timer at the U. S. Olympic speed skating trials. **Flath** received a prominent mention in **Leo Fischer's** sports column in the November 17 edition of the **Chicago American**.

Stratford Spot Opens

STRATFORD, Conn., Nov. 20.—**Long Beach Skateland** here opened this week under the management of **Anthony Fellow**. For the present it will operate on Friday, Saturday and Sundays, reserving other nights for rentals and special nights.

Plan Wins for Tighe 'Point-for-Parent'

DETROIT, Nov. 20.—A unique "point-for-a-parent" system as used by a Detroit rink operator won acclaim at the November meeting of the Ohio Chapter, Roller Skating Rink Operators' Association at Dayton, O. So well received was the plan given by **Frank Tighe**, of the Skateland Arena, in the down-river suburb of River Rouge, that Ohio operators are enthusiastically planning immediate adoption of it for use in their own rinks.

Tighe, who attended the Dayton meet with **Bill Skelley**, of the Skelley Distributing Company, Arcadia Rink, Detroit, explained that his idea stemmed from the system used by his local city school system for arousing parents' interest in their children's school activities.

He pointed out that some of the loss in present Friday night attendance as compared to the banana days of 15 years ago can be attributed to today's school system's method of having so many social and recreational activities on weekends for children, and that much of this is supported by sustaining the interest of parents thru a point merit award to the children who bring their parents to specific programs.

Tighe has worked out a similar plan for the rink's various skating clubs. Such groups as the senior figure skating club, and the junior divisions, too, now have in place

of the customary president, secretary and treasurer chosen from the skaters, themselves, these officers selected from parents of the club members. Serving on these official tasks brings the parents closer to their children's rink activities.

He has also suggested that when these skating clubs hold their monthly proficiency tests, skaters should be awarded points as well for bringing their parents along.

The application of this method to his own rink skating clubs has already produced profitable results in building rink attendance.

Turkey Awards Set by Mineola

MINEOLA, N. Y., Nov. 20.—Ten turkeys (five for men and five for women) will be given away as door prizes at the Wednesday (24) evening skating session at **Earl Van Horn's Mineola Roller Rink**. The giveaway is an annual Thanksgiving event at the rink.

Preceding the night event is a costume party Saturday morning (20) for children. At this event six turkeys are being awarded to three girls and three boys for the finest, most original and funniest costumes.

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778SA5—1000 pair New Chicago Clamp Skates (army surplus), 78SP wide wheels Pair 3.75
560 Second Hand Shoe Skates, both Men's and Ladies'; rental, good condition Pair 5.00
370 New Shoes with Cut-Down Rink Skates and 87 or 78 reject wheels Pair 8.50
HYDE #304—Ladies' Open Toe Shoe with Chicago 87SP Wood Wheel Skate, 10 degrees. Complete with Metal Skate Case with deluxe chrome binding 12.95
HYDE #325B—Men's Low Black Shoe with Chicago 87SP Wood Wheel Skate, 10 degrees. Complete with Metal Skate Case with deluxe chrome binding 12.95
87FR—Reject Jumbo Wood Wheels, rejected for slight discoloration Set .75
1500R—F.E.A.D. Wool Socks, 50-100% wool, slight reject Dox. 4.00
114—Economy Precision Bearings Each .20
13—Ball 3/16" Hardened Steel, top grade—per 1,000 \$1.25 5,000 lots 5.00
83H—500 Howard Precision Fibre Wheels Set .50
300—Metal Skate Case Dox. 26.50
80—Metal Skate Case (rounded corners) Dox. 27.50
Kansas Skate Metal Case, solid color, deluxe chrome binding (we pay freight over two dozen) Dox. 28.50
78R—Plastic Wheels Set 3.00
78P—Duryte Chicago Wheels Set 3.60
6300—Raybestos Liberty Set 5.95
84RD—Roller Dorby Plastic Wheels Set 2.20
716—Aluminum Skate Case (leatherette binding) Dox. 40.00
Wool Pom Poms Dox. 3.00
Bunny Fur Pom Poms with Bells Dox. 4.00
26B—Brownie Precision Wheels and Spacers Each 2.50
Champ Toe Stops (new) Dox. 5.50
790—Van Horn Jump-Spin Toe Stops Pair 3.25
790R—Van Horn Jump-Spin Toe Stop Replacement Rubbers Set .60
655H—Second Hand Heel Straps Dox. .75

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EX-PRESIDENTS, DISNEYLAND, TV FILMS TO MARK PARK MEET

NAAPPB Convention Program Plans Detailed as Opening Approaches

CHICAGO, Nov. 20.—A past-presidents' panel, talk about Walt Disney's new amusement park and a discussion of TV film uses by parks will highlight the 36th annual convention of the National Association of Amusement Parks, Pools and Beaches.

The convention will be Sunday (28) thru Wednesday (December 1) at the Hotel Sherman, Chicago.

In a change from past schedules, the NAAPPB directors will meet Saturday (27). The convention's annual trade show, also at the hotel, will open Sunday morning. A tea for women will be at 3 p.m. Sunday at the Sherman penthouse. Directors will meet again on Tuesday to elect officers. The annual banquet and ball will be in the Sherman's grand ballroom, starting at 7:30 p.m., Tuesday.

Panel Members Named

Sitting as the past-presidents' panel will be Fred W. Pearce Sr., Detroit; Arnold B. Gurtler, Elitch's Gardens, Denver; Adrian W. Ketchum, formerly of Forest Park Highlands, St. Louis; Paul Huedepohl, formerly of Jantzen Beach, Portland, Ore., and now secretary of NAAPPB; A. B. McSwigan, Kennywood Park, Pittsburgh; Edward L. Schott, Coney Island, Cincinnati; Harry J. Batt, Pontchartrain Beach, New Orleans; Edward J. Carroll, Riverside Park, Agawam, Mass.; George A. Hamid, Steel Pier, Atlantic City, N. J., and the retiring president, Elmer E. Foehl, Willow Grove Park, Willow Grove, Pa.

The panel discussion will be Wednesday afternoon. Questions

to be discussed are being submitted by members by mail and others will be added at the meeting.

Disney Rep Coming

C. V. Wood Jr., representing Walt Disney, Burbank, Calif., will speak before the convention on Wednesday. He will describe plans and progress on construction of Disneyland, the new amusement park being built by Disney's organization. A television show also is called "Disneyland" and it is to originate at the park after the funspot is completed.

Clyde L. Krebs, of Sarra, Inc., TV film makers, will speak Monday. Additional speakers and sessions scheduled for the convention are included in the detailed program published elsewhere in this issue.

All general sessions of the park convention will be in the afternoons. Morning sessions will be held by the beach and pool division of NAAPPB, with Vernon D. Platt as chairman.

Robert L. Plarr is chairman of the program committee and he will preside at the convention sessions. Fred W. Pearce Jr. is chairman of the entertainment committee and will be in charge of the banquet and ball Tuesday night.

Palisades' Combo Offers Extra Ride

Outings and Exchange Tickets Seen Tonic Vs. Any Possible Recession

PALISADE, N. J., Nov. 20.—While there will be no astounding physical changes evident at Palisades Amusement Park next season, a long list of projects will sum up to an impressive revamping, and the metropolitan area's populace should view the results in increased numbers due to one of the funspot's most intensive advance campaigns.

Operationwise, Owner Irving Rosenthal reports, he will offer the same broad free entertainment policy as during the 1953 season, made possible by funds extracted from a paid gate charge of 25 cents.

Palisades will feature two nickel and dime days again, Tuesdays and Thursdays when kiddie rides will go for a nickel and grownups' devices for 10 cents—up to an hour around sundown when regular rates will prevail for the evening play. On Wednesdays there will be the third year of one-hour network TV shows, pending the acquiring of suitable sponsorship for the Du Mont telecast. And on Mondays and Fridays disk jockeys Bill Silbert and Murray Kaufman

will preside over their talent parade shows from the park.

Free Acts and Dancing

Virtually every top vocalist and singing group has appeared on the record shows and performed for the parkgoers with no extra gate fee levied. Also on the free list are daily George A. Hamid & Son agency acts, and ballroom dancing with a new semi-name band coming in weekly.

Altho ride prices will not change within the grounds, they will undergo a slight liberalization on the combination exchange ducat which the park distributed by the millions last summer. Whereas in 1954

(Continued on page 69)

Jersey Allots \$929,000 for Beach Repairs

Resorts Benefit From Many Public Bathing Projects

TRENTON, N. J., Nov. 20.—Nearly \$1 million has been allotted for announced coastal improvement projects in Atlantic shore communities, according to the New Jersey Department of Conservation & Economic Development. Total outlay for the projects announced comes to \$929,000, with the communities affected to contribute a matching amount.

Commissioner Joseph McLean said the State will split the expense of the work on a 50-50 basis with the communities involved, and that more than \$280,000 worth of projects are yet to be announced. Actual work is scheduled to get under way soon, it was reported.

Projects Listed

The projects, much of the work being done at resort locations, include the following:

Atlantic City, Absecon Inlet: Jetty extension on free public beach.

Brigantine: Timber groin on free public beach.

Ocean City: Jetty extension on free public beach.

Cape May City: Jetty extension on free public beach.

Asbury Park-Deal Lake: Jetty

(Continued on page 68)

ROCKS' ALWAYS READY

Plugs Pour in From Use of Park's Props

NEW YORK, Nov. 20.—A full half-hour was devoted to Rock-aways' Playland on a top late-hour TV comedy show Tuesday (16), featuring a skit having the park as background, and also giving the funspot to inject a solid institutional plug.

Engineered by Sam Homsey, of the Walter Kaner publicity agency, the idea was presented to comic Ernie Kovacs several weeks ago that he utilize several of Playland's mechanical figures on his WABT program. Kovacs benefited by

being able to use the novelty props, and the park benefited from the liberal plugs that were dropped thruout the show—there were 15 mentions of Playland counted.

Both Sides Profit

No money was involved, it was reported, with the benefits being reciprocal to both parties. The park normally makes its properties and decorations available for any legitimate purpose, and has accomplished a great deal in this manner, public relations-wise.

The skit was a take-off on the Charlie Chan-type of mystery, following which Kovacs and Playland art director Herman Huseby strolled about the set and discussed the various figures, their mechanisms, and application to the park. Their televised conversation included plenty of solid references to the all-winter operation, and the fact that Playland is remaining open thru all kinds of off-season weather, for weekend business.

Huseby included a complimentary reference to amusement parks in generally, saying the parkmen are trying to "erase the stigma of

(Continued on page 67)

Park Talent Interest Seen Equal to '54

NEW YORK, Nov. 20.—Amusement parks will spend as much, possibly more, on free act talent in 1955, George A. Hamid, head of the New York talent agency bearing his name, said here this week.

Current inquiries reflect the interest of a year ago, Hamid said.

Knowledge of a need for increased promotional activity may stimulate additional interest, he added.

While the season was not as good as hoped for at many spots, the savings on federal admissions taxes did much to make returns satisfactory for most, he said.

Richmond Kiddie Park Expands to 14-Rider

RICHMOND, Va., Nov. 20.—Four more kiddie rides will raise the total for Kiddie Land Park to 14 for next season, according to Owner Willie Lewis. A former carnival man, Lewis established the spot this year and claims excellent business with the city's only children's amusement park.

Lewis said the new devices will probably be supplied by the King Amusement Company. Already at the site are a 36-foot Merry-Go-Round, and the following children's units: Ferris Wheel, Boat Ride, Sky Rocket, Whip, Electric Train, Swings, gasoline-driven Train, Elephant Ride and Whirley-Jet. Most were purchased from Max Gruber's Standard Kiddie Rides Company.

"In this part of the country," Lewis says, "we must keep a kiddie park limited to only kiddie rides, except the Merry-Go-Round, and the larger that is, the better." He is replacing the top on his Merry-Go-Round to follow the one lost to Hurricane Hazel.

Hot Dog, Novelties Set

Also in Lewis' park, a family operation, are candy floss, popcorn and soft drinks. He will add hot dogs and novelties next season. Ride prices are 10 cents each, six for a half-dollar.

Lewis is president of Kiddie Land Park, Inc., and his daughter, Mrs. Edith May Long, is vice-president. Son-in-law Sterling Long is park manager and Lewis' son, W. T. Lewis Jr. is secretary.

Several birthday parties were entertained during the past year

(Continued on page 69)

PATRONAGE FUTURE

Predict New York's Population Will Be 28% Non-White by 1970

NEW YORK, Nov. 20.—Funspots which look to New York City for patronage in whole or in part and have seen their grosses and net soar as the result of the spending of non-white groups, can look for dollar growth to parallel predicted population growth.

By 1970, according to Dean Kenneth D. Johnson of the New York School of Social Work, non-whites will make up 28 per cent of the total population of the nation's largest city. By that time the city's population will be 8,400,

000. The non-whites will number 2,352,000.

In census lingo the term non-white includes Negroes, Asians, Latins and other miscellaneous groups. The radical shift in the composition of the city's populace will be caused by an increase of 1,250,000 Puerto Ricans and others in the non-white category plus a decrease in the rest of the population, according to Dean Johnson.

1 in 4 by 1970

According to the 1950 census the city's population of 7,891,957 included 1,102,000 non-whites. The

non-whites number about one in seven in the city's population today. By 1970 it is predicted they will number one in four.

The figures can be even more interesting when broken down into age groups. In 1970, according to Dean Johnson, 40 per cent of those under 15 will be Puerto Rican or non-white. In 1950 the non-white birth rate was 50 per cent higher than the white birth rate. The Puerto Rican birth rate was 250 per cent higher.

The changing pattern is caused,

(Continued on page 68)

NAAPPB Plans Awards In Eight Categories

CHICAGO, Nov. 20.—Eight awards and numerous honorable mention citations will be awarded by the National Association of Amusement Parks, Pools and Beaches for participation in the NAAPPB program sessions and trade show.

Trade show awards will be made early in the convention, which opens Sunday (28) at the Hotel Sherman here, and plaques will be displayed at winning booths. Program session awards will be announced at the closing session of the convention.

Trade show awards are as follows:

John R. Davies Award for the most meritorious exhibit; Charles S. Wilson Award for the most meritorious exhibit of equipment and supplies; D. S. Humphrey Award for the most meritorious new device exhibited, and the Henry A. Guenther Award for the most meritorious exhibit dealing in mechanical or manual games or Arcade equipment.

Service awards are as follows:

Andrew S. McSwigan Award for service to the industry in 1954; A. R. Hodge Award for the best program appearance on a subject dealing with pools and beaches; Harry J. Batt Award for the best

Park Group's Trade Show Looms Big; Reservations Point Record Display

Huedepohl Reports 97 Exhibitors to Use 166 Booths at Annual Exhibit in Chicago

CHICAGO, Nov. 20.—A record 97 exhibitors will display their products in 166 booths at the trade show of the National Association of Amusement Parks, Pools and Beaches, which opens at the Hotel Sherman Sunday (28).

Paul H. Huedepohl, secretary of NAAPPB, said that this would be the biggest show in the annual's history. Last year about 162 booths were occupied by 87 exhibitors, he said.

Coming up this year was what the secretary described as a well balanced show, with strong representation from many fields and branches but domination by none. Last year's show was marked by the large number of displays of coin-operated kiddie rides. The number active this year is more in proportion to the remainder of the industry.

Regulars Spark Show

Making up the core of the exhibition will be the regular suppliers and manufacturers, many of whom have been exhibitors at the trade show since its inception 36 years ago. Among these are such firms as Lusse Brothers, Allan Herschell, Dodgem, R. E. Chambers, Eli Bridge, Sellner, Eyerly, Norman Bartlett, Philadelphia Toboggan, National Amusement Device, Exhibit Supply, Pretzel and other makers of amusement rides.

There will be a better-than-usual representation from the pool building and supplies field, Huedepohl reported. Another strong section of the show will be made up of displays by makers of vending and dispensing equipment as well as makers of refreshment supplies.

Two displays are scheduled by sign-making equipment manufacturers. A builder of concession stands will be in the show. A toy balloon factory, Oak Rubber Company, is returning to the exhibition after a hiatus of several years. Another display will be a new portable fence for ringing portable rides. A new kiddie ride will be displayed by a Cincinnati maker and a boat builder will show a new model. From overseas will come exhibits of two amusement rides. An American builder will show a new car for one of his rides, and other makers have indicated they will unveil surprises at the trade show.

Cancellations Replaced

Huedepohl said that advance preparation for this year's trade show included more late cancellations than at any previous time, and that these vacancies were being filled immediately from companies on a waiting list.

The number of booths is larger than announced earlier because several spaces have been sold, al-

tho they were not charted as exhibit booths on the basic floor plan. In addition to these, Huedepohl said, will be several small exhibits using only a small table each in spaces not adequate for full-scale displays.

Plugs Pour In

• Continued from page 66

vulgarity from the American amusement park."

The park's crew trucked in a load of props for the program, some from active dark house use and others from storage. Included were a laughing man, animated mermaids, gorilla men, and the working erector set park model which customarily operates in a midway showcase.

Heavy TV Plugging

The Kaner office has worked Playland's account for seven years and has scored heavily with TV plugs. Rockaways' has been the scene of portions of many shows, both local and network, including Berle and Godfrey.

Planned for next season is an increase in personal appearance of kiddie TV favorites, due to the wide acceptance of this kind of attraction and its drawing power as illustrated when used last year. Having a tie-in agreement with New York's NBC outlet, Playland has presented numerous TV personalities thruout its seasons, with both the station and park giving each other all the publicity possible. It was found that an act's mere mention on video that he would appear at the park on a given day has been enough to cause a jam-up of kids and parents.

In addition to stepping up this kind of promotion, the park will be prepared with several advance layouts for metropolitan newspapers. A top magazine photographer has been at the spot in recent weeks and the local papers will be offered individually tailored layouts to use next spring.

The publicity agency has also been instrumental in setting up the park's busy schedule of contest promotions, resulting in scarcely a weekend going by during the season when some sort of judging isn't being held.

\$4,000 gross in 11 days



KIDDIE BOAT RIDE

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



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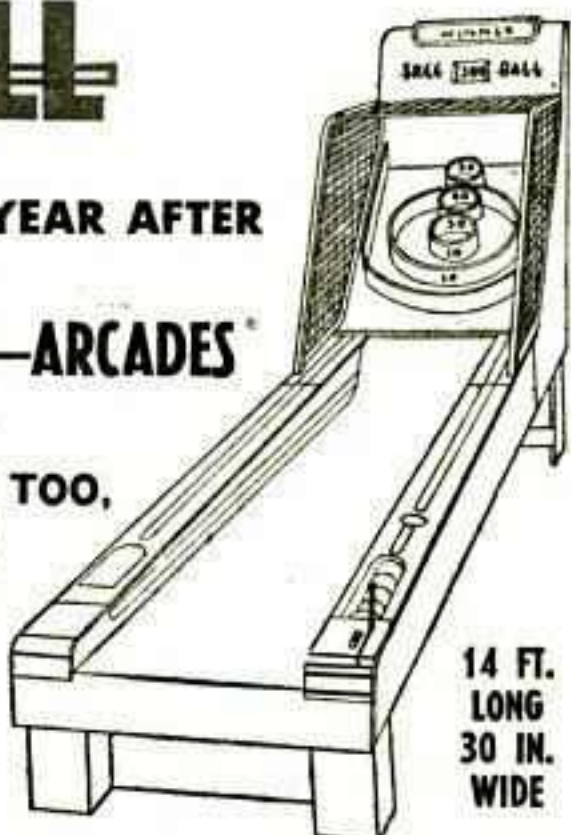
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NAAPPB Program

36th Annual Convention, Hotel Sherman, Chicago

Saturday, November 27

2:00 p.m.—Directors' Meeting, Room 2389.

Sunday, November 28

9:30 a.m.—Registration, Mezzanine.

3:00 p.m.—Ladies' Tea, House on the Roof, Mrs. F. W. Pearce Jr.

10:00 p.m.—Pent House Club, House on the Roof.

Monday, November 29

9:30 a.m.—Registration, Mezzanine.

2:00 p.m.—Meeting called to order, Paul H. Huedepohl, secretary, Louis XVI Room.

2:01 p.m.—Invocation, R. M. Spangler.

2:03 p.m.—Report of the program chairman, Robert L. Plarr.

2:10 p.m.—Communications.

2:12 p.m.—Resolutions, Fred L. Markey.

2:25 p.m.—The President's Annual Message, Elmer E. Foehl.

2:35 p.m.—Reports of committees:

Pool and Beach Program, Vernon D. Platt.

Location and Exhibit Arrangements, William B. Schmidt.

Entertainment, Fred W. Pearce Jr.

Exhibit Awards, John L. Coleman.

2:45 p.m.—Report of Insurance Committee, Edward J. Carroll.

Report of Legislative Committee, Harry J. Blatt Sr.

Report of Music Royalty Committee, Henry G. Bowen.

Report of American Recreational Equipment Association, B. H. Brockway, president.

Report of New England Association of Amusement Parks and Beaches, Lawrence Stone, president.

Report of Pennsylvania Amusement Parks Association, G. W. Bartels, president.

3:40 p.m.—Executive Session, Elmer E. Foehl, presiding.

Roll Call.

Reading of the Minutes.

Annual Report of Secretary, Paul H. Huedepohl.

Annual Report of Treasurer, A. L. Filograsso.

Report of Finance Committee, Don Dazey.

Membership, Don Dazey.

Nominating, William B. Schmidt.

Unfinished Business.

New Business.

AREA Plans 'Table Talks,' Buffet Dinner for Annual Meet

CHICAGO, Nov. 20.—A buffet dinner with a social hour, business meeting and roundtable discussion will comprise the 30th annual session of the American Recreation Equipment Association. This year's program will be Monday (29) at 7:30 p.m. in the Hotel Sherman.

Fred T. Lauerman, chairman of the program committee, will lead the open discussion time, during which a number of problems facing the industry will be discussed. Membership of AREA is made up of builders of amusement rides

and similar devices. The meeting is held in conjunction with the trade show of the National Association of Amusement Parks, Pools and Beaches, at which AREA members are among the exhibitors.

B. H. Brockway, of Concession Supply Company, Toledo, is president of AREA. Arthur M. Sellner, of Sellner Manufacturing Company, Faribault, Minn., is vice-president. Secretary is Ben O. Roodhouse, Eli Bridge Company, Jacksonville, Ill., and the treasurer is Fred L. Markey, Dodgem Corporation, Exeter, N. H.

4:10 p.m.—"Your Place in the Film and TV Advertising Picture," Clyde L. Krebs, Sarra, Inc.

10:00 p.m.—Pent House Club, House on the Roof.

Tuesday, November 30

9:30 a.m.—Registration, Mezzanine.

10:30 a.m.—Directors' Meeting, Polo Room, first floor.

2:00 p.m.—Program Session, Louis XVI Room.

"Advertising and Exploitation." Chairman, Richard L. Geist.

"Advertising and Exploitation of Excursions and Group Picnics Using Boat and Bus Transportation," Allan E. MacNicol, Playland, Rye, N. Y.

"Picnic Buildings With Modern Treatment in Design and Color," John C. Ray, Mission Beach Amusement Park, San Diego, Calif.

"Advertising, Publicity, Promotion and Public Relations of Rockaways Playland," Richard L. Geist, Rockaways' Playland, Rockaway Beach, N. Y.

2:25 p.m.—"Service of Food and Operating Personnel in Dining and Ballrooms." Chairman, John J. Dineen, Hampton Beach Casino, Hampton Beach, N. H.

"Catering Business Pays Off," Milt Nagel, Castle Farms, Cincinnati.

2:45 p.m.—"Winter Operations." Chairman, Allan E. MacNicol, Playland, Rye, N. Y.

"Roller Skating During Winter Months," Harvey W. Schryer, Geauga Lake Park, Geauga Lake, O.

"Dancing and Bowling During Winter Months," George M. Harton, West View Park, Pittsburgh.

"Ballroom Operation After the Close of the Season," Henry G. Bowen, Whalom Park, Fitchburg, Mass.

"Operation Snowball," Richard L. Geist, Rockaways' Playland, Rockaway Beach, N. Y.

3:05 p.m.—Maintenance. "Paint and Its Necessity for Good Maintenance and Eye Appeal," Dr. Long, Devoe & Reynolds Co., Inc., Louisville.

3:25 p.m.—Maintenance Panel—Open Forum. Chairman, Edwin P. Pratt, Forest Park Highlands, St. Louis.

Panel: Fred L. Markey, Dodgem Corporation, Exeter, N. H.; Shirley Watkins, Coney Island, Cincinnati; James T. Mitchell, Crystal Beach, Crystal Beach, Ont.; Frank Kramer, Pontchartrain Beach, New Orleans.

7:30 p.m.—Annual Banquet, Grand Ballroom, followed by Pent House Club.

Wednesday, December 1

9:30 a.m.—Registration, Mezzanine.

2:00 p.m.—Program session, Louis XVI Room.

2:05 p.m.—Introduction of the next speaker by Edward L. Schott.

"Disneyland," C. V. Wood Jr., Disneyland, Inc., Burbank, Calif.

3:00 p.m.—Past President's Panel, Open Forum.

Chairman, Fred W. Pearce Sr.

Past Presidents: Fred W. Pearce Sr., F. W. Pearce Corporation, Detroit; Arnold B. Gurtler, Elitch's Gardens, Denver; A. W. Ketchum, formerly Forest Park Highlands, St. Louis; Paul H. Huedepohl, formerly Jantzen Beach, Portland, Ore.; A. B. McSwigan, Kennywood Park, Pittsburgh; Edward L. Schott, Coney Island, Cincinnati; Harry J. Batt Sr., Pontchartrain Beach, New Orleans; Edward J. Carroll, Riverside Park, Agawam, Mass.; George A. Hamid Sr., Steel Pier, Atlantic City, N. J.

1954 President E. E. Foehl, Willow Grove Park, Willow Grove, Pa.

4:00 p.m.—Service Awards, John L. Coleman.

4:15 p.m.—Adjournment.

10:00 p.m.—Pent House Club, House on the Roof.

Pool and Beach Round-Table Discussions, Vernon D. Platt, chairman.

Monday, November 29

James H. Dickson, chairman of the day.

10:00 a.m.—Registration, House on the Roof.

Reception by Welcoming Committee, O. B. Jenkinson, chairman.

10:30 a.m.—Welcome to Convention, Beach & Pool Sessions, Chairman Vernon D. Platt.

10:45 a.m.—"Tell Us More About '54." Short talks by all conventioners.

11:00 a.m.—Round-Table Discussions of Pool Problems.

5:00 p.m.—Pool & Beach Operators' Reception and Cocktail Hour, House on the Roof.

Tuesday, November 30

Anton J. Fenoglio, chairman of the day.

10:30 a.m.—Round-Table Discussion, House on the Roof. Short talk and slides on the new "Ever Float" Swim Suit. Joseph Shiller, Ever-Float Swim Suit Corporation, New York, N. Y.

12:00 noon—Pool and Beach Luncheon.

Wednesday, December 1

Frank J. Philipps, chairman of the day.

10:30 a.m.—Short talk and slides. "Recreations, Taxes and Swimming Pools in Europe," Vernon D. Platt, Somerton Springs, Feasterville, Pa.

11:00 a.m.—"There Is Something New in Swimming Pools," Roger Ach, sales manager, Chester Products, Hamilton, O.

11:30 a.m.—Round-Table Discussion on Pool Problems.

AREA Program

7:30 p.m., Monday, November 29
Gold Room, First Floor,
Hotel Sherman

Report of President—B. H. Brockway.

Greetings—Elmer E. Foehl, president, NAAPPB.

Report of Membership Committee—Arthur M. Sellner.

Introduction of guests and new members.

Report of Secretary—Ben O. Roodhouse.

Report of Treasurer—Fred L. Markey.

Report of Auditing Committee—C. D. Trubenbach.

Report of Exhibits Committee—John C. Allen.

"Pot-Pourri"—Fred T. Lauerman, moderator.

Report of Nominating Committee—R. D. Robertson.

Election of 1955 officers.

Patronage

Continued from page 66

Dean Johnson said, by an "in-migration" from the South and Puerto Rico and an "out-migration" of New Yorkers to the suburbs.

Interest Notable

The appeal that funspots, both shore and inland, hold for the non-white groups has been particularly noticeable in recent years. It is believed that they make up more than 90 per cent of the groups traveling by bus to amusement centers. Distance apparently has little meaning since bus parties from such distant points as Washington and Baltimore are regularly routed to New York spots during the summer months.

While many New York operators would gladly forego the non-white business if they could, in the belief that such patronage tends to drive away the white trade, New York's tough non-segregation laws preclude much success in choosing customers.

Economically speaking, the patronage would be welcomed anywhere since the per capita spending of non-whites is reported considerably more than that of the white groups. An ideal situation, of course, would be the blending of the patronage of all races but such a Utopian situation would be hard to come by, most operators agree.

Account for Best Days

The importance of non-white spending has been emphasized by many operators in the metropolitan zone in recent years. Many operators at Coney Island last season attributed their best days to the non-white patrons.

Altho formerly well down the economic ladder, many non-whites today are holding just as much money as the whites who are likely to frequent amusement centers. Even more important, they show a greater readiness to spend.

Jersey Allots

Continued from page 66

and flume on public beach subject to municipal fee.

Seaside Park: Bulkhead repair and extension on public beach subject to municipal fee.

Surf City: Dune repairs on free public beach.

Monmouth County: Sea wall to maintain beach and protect county highway.

Long Branch: Jetties and sea wall on public beach subject to municipal fee.

Island Beach Park: Dune fill.

Barneget Inlet to Cape May: Federal-State study of beach erosion.

Lavalette, Ship Bottom, Long Beach: Beach fill projects on public beaches.

The Atlantic City jetty extension has a \$175,000 allotment, and \$150,000 each has been set aside for the Asbury Park and Monmouth County projects. Other work will range in cost from \$10,000 to \$90,000.

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Name

Address

City

Occupation



'International'

• Continued from page 66

the back end of the pier, leaving behind a 48 by 90-foot building for which a Skooter or Dodgem-type ride is being considered.

Altho per capita spending may have been slightly off last year's, Tubis noted, the pier's grosses were up nearly 10 per cent, including the business done by the 14 rides. He cited the fact that more people were catered to in 1954, enough to more than make up any decline in business caused by the spending decline.

Richmond Kiddie

• Continued from page 66

and this practice will be increased in the future.

Visitors to the park have included Judge Ben Tucker; Frank Bergen, of World of Mirth Shows; Motordrome operator Earl Purtle, Governor Stanley, Mayor Bryant, Judge Jimmy Maurice, Henry Schwartzchild, Safety Director Mark Fink and Willis Britt, of the License Department.

Palisades' Extra Ride Offer

• Continued from page 65

these called for free admission plus seven capacity rides for 50 cents, the coming season's exchanges will offer the free gate plus eight rides for that price. Rosenthal said there is no indication of any greater spending capacity by the public in sight for 1955, and that the combination change is an effort to both increase patronage and at the same time combat any unforeseen recession which may be in the cards.

Last season's combination distribution was not begun until the height of the season. This time the park's mailing activity will be off and running early. Around two million tickets will be sent out of the park office to a long list of every area firm employing 10 or more people. In addition, it was reported, tie-ins have been arranged by both independent and chain tobacco, grocery and drug-stores for handling of several mil-

FIRST OUTINGS BOOKED

Lakewood Pyros Bolster Grosses

ATLANTA, Nov. 20.—Fireworks contributed to the biggest days experienced last season by Lakewood Park here, according to general manager E. Lee Carteron. Due to the restriction against local sales of pyrotechnics in this area the displays have a "tremendous appeal," he added.

Held on July Fourth and Labor Day, the fireworks displays were viewed by an estimated 37,000 persons. Helping the promotion along was a color photo cover on the magazine section of The Journal and Constitution.

Ride business during the year was off somewhat. Carteron estimated the decline as equal to the gross normally turned by the Greyhound, Lakewood's roller coaster. However, he said, during the annual Southeastern Fair held on the

park grounds the stationary rides did well, altho there was a sizable carnival midway in operation. Park rides during the run of the fair grossed \$2,000 more than during the same period last year, it was reported.

Games Bar an Issue

One of the situations which is due to be resolved soon is that regarding concession games. This issue erupted violently during the fair with all games being closed by the County Solicitor's Office. His ruling was that any game which gives a prize is a lottery. The park has been inoperative since that time but attempts are being made to clear the concession picture before next season.

Games and rides at the park are owned by approximately 10 local people who have been operating them on year-to-year contracts. The devices include a Carrousel, Caterpillar, Dodgem, Ferris Wheel, Fun House, Miniature Train, Moon Rocket, Octopus, Old Mill, Whip, Rock-o-Plane and three kiddie rides.

Carteron reported that the "future of Lakewood Park is somewhat indefinite at this particular time" and will be discussed very soon at a board of directors' meeting.

First Outings Booked

The past season saw the beginning of activities aimed at firms with sufficient numbers of employees to warrant company picnics, and several outings were secured. Folders were sent to all of these corporations in and around the city of Atlanta, illustrating and extolling Lakewood's features. Emphasized were free parking and picnic grounds, rides and games, fishing and availability of the 6,500-seat grandstand, with its mile-long clay track.

"Absolutely no charge is made in connection with the use of the picnic area facilities," a statement proclaimed. "No group is too large or too small. Kindly fill out the attached card (no postage is necessary) and let us know when to expect you."

Carteron said the response from schools, churches and companies was encouraging.

McKee's men have been at work revamping the Roller Coaster, giving it a periodic alteration of its dips. This changing in elevations, while retaining the ride's speed, McKee said, satisfies all of the park's old-time coaster customers who are familiar with the ride and who appreciate the variations.

Acquiring of two lots across Palisade Avenue, while distinct from the funspot's adjoining parking area, will provide space for 600 more cars daily. Free parking also goes with the gate fee.

Rosenthal said thousands of early-and-late-blooming tulips are in the park soil and the first of these should blossom in April, to keep the park in continuous color.

lion more tickets. On a targeted distribution of 15 million exchanges, Rosenthal said, he'll settle for a 2 per cent return at the gate—equal to a gross of \$150,000.

TV Spot Ads Slated

In addition to its newspaper, radio and outdoor advertising, including stepped-up use of 24-sheets, the park intends to use its first spot TV ads. Also in the works are bus cards for New York City surface transportation vehicles.

A good start was claimed on booking activities, with Ed LaRue and Bobby Paulson scouting outings and picnics under direction of Anna Halpin. Rosenthal said school tie-ins are lining up increased patronage for April and May.

Physically, there will be several innovations in style by designer Jack Ray, plus addition of a couple of new rides and some park remodeling by superintendent Joe McKee's crew. The new units will both be imports by Mickey Hughes, one to be a flat ride and the other a cage motordrome operating under canvas.

Remodeling will include building of a new fence for the Roto-Jet, designing animal decorations for the kiddieland, a new face for the Funhouse, replacing the Ferris Wheel bulbs with neon, building 15 cabanas above the pool sundeck with a season rental of \$100 contemplated for them, erasing of 90 feet of lawn in order to expand the layout of the 18-hole golf course, streamlining the Jet Plane ride's cars, widening the pool beach strip an additional 25 feet into midway territory, and restyling the crow's nests of lights around the pool.

New Lighting Scheme

Designer Ray is contributing a new color scheme and lighting scheme for the park structures, which he decked out in multi-shaded pastels last year. Whereas the building roofs were in blackness in the past, it was said, in 1955 there will be lights above the marquees. There will be three sets of neons, allowing for a different color to dominate each week. Ray is also restyling the batting

TRADE EXHIBIT SCHEDULE SET

CHICAGO, Nov. 20.—Hours during which the trade show of the convention of the National Association of Amusement Parks, Pools and Beaches will be open will be the same as last year, Secretary Paul H. Huedepohl said this week.

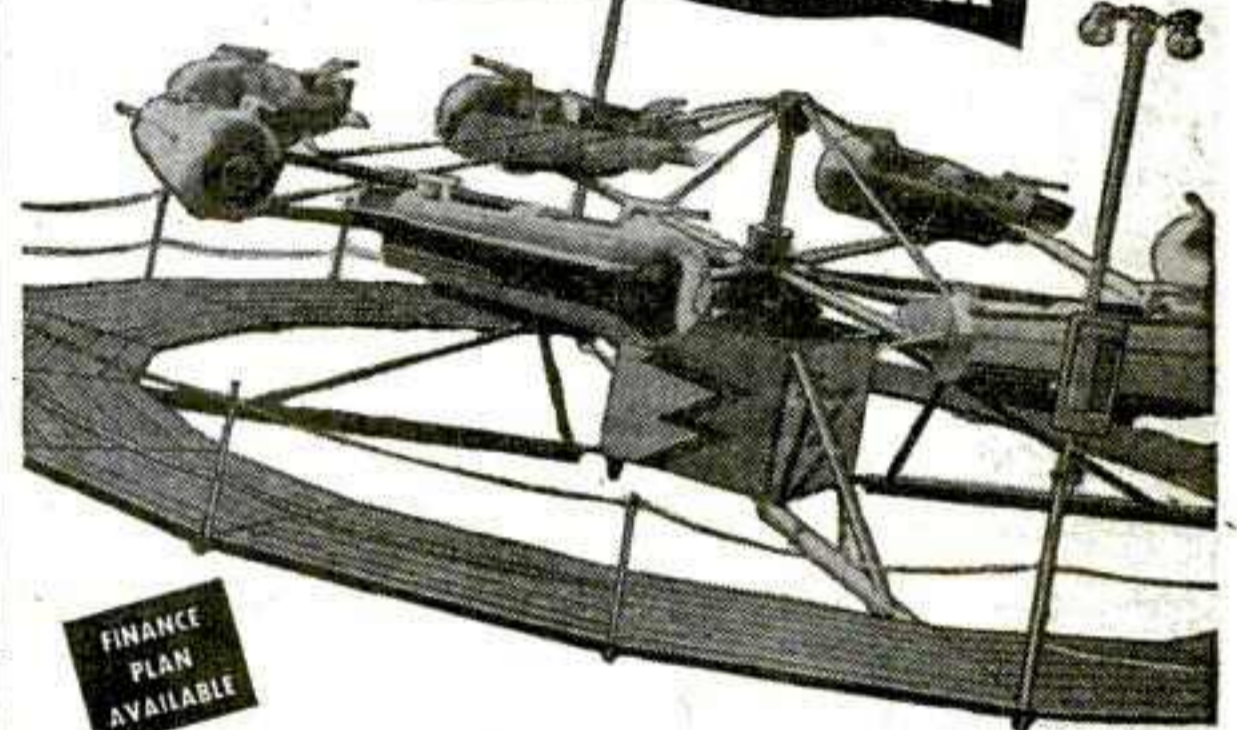
On Sunday (28) the show, at the Hotel Sherman, will be open from 10 a.m. thru 7 p.m. On Monday, Tuesday and Wednesday, the hours will be 10 a.m. to 12:30 p.m. and 3 p.m. to 7 p.m.

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Here's a gold mine for you... Allan Herschell's Sky Fighter. A sensation when introduced in 1952 and still a leading profitmaker at carnivals and parks. Youngsters can't resist the fascination of riding in one of the trim, high-flying jet fighters and "firing" the realistic crackling guns. With the aid of fluid drive, planes make smooth take-off. Then they are lifted 6½ feet into the air by an hydraulic mechanism. Kiddies soar, and so do profits.

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We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

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Phone: GR 7-0742, weekdays, 10 a.m.-5 p.m.

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MINIATURE ADULT TRAIN and Kiddie Rides. Want Auto, Tank or Sky Fighter by Allan Herschell. Send complete details, cash price.

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Regina Reaps Record \$85,861 Profit in '54

Ex Nets \$58,726 on Year's Business; To Construct New 62G Office Building

REGINA, Sask., Nov. 20.—Financial statement of the Regina Exhibition Association, approved by directors at a meeting Monday (15), revealed a net profit of \$85,861 on the summer fair, an increase of \$15,088 over 1953 and an all-time record.

Net profit on the year's operations was \$58,726. A gross profit of \$168,726 was reduced by items of \$10,000 appropriated by the events superannuation plan and \$100,000 set aside in the form of depreciation for purpose of future capital improvements.

In past years the annual surplus statement has not taken into account items of a capital nature but in the future an appropriation for this purpose will be deducted from the profit, directors decided.

Building Plans

Plans for next year include construction of a \$62,000 office building on the grounds, now under way; improvements to the racing plant, and improvements to the main gates, roadway and fences. Consideration is also being given to the possibility of building another livestock stable in time for the 1955 exhibition which would cost in the neighborhood of \$100,000.

The financial statement will be presented to shareholders at the annual meeting December 8.

Exhibition week revenue totaled \$297,778, against \$265,526, and expenditures reached \$211,917.

Gate receipts were \$67,418, an increase of \$25,534, and grandstand receipts, at \$72,111, were down \$7,053. Main gate tab this year was upped from 25 cents to 50 cents.

Horse Races Win

Revenue from the summer fair horse racing program was the highest on record, \$69,220 after provincial tax deductions. The figure was \$11,033 higher than last year. Race committee expenses were \$58,687, leaving a net profit of \$10,532, compared with \$12,747 in 1953.

A record net revenue was realized on rental of grounds and buildings, \$48,623, compared with \$38,910 in 1953. Rentals reached a high of \$83,844, up \$5,254 from last year, and maintenance costs were \$35,222.

Capital expenditures for the year ended September 30 totaled \$113,726. Biggest outlay was \$23,809 for installation of a totalisator and pari-mutuel changes. Hard-surfacing of the midway area cost \$22,303, portable sheep and swine pens \$15,021, and repairs to the Grain Show building, \$14,131. Other outlays were for an attractions platform, portable dressing rooms, race track resurfacing, racing judges' stand, grassing and fencing, grandstand entrance and turnstiles, washrooms in the mid-

way area and improvements to midway drainage.

Stadium Clicks

A profit of \$3,718 was recorded on operations of the Stadium, compared with several deficits in recent years, including one of \$1,775 in 1953. Junior hockey revenue was \$19,608 and senior hockey revenue was \$5,825. Skating revenue was up slightly and a profit of \$7,544 was shown on "Ice Cycles." The Stadium's revenue total for the year was \$46,493, expenditures \$42,775.

Losses of \$6,242 on the winter fair and \$1,105 on the harness race meet were recorded.

Cash on hand stands at \$104,742, liquid assets were listed at \$237,127 and the superannuation fund reserve is \$53,254.

Federal and provincial grants totaled \$34,321. Committee expenditures were \$17,164 higher than last year and \$2,978 higher than the 1954 budget.

E. P. Green Plans to Quit Calif. State

SACRAMENTO, Nov. 20.—E. P. (Ned) Green plans to resign his post as California State Fair & Exposition secretary-manager here, it was revealed by W. C. Wright, board president. Wright said that Green "will be with us for several months yet but he is planning to resign."

Rumors that Green would leave the post to which he was named in 1947 have been current since the fair run last September.

Green is presently on an extended vacation trip, which he scheduled during the fair. He told friends at the time that he wanted to take the trip so that he could be with his family. Green explained that during the summer when his children were out of school, he was busy preparing the fair and that he felt this was an ideal time to "visit" with them.

Green, before heading the State's event, was supervisor of livestock for eight years.

Arizona State Tabs 252,000 for Record

Ideal Weather Helps 'Ice Cycles,' Auto Races to Score Big Business

PHOENIX, Nov. 20.—The 10-day Arizona State Fair, with attendance figures still incomplete, set a new record of 252,000, according to George W. Blake, secretary-manager. To this figure are to be added the stubs from combination admission-show tickets sold over for "Ice Cycles" and the automobile races, the latter scheduled for the first Sunday (7). The fair closed last Sunday (14).

Weather was with the fair for the second time since 1933 with the entire run being without rain. The 1953 stand was the first without showers.

The exposition teed off with a ceremony honoring Arizonians who died in the 1941 attack on Pearl Harbor. At the same time the memorial was held here, Mrs. Blake, wife of the fair manager, dropped a wreath into the Pacific Ocean from the superstructure of the U. S. S. Arizona in Honolulu. The fair again displayed the battleship's \$30,000 silver service which was purchased with school children's donations.

Special Stadium

Blake said that "Ice Cycles" did "fairly well" in the stadium erected especially for it. He reported, too, that it was possible that the attraction would again play the fair next year. Edward I. Greenband, Salt Lake City promoter, handled the icer.

It was the tickets for this attraction that delayed the final attendance count. Greenband reported a \$12,000 advance sale. Combination tickets, which added 25 cents for front gate admission, were sold. The adult admission was 75 cents. A final count of these stubs is expected to raise the attendance several thousand.

The free show on the Plaze stage was booked by Newton (Carolina) and Jo Brunson of the Hollywood Theatrical Agency for the fourth straight year. The cast included Dr. Giovanni, the Continentals, Carsony Bros., Los Gatos Trio, Marian Rankin Dancers and Phil Arden and his music. Opening Thursday (11) for the final four days as an added attraction was Dick Contino.

The Kings and Queen of the Air were a twice-daily attraction, working on a wire extended from the grandstand along the Mall to a point directly behind the theme structure. This year Lil' Dudette was the theme.

"Dancing Waters," the unit directed by Alfred Osborn, pulled satisfactory crowds. It was located to the right of the main entrance.

Crafts 20 Big Shows were featured on the midway for the ninth year.

Barton, Vt., Sets '55 Dates

BARTON, Vt., Nov. 20.—Stockholders of the Orleans County Fair at their meeting here received gratifying reports of the 1954 showing which indicated a successful event and a healthy financial condition. Earl Hackett, re-elected president, announced that the 1954 fair would be a four-day event, August 18-21. Also re-elected was Mildred Baker, secretary. Committee chairman will be announced later.

No definite commitments for 1955 were disclosed, indicating that the management will shop around for new attractions before making any deals.

Calgary Buys More Property

CALGARY, Alta., Nov. 20.—Calgary's old steam power plant building and a city stores structure have been sold to the Calgary Exhibition and Stampede for \$100,000, to be paid over a 10-year period. The board has not indicated what it will do with the land and buildings but it is expected the stores building will be taken down to provide more parking space and, later, for the steam plant itself.

Huron Board Moves To Get 200G Armory

HURON, S. D., Nov. 20.—The South Dakota State Fair has thrown its support behind plans to build a National Guard Armory on the fairgrounds here, a project that could cost up to \$200,000.

The board adopted a resolution appropriating up to \$50,000 as its share of the project. Under a 25-75 per cent federal government financing arrangement, a \$200,000 building thus would be provided if the entire \$50,000 was used. The project, which would include a main armory structure and a smaller motor pool building, would be used primarily for the National Guard but would be turned over to the fair each year to accommodate 4-H Club activities. Plans are to complete the armory in time for next year's fair.

The resolution requested the State engineer's architect to draw up preliminary plans, which will be subject to the approval of the State adjutant general of the National Guard. It is planned also to have a conference between fair officials, the Guard and the State 4-H Club department to inspect the plans and make recommendations for any proposed alterations.

In 4-H Area

The new structure would be located in the main 4-H Club area between the new dormitory-auditorium and the main 4-H livestock building. The main structure would be approximately 110 by 50 feet. A garage building would be 90 by 110 feet and would be cleared out during the fair.

The board also considered several other building projects. The State engineer was asked to draw up plans as the basis for cost estimates for a new administration and

office building, a new concessions office and improvements to the grandstand to provide office space and concession booths under the stands.

Attraction-wise, the board signed the Art B. Thomas Shows to provide the midway attractions at next year's fair, but deferred action on other attractions until the Chicago meetings.

The board voted to close the fair gates to the general public on the Sunday preceding the opener. This action was taken as the result of complaints by exhibitors and concessionaires who said the crowds hampered setting-up operations.

Mitchell Resigns As Manager at Vallejo, Calif.

VALLEJO, Calif., Nov. 20.—Roy F. Mitchell, who served as manager of the Solano County Fair Association and also county controller, has asked the fair board to accept his resignation at the expiration of his contract December 20. Plans are underway for the naming of a new fair manager.

Following Mitchell's announcement that he was not interested in either post, the fair board asked A. E. Snider, chief of the Division of Fairs & Expositions in Sacramento, for recommendations. A committee was also named by Edwin B. Pierce Sr., president, to seek applicants, who will be interviewed Wednesday (24).

Tentative dates for the fair have been set for July 11-20. However, the board is seeking to have the event run thru two weekends. A meeting with the State Racing Commission is planned in the hope of ironing out the schedule.

George E. Kelly Succeeds Hernon At Pittsburgh

PITTSBURGH, Nov. 20.—George E. Kelly, former director of county parks here, has been named director of the Allegheny County Fair. He succeeds the late John L. Hernon, who served in that capacity for eight years.

In his park position, which he left in 1947, Kelly headed up the big South Park shows from 1939 to 1941.

Altho the fair job formerly paid \$6,500 a year, the county commissioners said they were considering increasing the salary.

Asheville, N. C., Elects Smith Prez

ASHEVILLE, N. C., Nov. 20.—G. Burwell Smith has been elected president of October Fair, Inc., for 1955. October Fair, Inc., produces the annual Buncombe County Intermountain Agricultural Fair. Morris McGough is the retiring president.

Other officers elected were C. P. Books, of Enka, first vice-president; Mrs. John Pittillo, of Cane Creek, second vice-president; Art T. Kennan, of West Asheville, third vice-president, and Hal Bird, of Beavertown, secretary-treasurer.

No. Illinois Assn. Renames Carter

KANKAKEE, Ill., Nov. 20.—Wayne Carter, of Mazon, was re-elected president of the Northern Illinois Association of Fairs at the organization's annual meeting here Sunday (14). Ray Swanson, Knoxville, was renamed secretary.

Present at the confab, where timely subjects were discussed, were 75 representatives of Illinois fairs at Warren, Mazon, Princeton, Henry, Sandwich, Peotone, Knoxville, Lincoln, Melvin, Pecatonica, Monee and Kankakee.

Attraction firms represented were Boyle Woolfolk Agency, Barnes-Carruthers Theatrical Enterprises, Jimmie Downey Agency, Regalia Manufacturing Company, McKimley Rodeo, Selby Rodeo, WLS Artists Bureau, Johnson Sound Service and National Racing Affiliates.

FAIR ASSN. MEETINGS

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-23. Emery Boucher, Exposition Park, Quebec, secretary.

Oregon Fairs Association, Multnomah Hotel, Portland, November 29-30. Mrs. Leon S. Davis, 227 E. Washington Street, Hillsboro.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 29-December 1. Frank Kingman, Winston-Salem Fair, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 6-8. C. S. Miller, Tipton, Ia., secretary.

Western Fairs Association, San Carlos Hotel, Monterey, Calif., December 6-8. Louis S. Merrill, 2500 Stockton Boulevard, Sacramento 17, general manager.

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

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 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.

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

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 15. James T. Hetzer, 307 Bank Arcade, Huntington.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Henry Grady Hotel, Atlanta, January 17. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Alta., January 17-19.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, (Continued on page 73)

IAFE Convention Program

Hotel Sherman, Chicago

Monday, November 29

- 9:30 a.m.—International Motor Contest Association, Bal Tabarin Parlors. President R. H. McIntosh presiding.
- 11:00 a.m.—Middle West Fair Circuit, Bal Tabarin Parlors. President Glen B. Boyd presiding.
- 12:00 noon—Fair Women's Affiliate Association Luncheon Meeting, Room 106. Mrs. Charles W. Green, president, presiding.
- 5:00 a.m.—Cocktail Hour, Bal Tabarin, open to fairmen and their wives.

Federation of State and Provincial Association of Fairs
Jade Room

- 10:00 a.m.—Roll call, J. C. Bartlett, secretary. County Fairs and Their Relationship to IAFE, J. C. Huskisson, Florida State Fair. Entertainment at County Fairs, Harold C. Pederson, Minnesota Federation of Fairs. Buildings and Master Plans for County Fairs, Gaylord R. Lewis, Findlay, O. Keeping Abreast of Changing Times, Harry B. Kelley, Michigan Association of Fairs.
- 2:00 p.m.—Bigger and Better Machinery Exhibits, Everett Erhart, Kansas Fairs' Association. Open discussion, report of audit committee, report of nominating committee, election of officers.

Tuesday, November 30
IAFE SESSIONS
Bal Tabarin

- 10:00 a.m.—Committee reports, reading of the minutes of the 1953 meeting. President R. H. Intosh presiding. Creating a Top Cattle Show With Local Support, Glenn Ward, vice-president, Farmers and Merchants Bank, Tulsa. Religious Programs as Part of a Modern Fair, Joseph Monour, Louisiana State Fair. Open discussion on grandstand show problems. European Fairs, George A. Hamid, New Jersey State Fair.
- 12:00 noon—Past President's Club Luncheon—Bal Tabarin Parlors. Leon H. Harms presiding.
- 2:00 p.m.—Our New Women's Building, James H. Stewart, State Fair of Texas. There's Never a Dull Month, Theodore Rosequist, California State Fair. Antique Auto Exhibits, Willard M. Masterson, Wisconsin State Fair. Farm Machinery Exhibits, Harry J. Frost, Minnesota State Fair. Special Events Clinic—L. Doc Cassidy, Kentucky State Fair, chairman; Lloyd B. Cunningham, Iowa State Fair; J. C. Huskisson, Florida State Fair; Glen B. Boyd, Ozark Empire Fair; Andrew C. Hanson, All Iowa Fair; Willard M. Masterson, Wisconsin State Fair.

Wednesday, December 1

- 10:00 a.m.—Harness Racing Today, Al Ahrens, U. S. Trotting Association. Open discussion of fair problems. Women's Clinic—Mrs. Carolyn Holloway, Indiana State Fair, chairman; Mrs. Margaret Moore, Piedmont Interstate Fair; Mrs. Ruth Steva, Ohio State Fair; Mrs. Moxie Mulrooney, Saginaw Fair.
- 2:00 p.m.—Effective Handling of the Arts at Fairs, Dr. Dudley C. Watson, Art Institute of Chicago. Today's Exhibition Techniques, Daniel MacMaster, Director of the Museum of Science and Industry, Chicago. Our Outdoor Theater Center of Special Events, V. Ben Williams, Pacific National Exhibition. Showmanship, John W. Leahy, Danbury Fair. Report of resolutions committee and election of officers and directors.



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THE INDIANA STATE FAIR

will receive and consider proposals on December 15-16 at 10:00 A.M., in the Administration Building, State Fairgrounds, Indianapolis, for Carnival, Thrill Show and Grandstand Shows for the 1955 Indiana State Fair.

KENNETH F. BLACKWELL
Secretary-Manager—Indiana State Fair

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THE MAN WHO CAN EAT DRY ICE Professor Hawk
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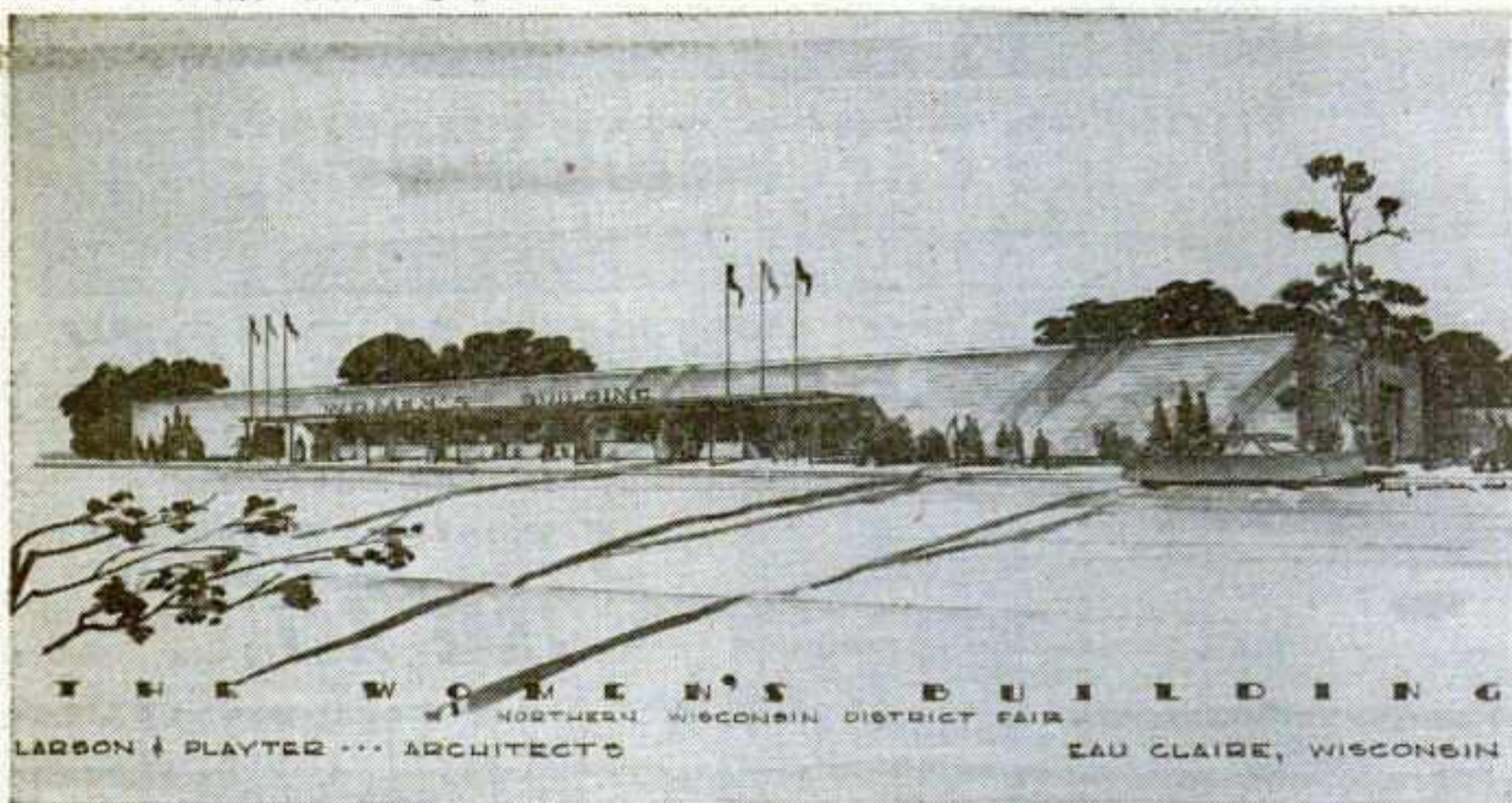
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Best equipment. Now booking 1955 outdoor events.
JOHN W. DUTTERA
R. 4, Gettysburg, Pa.

See Sutton, Farnham As Top Candidates For Detroit Post
DETROIT, Nov. 20.—Appointment of a successor to James M. Hare as manager of the Michigan State Fair is intriguing local political commentators, with leading candidates indicated as Paul Sutton, a radio and television actor, and William Farnham, who has been a member of the fair's board of managers for some time.

Hare meantime remains in his post, which he is expected to resign to assume the post of secretary of state on January 1, following his election two weeks ago. Indications are that a definite appointment may not be made until mid-December.

Bill Wynn Named Memphis Manager

MEMPHIS, Nov. 20.—G. W. (Bill) Wynn Monday (18) was named manager of the Mid-South Fair, moving up from the post of assistant manager in charge of the midway and concessions. As manager, he succeeds Martin Zook.
Other officers elected were Perry Pipkin, president; R. A. (Dick) Trippier, first vice-president; Walter Dilatash, second vice-president; Leonard Dille, secretary, and Hal George Sr., treasurer. Diller, who served as fair secretary during the past season, will continue in that position for 60 days until the executive committee of the fair picks a permanent secretary.



THE NORTHERN WISCONSIN District Fair, Chippewa Falls, will concentrate all its women's activities in the above building in '55. The brick structure, 58 by 240 feet, will be windowless, be covered by an all-steel roof and will be finished in bright hues, a departure from the annual's traditional white color scheme. Building is scheduled for completion in time for next year's run.

Chippewa Falls Plans New Women's Building

CHIPPEWA FALLS, Wis., Nov. 20.—The Northern Wisconsin District Fair will bow a new Women's Building for its '55 fair, the board announced this week. The structure, 58 by 240 feet, will be constructed of Waylite blocks, with an all-steel roof.

There will be no windows and the structure will be ventilated artificially. Only nine posts will be used to hold up the roof and the interior and exterior will be in color, a change from the traditional white of most of the fair's buildings. A front canopy extending 20 feet from the building and covering about half of its length is planned for eight 10 by 12-foot booths.

The addition of the new structure will provide room for expansion of the Women's department, fair officials pointed out. New exhibits already planned include antiques, hobbycraft and an art de-

partment. Other departments that will occupy space in the structure are domestic arts, including all needle work and the culinary exhibits. The interior will include

22 booths devoted to commercial displays slanted toward the homemakers.

The fair next year will be held August 2-7. Officers for '55 are H. A. White, president; Dr. F. T. McHugh, vice-president; R. B. Hanson, treasurer, and Archie Putnam, secretary-manager.

Fair's amusement committee will sign its attractions at the Chicago conventions.

PARADE CLICKS

Volunteer Firemen Pull Top Turnouts

NEARLY 10,000 men, women and youngsters hit the fairgrounds outside Trenton when the New Jersey State Fair holds its annual volunteer firemen's parade and competition. The promotion has grown from a modest beginning in 1940 to where more than two hours are required for all of the assembled equipment and marching organizations to be viewed by the public.

Held on the Saturday night before the fair's closing, the big event's preliminary work begins as early as the spring when applications are distributed to virtually all volunteer fire organizations in the State. The resultant event has, as in the case of its 1953 running, more than 3,000 men, women and children participating, as well as 104 pieces of apparatus and 22 bands and drum corps. To top this off were nearly 7,000 persons who filled the main grandstand and overflowing onto the track apron. Spectators pay to see both the parade and ensuing revue, but there is liberal use of free admissions to the firemen and their families and associates. What it all amounts to is a spirited night of competition which has strong interest for all who attend, plus a Saturday night upswing in midway business as the throng spills out of the grandstand area when the festivities and revue are over with.

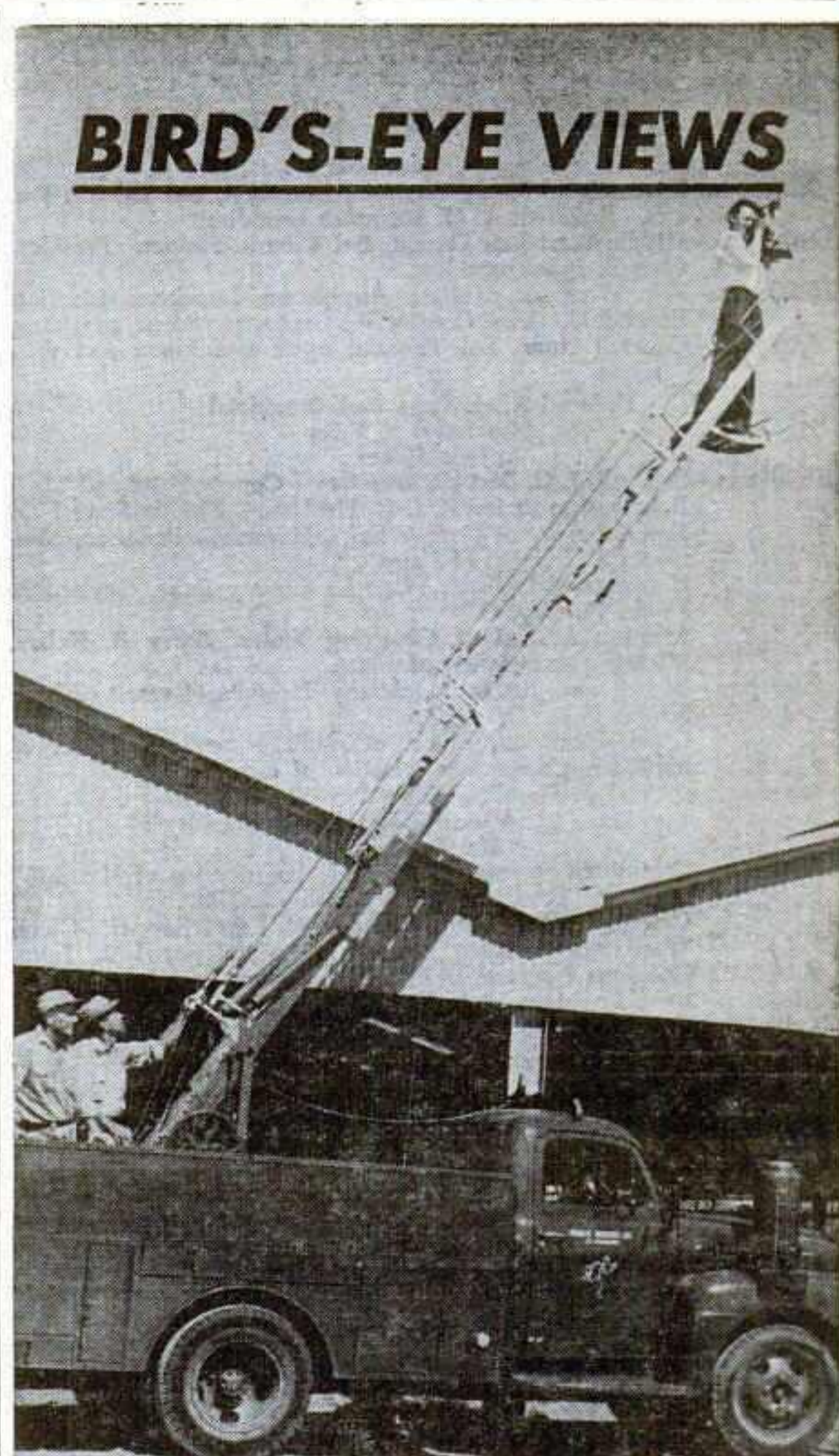
\$1,500 Parade Budget
Trophies, of which there are

usually 25 to 30 awarded, account for about \$400 of the \$1,500 budget the fair sets aside for its parade. In addition there are cash prizes totaling \$750, and the remainder is used for advertising and other promotional expenses. The entire event is managed by a committee chosen by the Mercer County Firemen's Association. Judges include prominent and trustworthy members, usually with rank of colonel or general, plus other people who have outstanding records as parade judges. A group of military brass from several Jersey military reservations have box seats for the parade every year.

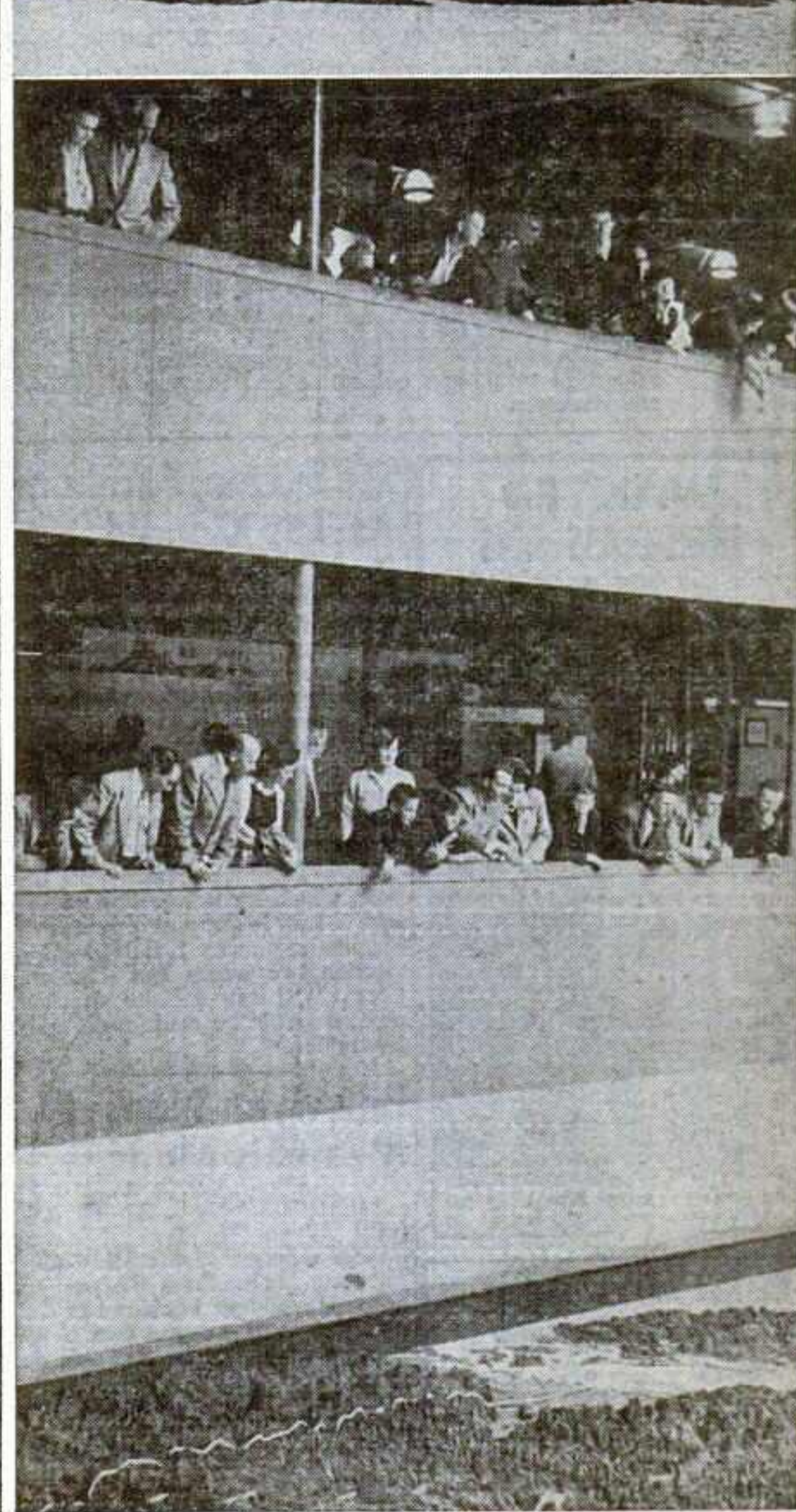
Where the entry does not have its own marching music, this is provided by the band which plays for the grandstand show. Prizes are awarded in many categories in order to encourage the fire outfits to re-enter year after year, thus perpetuating their night at the fair. It is not uncommon, either, for American Legion and scouting organizations to participate in the marching, for this also attracts many more family groups to the grounds.

Among the classes in which trophies and cash prizes are awarded are: Best-appearing company with most members in line, best auxiliary, company coming the longest distance, best company no matter how many in line, best band, best comic presentation, best drum and bugle corps, best uniformed company, most novel presentation, best precision marching, and several other categories. A new award was conceived in 1954, the George A. Hamid Trophy, in honor of the fair's president.

It was back in 1940 that the local firemen discussed with Hamid the possibility of holding a parade as one of the fair features. The event is now a fixture on the annual State fair program and not only is the basis for widespread interest thruout the State, but also serves the purpose of bringing thousands more admissions to the grounds on the closing Saturday night.



BIRD'S-EYE VIEWS



A new twist, enabling a photographer to get the right angle on a picture, was employed by the 1954 Tulsa State Fair when it enlisted the aid of a portable ladder from an Oklahoma utility company. The ladder proved extremely popular with visiting news photographers. Patrons of the Pacific National Exhibition, Vancouver, throng the balconies to get a bird's-eye view of the world's largest base relief map, 80 feet square, depicting British Columbia.

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BUY AND USE
CHRISTMAS SEALS
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One of the most unusual meetings held at the 1954 State Fair of Texas by various groups and organizations was a stockholders' meeting. Texas Industries, Inc., one of the nation's largest producers of lightweight concrete aggregate building material, had the biggest turnout it has ever had for a similar stockholders' meeting. Ralph B. Rogers, president of the company, urged other companies to hold stockholders' meetings at the fair. Stockholders came to the meeting from as far away as Philadelphia. After the meeting in the Directors' Room of the fair's Electric Building, luncheon was served, after which stockholders were taken on a guided tour of the company's exhibit in the General Exhibits Building. Among the newspapers which covered the meeting was The Wall Street Journal.



W. R. (BOB) COLLETTE, new president of the Oak Rubber Company, Ravenna, O., is at left in top picture with John W. Shira Sr., outgoing president, following the purchase by the Collette family of the Shira family interest in the firm. Below (l. to r.) are George F. Reed, the firm's production manager; George Hampton, advertising-product development manager, and C. W. MacDowell, sales manager, who continues in that post, with the added responsibility of the firm's secretary.

REVUE FORMAT OKAY

Freshness Labeled Grandstand Tonic

NEW YORK, Nov. 20.—Night grandstand entertainment offered fairs by bookers will remain unchanged in format in 1955. But new effort and fresh money will go into the revue productions to enhance their appeal and build their drawing power.

There is nothing wrong with the revue-type format, the bookers say. Furthermore, it is the only feasible format to fit the unique restrictions of fairs.

Across the nation this year there was a general decline in night grandstand show business. A number of fairs managed to hold their own. A few managed to increase attendance and grosses.

With this in mind two of the nation's leading talent suppliers, George A. Hamid of the New York agency bearing his name and Sam Levy, of the Barnes & Carruthers agency, Chicago, met here this week. They will continue to offer the spectacular revue-type entertainment as feature fare in their respective territories. They will, however, turn to Hollywood, the Broadway stage and television for bolstering scenes.

Format Is OK

There is nothing wrong with the format, Hamid says. The shows

have been tailored to fit the limitations of fairs which have no sky hooks, they mostly differ in every physical detail involving show presentations, and have to rely on local crews without rehearsal time and short experience.

Of prime importance, Hamid says, is the fact that these "plus" extravaganzas are geared for family entertainment at popular prices which are within the reach of virtually all fairgoers. A \$3 fee at the mighty Minnesota State Fair, one of the best on the Barnes-Carruthers circuit, would kill the night presentation there, in the opinion of the bookers. Hamid says the same of the Central Canada Exhibition, Ottawa, one of the Eastern events with a solid grandstand following.

The search for new talent and features is constant. At least two offices, one with a view to embellishing a package offering to the Canadian A Circuit of fairs, have

sought the June Taylor Dancers, a line proficient in novelty numbers and made famous by its regular appearance with the Jackie Gleason show.

Spectacular Effects

Grandstand revues have not been lacking in novel and spectacular entertainment, Hamid points out. Thru the years his units have featured everything from disappearing water ballets or stage to ice shows on portable rinks. It is this, he says, that makes the production job tougher; the need to surpass the great efforts of prior seasons.

Knowing that the best job ever has to be done this year to spark the interest and enthusiasm of buyers, the Hamid organization this year is working on production plans earlier than ever before. Hamid, his son George Jr., Doc Howe of the Fanchon & Marco office, Flo Kelly and Gae Foster, the line specialists, huddled this week.

Hollywood apparently got the nod as the principal supply depot. A number devised by Gae Foster for Betty Grable in "Pin-Up Girl" will be cut down to grandstand size. Howe has been commissioned to comb Hollywood for original props. A feature will be a flight of endless stairs in the background (Continued on page 90)

FAIR ASSN. MEETINGS

Continued from page 70

Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin Green, P. O. Box 776, Hickory, secretary.

Illinois Association of Agricultural Fairs, St. Nichols Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera G. McQuilkin, P. O. Box 254, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A. Carey, 247 Hackett Boulevard, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair-Managers' Association, Little Rock, February 7-8. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fair-Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.



JOHN S. GILES, president of the Reading (Pa.) Fair, has been named president of the Pennsylvania Motor Federation, official State-wide organization of all AAA motor clubs in Pennsylvania. He succeeds Andrew J. Sordani, Pennsylvania secretary of commerce, who recently was elected president of the American Automobile Association.

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(“A” Circuit)

S. N. MacEachern, President
Saskatoon, Sask., Canada

Mrs. Letta Walsh, Secretary
Saskatoon, Sask., Canada

Place: Fort Garry Hotel, Winnipeg, Man., Canada.
Time: January 17th, 18th and 19th, 1955.

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Showmen Hit N. Y. For NSA Fest Week

Two Banquets, Testimonial Slated; McKee and Isser Due to Be Honored

NEW YORK, Nov. 20.—Gotham-bound showmen are arriving in numbers for the National Showmen's Association's festive week which has on the schedule two banquets and a gala open house affair. Highlight of the year's social activities will be the Thanksgiving Eve (24) annual banquet in the grand ballroom of the Hotel Astor.

Also on the schedule is tomorrow's testimonial dinner in the Park Sheraton Hotel, honoring past president Phil Isser and current President Joe McKee, and Tuesday's (23) festivities in the clubrooms at 317 West 56th Street.

Traditionally a big night with plenty of humor slung around and top name talent on display, the Astor affair will not suffer any let-down this time. Several acts have

already been committed to the program and confirmation of others plus a toastmaster will be coming in up to the last minute, as in the past.

Gale, LaRosa, Martin Set

Definitely set for the big affair are singers Julius LaRosa, Sunny Gale and Tony Bennett, and Leon and Edna, hand to hand act. Thru last night it looked as tho the Ray McKinley band would provide the music.

There will be no skimping on entertainment at the testimonial, either, with five acts and a band booked in. Al Rickard in co-operation with the Hamid office is handling the booking. Set for the testimonial are Burke and Hallow, taps and acrobatics; Senor Cortez, troubador; Martin and Florenz, puppeteers; Benny Meroff with Kathleen McLaughlin, comedy instrumental, and the Four Whirlwinds, skating act. Nick Francis' band will play for dancing.

Tuesday's open house will be a three-section event, opening at 8 p.m. with memorial services for departed members of the NSA and its Ladies' Auxiliary, following which the annual award activity will be held and, lastly, the festivities. Chaplains Louis (Dada) King and Flo Thompson will preside over the services for the 11 men and five women who passed away during the year, and club counsel Sidney Levine and physician Jacob Cohen will speak. The women are giving a bouquet of flowers for the services.

Over 800 for Banquet

There are 75 tables charted for the Astor banquet, each seating 10 persons, and the dais will seat 30. Altho late reservations have become the rule in recent years, indications are that all tables will be filled—McKee himself has sold 26 tables—and that there will be others set up in the balcony, guaranteeing a least 800 diners.

For the Park Sheraton banquet and dance tomorrow, there have been 200 diners guaranteed to the management and this total will easily be met.

At last Wednesday's (17) NSA meeting close to \$7,000 had been raised toward the 14 prizes to be awarded at the open house, a sum generally equal to that of recent years. There were several members yet to be heard from, however, and the total is expected to soar generously as the date grows closer.

There will be no handing over of gavels at the Astor, since the club elections will not be held until after the banquet.

Patty Conklin To Emcee PCSA Banquet-Ball

LOS ANGELES, Nov. 20.—J. W. (Patty) Conklin will be the toastmaster at the annual Pacific Coast Showmen's Association banquet and ball here December 14, J. Ed Brown, co-chairman, announced. The event will be held in the Gold Room of the Biltmore Hotel and partly conclude the club's winter calendar.

Steve Vaughn, chairman of the banquet and ball committee, reported to the membership at the regular Monday night (15) meeting that tables were being sold with only a few left. He again suggested that those planning to attend apply early for reservations.

Vaughn met with Walter Trask, of the Trask Theatrical Agency, Wednesday (17) to discuss the show that will be presented. A tentative outline had been previously submitted.

A list of committees and members is now being prepared.

Conklin will arrive on the Super Chief the morning of December 12 and is expected to attend the memorial services that Sunday afternoon at Showmen's Rest. He will also attend the President's Party on Monday in the clubrooms and then the banquet. Conklin will return East on Wednesday and leave almost immediately on a round-the-world trip, Brown said.

Phoenix Gross Up For Orville Crafts

PHOENIX, Nov. 20.—Crafts Shows, including the Crafts 20 Big Shows and Crafts Exposition Shows, closed their season here at the Arizona State Fair Sunday (14). O. N. Crafts, the shows owner, reported business 10 per cent over last year.

Crafts declared that the top money-making ride on the midway was the Round-Up with the Skooters and Tilt-a-Whirl coming second and third. In the show line-up, top gross revenue was garnered by the Cliff Younger-Edythe Sterling attraction, Yvonne and Yvette Jones, the Siamese Twins joined head-to-head. Second money went to George (Red) White's Snake Show.

Cliff Younger recently signed a contract with the Jones Twins' guardians for display rights. The

deal was approved by the Los Angeles Superior Court.

Crafts featured 20 major and 12 kiddie rides, 10 shows and 130 concessions. All of the rides were owned by the show with the exception of the Velare Rotor.

The Velares, Elmer and Curtis, brought in their second portable Rotor for debuting here. However, the ride was late arriving, missing the first three days during which the fair gets about 50 per cent of its total attendance. While no grosses were revealed, the run was reported financially successful in addition to indicating pulling power of the device at Western fairs.

Crafts returned the equipment used here to North Hollywood, Calif., for the winter. Shows open early in the year, generally at the Carrot Festival in Holtville, Calif., in February.

Evie Belew Leads in SLA Queen Contest

Committee Selects Five Finalists As Race Nears End

CHICAGO, Nov. 20.—Contestants in the Showmen's League of America contest to select Miss Outdoor Show Business of 1954 entered the homestretch this week closely bunched, Charles Zemater Sr., chairman, announced this week.

As of the November 15 deadline, when the contest was narrowed down to five semi-final contestants, Evie Belew, of Royal American Shows, led the race. She was closely followed by Joy Purvis, of the Gooding Amusement Company, who picked up several thousand votes since the last tally, October 15.

Runners-Up

Mrs. William T. Collins, of the William T. Collins Shows, moved into third place, followed by Ann Rice, of the Amusement Company of America. June Reynolds, World of Today Shows, moved into the top five in the final days of the race.

Winner in the contest, along with the four runners-up, will be presented at the League's 42d annual banquet and ball to be held December 1 in the Hotel Sherman.

Miss Outdoor Show Business of 1954 will be crowned in an elaborate ceremony to be staged under the direction of Sam J. Levy. A trip to Hollywood for two, plus merchandise prizes and a trophy will be awarded the queen. The other four semi-finalists will also receive merchandise gifts and trophies.



Five finalists in the contest, sponsored by the Showmen's League of America, to pick "Miss Outdoor Show Business of 1954," and their current standings are: Evie Belew, Royal American Shows, leading (left, top row); Joy Purvis, Gooding Amusement Company, second (right, top row); Mrs. William T. Collins, William T. Collins Shows, third (left, second row); Anne Rice, Amusement Company of America, fourth (right, second row), and June Reynolds, World of Today Shows, fifth.

Hot Springs Assn. Dedicates 60G Home

HOT SPRINGS, Nov. 20.—The Hot Springs Showmen's Association this week dedicated its new \$60,000 clubhouse here as part of a week-long program of social events that included open house and a banquet and ball.

Formal dedication of the building was held Monday evening (15) with Mayor Floyd Housley delivering the address of welcome. Other speakers included Paul Olson,

president of the association; Mrs. Carolyn Holt, auxiliary president, and Mrs. Harry Hennies, nominee for the '55 presidency of the Ladies' Auxiliary. Harry Hennies, chairman of the building committee, presided.

Open house for the public was held Monday evening, while Tuesday night an open house for members and honorary members was held.

Banquet-Floorshow

The big banquet and ball Wednesday night had J. W. (Patty) Conklin as toastmaster. Floorshow included McQuaig Twins, Quintetto Allegro, Candi Candido, Dolly
(Continued on page 78)

SLA SCHEDULES BUSY PROGRAM

CHICAGO, Nov. 20.—The Showmen's League of America will have its usual busy schedule during the week of the outdoor meetings here. Open house for members and friends will be held in the clubrooms November 25 thru December 4.

Other scheduled events follow:

Sunday (28)—Annual Memorial Services, Bal Tabarin, Hotel Sherman, 1:30 p.m. President's Party, Grand Ballroom, Hotel Sherman, 7:30 p.m.

Monday (29)—Annual Meeting and election of officers. Clubrooms, 54 West Randolph Street. Polls open 2 p.m. to 6 p.m.

Wednesday (1)—42d Annual Banquet and Ball, Grand Ballroom, Hotel Sherman. Reception 6:30 p.m. Banquet 7:30 p.m.

Thursday (2)—Regular meeting and installation of officers, Crystal Room, Hotel Sherman, 8 p.m.

Wm. T. Collins Adds to Fairs; Inks Spencer, Ia.

Signing to Extend '55 Route; Dates In South Are Eyed

SPENCER, Ia., Nov. 20.—The William T. Collins Shows this week added another fair, the Clay County Fair here, to its 1955 fair route.

The Collins show as a result will be out longer than in any recent year, the dates for the fair here being September 12-17. Heretofore, the Collins Show has closed with the wind-up of the Nebraska State Fair at Lincoln a week earlier.

Owner Collins indicated that his show's fair route may be extended still further, as he is currently eyeing some possible fair dates in the South.

Krekos Inks 3-Year Pact at Sacramento

SACRAMENTO, Nov. 20.—West Coast Shows will play the midway of the California State Fair & Exposition here for three years starting in 1955. The contract was awarded the Mike Krekos organization by the board of directors at a meeting Thursday (18).

The letting of the midway contract for three years is in keeping with the trend of the fair's deals and as a spokesman declared, to build the quality of participants.

West Coast Shows, which included West Coast Shows and West Coast Exposition Shows, played the midway in 1954 for the first time.

The contract was awarded the

organization on the basis of its bid for 11.11 cents per capita with a minimum guarantee of \$86,000. The show was successful over Crafts Shows with a 12.25-cent and Frank W. Babcock United Shows with a 12-cent on a per capita basis.

Bobby Cohn, general representative for the show, stated that the State Fair contract sets up the organization in a strong position. He added that West Coast now has three-year contracts to play, in addition to the State Fair, Kern County Fair, Bakersfield; Monterey County Fair, Monterey; Yuba-Sutter District Fair, Yuba City; Napa District Fair, Napa, and Multnomah County Fair, Gresham, Ore.

SLA Yule Party Set For Dec. 19

CHICAGO, Nov. 20.—The Showmen's League of America ninth annual Christmas party for underprivileged children will be held December 19 in the Assembly Room of the Hotel Sherman, Al Sweeney, chairman, announced. Upward of 200 children will be entertained at the event, he said.

Sweeney announced the following committees would handle arrangements. Gifts: Solly Wasserman and Tom Sharkey. Entertainment: Charles Zemater Sr., and Sam Levy Jr. Checking: Mr. and Mrs. Louis Berger. Transportation: Leonard Sachs. Press: Herb Dotten and Nat Green.

Assisting the chairman will be Hy Neitlich, Chick Bohden, Jimmy Stanton, Max Brantman, Oliver Barnes, Manuel Blasco, Jimmy Campbell, Sam Arenz, Mickey Blue, Hank Shelby, Henry Polk, Andre Dumont and Jack Duffield.

Members of the League's Ladies' Auxiliary and Caravans, Inc., will assist in the distribution of refreshments. A two-hour show is planned.



TICKETS FOR THE Pacific Coast Showmen's Association banquet and ball in Los Angeles on December 14 are going fast. Here Steve Vaughn (left), banquet and ball chairman, chalks up another big sale with Orville N. Crafts (right) reserving several tables. Frank Warren (center), manager of Crafts 20 Big Shows, smiles approval of the deal that will bring Crafts' personnel and friends together at the event in the Gold Room of the Biltmore Hotel. Vaughn said that other shows will also be well represented.

Troupers Nominate Alex Freedman for '55 President Role

LOS ANGELES, Nov. 20.—Alex Freedman has been nominated as president of Regular Associated Troupers here. Election will be held December 9 and installation on New Year's Eve.

Others on the ticket include Myrtle Hutt, first vice-president; Steve Vaughn, second vice-president; Elsie Kennedy, third vice-president; Max Kaplan, fourth vice-president; Nancy Meyer, treasurer, and Helen Brainerd Smith, secretary.

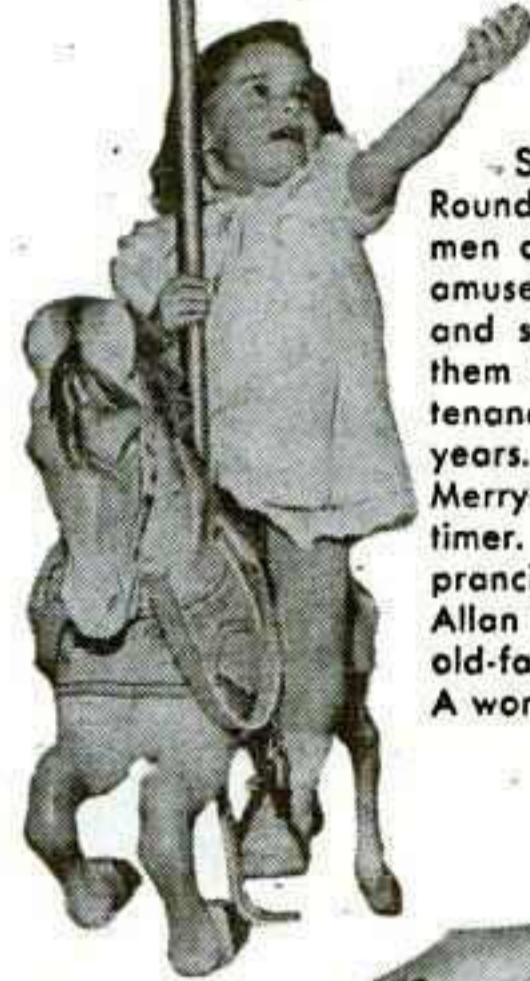
Lucille King was chairman of the nominating committee.

Art B. Thomas Shows Contract Huron Fair

HURON, S. D., Nov. 20.—The Art B. Thomas Shows, based at Lennox, S. D., this week were awarded the midway contract for the 1955 South Dakota State Fair, Huron.

The fair is a new one for the show. For it, its two units will be merged to provide a line-up of 16 rides and 10 shows, Bernard Thomas, general agent, said.

Once Around is Never Enough



Since 1880, Allan Herschell Merry-Go-Rounds have been the choice of carnival men and park operators because no other amusement device has such enduring appeal and steady profits. Allan Herschell builds them better, to last longer, with less maintenance. Many have been in service for 40 years. Five different sizes, including a Kiddie Merry-Go-Round, all with fluid drive and timer. Gay, colorful decorations... sturdy, prancing horses painted by Allan Herschell artisans... old-fashioned band music. A wonderful investment!



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(Cash for 25 Wheel.)

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In 50 Years

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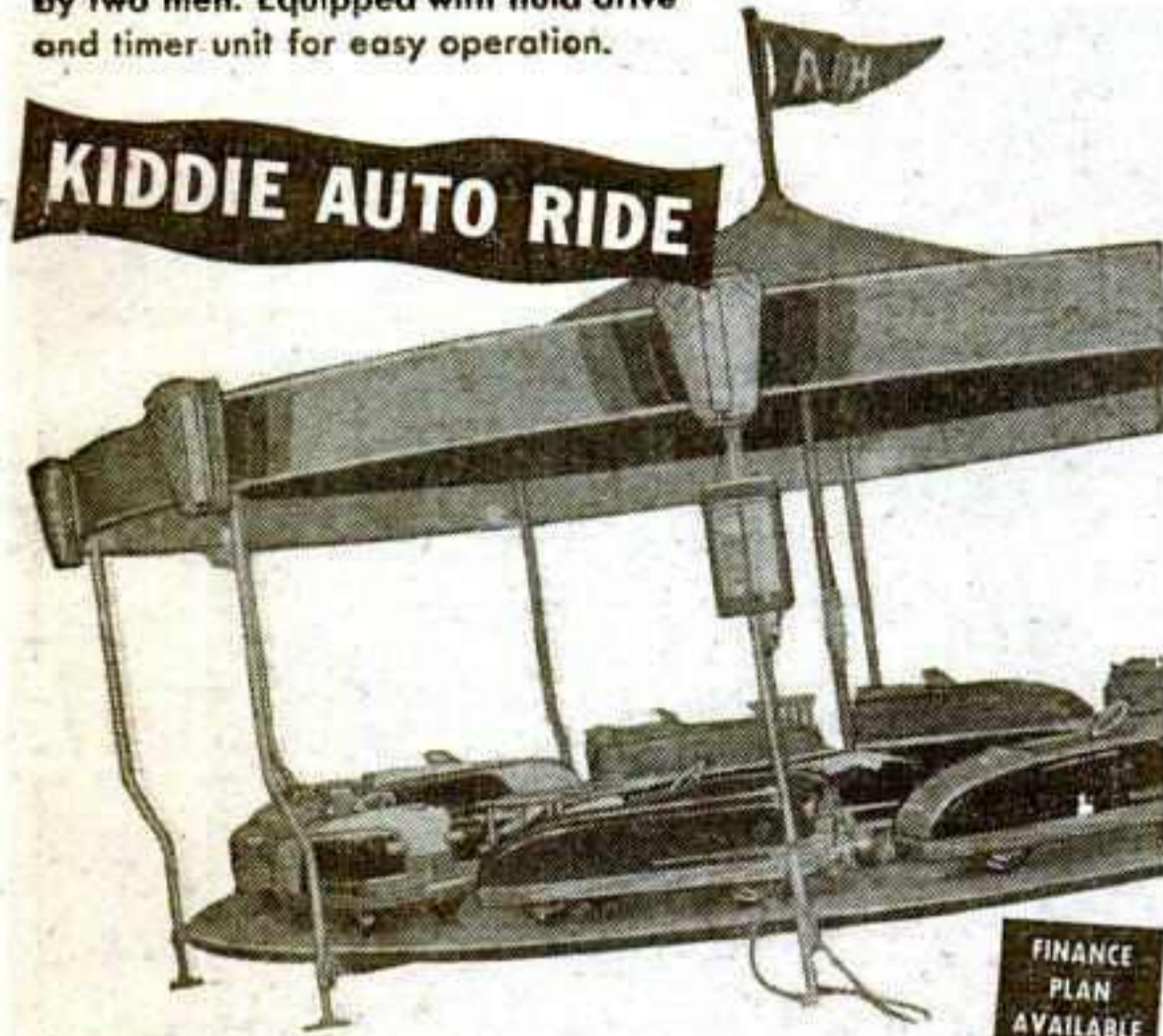
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Space Going Fast—Get Yours Now

CONCESSIONS

Will sell exclusive on Novelties. Will book Floss, Snow, Popcorn, Apples, Pronto Pups, Lead Galleries, Photos, Ball Games, Balloon Darts, Fish Ponds, Cigarette Gallery, and any Legitimate Hanky Pank that works as Hanky Panks. (No semi-flat hankies).

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High-class Girl Show, Colored Revue, Motordrome (Cotton, answer), Midget, or any outstanding Bally or Grind Show not conflicting. Must be well framed and flashed. Also have all your own equipment and transportation.

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Have space for two or three more outstanding Major Rides. Prefer Rotor and Round-Up, or any new Ride.

NOTICE

People who have requested space in the last 30 days, contact me at once. (Johnny Keefe, answer).

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Last call for Miami, Fla., Nov. 29 thru Dec. 9; ten big days. Then the big one—Dec. 10 thru Dec. 21, Miami Beach, Fla. (first carnival in 10 years); followed by 16 weeks' work in Florida. All spots bona fide.

WANT

Want to book, buy or lease 120 to 200 kw. Light Plant, mounted on trailer, with junction boxes and wire. Can place few more Concessions that work for stock. Need two more Major Rides. Can place five Kiddie Rides. Need Live Pony Ride. Shows—What have you? Publicity Man who knows kid matinees, bicycle giveaways and willing to work.

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DON'T MISS THESE CHOICE EARLY DATES. (NO CAMPS OR STORES.)

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BOTH UNITS
WANT—Two Cookhouses (one for each unit) and all Concessions working for stock. FOR SALE OR TRADE—A-1 shape, Spitfire with special built trailer and tractor if wanted, for Kid Ride or Tilt or will buy Tilt for cash but must be in good shape. Write me at below address or see me at the Chicago Convention.
FOR SALE—Motordrome complete with motorcycle tractor and trailer, A-1 shape, very cheap for cash.

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MIDWAY CONFAB

Clarence and Madge Thames are in Monterrey, Mexico, mixing business and pleasure. With them is their troupe, which is composed of Sheri Lane, Pat Kelly, Linda Donohue and Dorn Stickle. The group is slated to leave for Tampa soon. . . . Clint Swanson writes that Wallace R. Fritts, pictorial artist, is doing a 400-foot mural depicting the various birds and animals on exhibit at Casper's Alligator and Ostrich Farm, St. Augustine, Fla. Fritts is also doing some work for Ripley's Believe It Or Not museum in St. Augustine, which is also under the same management as Casper's. Mr. and Mrs. John Henry Jernigan motored from New York to Philadelphia to celebrate their third wedding anniversary on November 11. Those present were Mr. and Mrs. Thomas Dawkins, Mr. and Mrs. Eli Newsome, Mr. and Mrs. Alex Lake, Lorrain Newsome, Patricia Dawkins, Shirley Truesdale, Anne Wilson, Barbara Lake, John Williams, Preston B. Hale, Evelyn King and Ellen Jones. Out-of-towners included Mr. and Mrs. Leon Jernigan, New York; Mr. and Mrs. John T. Hall, New York; Mr. and Mrs. George Britt, Baltimore; Leland Hick, Suffolk, Va.; William Lee, Suffolk; Leanna Thomas, Ahsokie, N. C.; Marie Moss, Suffolk, and Doris Willis, New York. Music was furnished by Baully Joe and his band, and the entertainers included Laura Bess, blues singer; Britt and Britt, comedy, and Pee Wee Jordan, shake dancer.

Jack (Tex) Hamilton writes from Tampa that he is in that city soaking up the sunshine with his wife, the former Buddie Scott. Hamilton reports that eye surgery won't be necessary for the present. He and his wife will be in Tampa until April, when they will return to Chicago where he will work for The Chicago Sun Times. Hamilton adds that he may book a few shows, but does not intend to troupe. . . . Jimmie (Silk) Mason, vet concessionaire and bingo operator, is still a patient in a Newark (O.) hospital. Mason is acknowledging a second anniversary as a bed patient after sustaining serious injuries in an auto accident November 14, 1952. Altho he is partially paralyzed on the left side, he expects to make the lots next spring. Mason was formerly associated with Bennie Weiss, the late Al Wagner and Jimmy Strates. He'd appreciate hearing from friends, reports Micky Mitchell, a recent visitor.

James H. Drew, owner of the show bearing his name, infos that the org has again been signed to furnish the midway attractions at new year's Oconee Fair in Dublin, Ga.

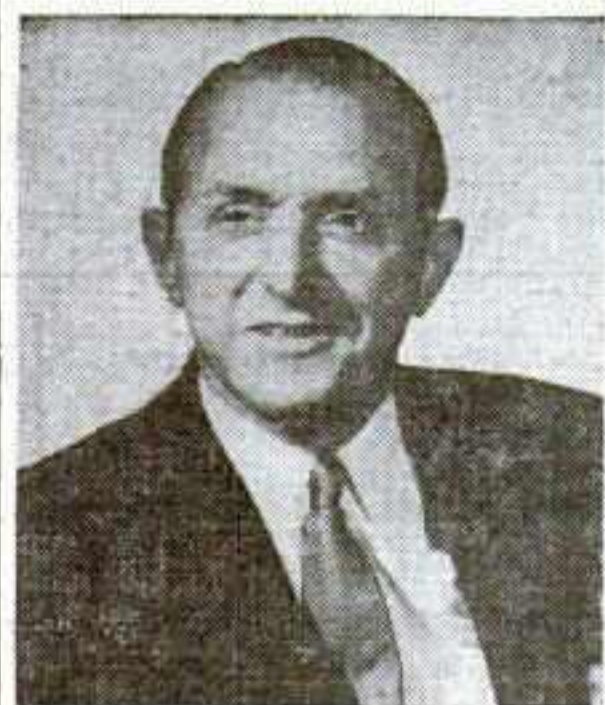
Louis Rosenthal, long-time treasurer of the Michigan Showmen's Association, is in Grace Hospital, Detroit, for treatment. . . . Paul Greeley, secretary of the Ray Williams Shows, is back home after a sojourn in Grace Hospital. . . . Charles Westerman, former partner in the supply firm of Rosenthal and Westerman, is staying with his sister at Grand Rapids, Mich., following a serious illness.



NATTY GERALD SNELLENS, World of Mirth Shows' general representative, is making his annual junket of Madison Avenue as he gathers ads for the WOM magazine, which hit a total of 56 pages in its 1954 edition.

George Harris, concessionaire with various shows, returned to Detroit Monday from Shreveport, La., after playing a number of Southern fairs. . . . Sam (Pork Chops) Ginsburg, independent concessionaire, has been named chairman of the annual children's Christmas party to be given by the Michigan Showmen's Association.

N. H. Cohen, secretary of the Greater Ohio Showmen's Association, passes on the information that the Deshler-Hilton Hotel in Columbus has been redecorated and the management has prohibited the fastening of ad material anywhere during the January 11-13 fair meeting there. Cards and posters may, however, be tied to the railings of the mezzanine floor or in the elevators.



JEFF HARRIS, who booked the midway for the Barrington (Mass.) Fair this year, reports he will again handle the chores in 1955 for fair President Edward J. Carroll. Harris made a couple of hops from Boston to New York and back again in preparation for the social week of the National Showmen's Association.

Don M. Brashear, owner-manager of American Midway Shows, reports he has contracted the Texas Citrus Fiesta in Mission, Tex., for the third year. Dates of the cele are January 26-30. . . . Frank Lee, veteran outdoor press agent, is keeping busy in San Antonio since he closed with Gem City Shows. In addition to handling the billing for a number of winter-time attractions, he recently booked several rides and concessions into Joskes of Texas, big department store. The rides and booths are owned by Jack Ruback, of Alamo Exposition Shows.

C. A. (Curley) Vernon, owner-manager of United Exposition Shows, left his Bryan, Tex., home last week for his annual deer hunt in South Texas. In 37 years of making the trek, Vernon has failed only once to bring back a deer. Reports he'll be in Chicago for the meetings.

Notes from Grain Belt Shows: Marvin Bloyd is working on his Tilt-a-Whirl for next season. He'll also have a new concession to go along with his high striker. Fred Ratcliff has his Octopus stored along with his wife's candy floss and candy apple stands. Everett Adams, who has the Merry-Go-Round with Grain Belt, recently visited Rogers Bros.' Tent & Awning Company at Fremont, Neb. He also stopped off at York, Neb., to see Larry Reed, who is building a new show for '55. Frank Robinson is wintering at Aransas Pass, Tex. Louie Draheim is framing a new snow cone joint at his Charles City, Ia., home.

Art and Dolly Frazier and Ralph Lockett were in New Orleans recently taking in the restaurants and clubs in the French Quarter. . . . Joe Pearl, of Gold Medal Shows, spent a week in Knoxville recently en route to Tampa. While there he visited with John and Irene Denton, George Harr, Margerite Anderson, Buddy Gentry, Rooney Lewis and Jupe Miller. The latter is operating the Carnival Club there.

Mrs. Leona Halligan is confined with illness in Indianapolis. She's

in Apartment 208, 902 Pennsylvania Avenue in the Hoosier capital.

Clarice M. Schleifer, who wound up her duties as publicity director with the James E. Strates Shows last week in Jacksonville, Fla., has returned to her Miami home. She plans a trip to New York.

Frank (Blackie) Martine, Strates trainmaster, and Lorraine Perdue, who has worked in the cookhouse and pie car on the show for the past six years, were wed in Yemassee, S. C. Martine is concluding his first year with Strates but has a long career with such traveling shows as Cetlin & Wilson, Dailey Bros., and Hagenback-Wallace. They will winter in Taft, Fla., where Martine will help get the train in condition for next season.

Pop Sornsen has joined the Bayou State Shows after a good summer in Iowa. . . . Joseph Lehr, spot worker, letters from Philly that Nell King, queen of the hat sewing machine operators, purchased a 1955 Cadillac recently. Miss King, who is staying with Mr. and Mrs. Roy Hunter in Philly, is working hats at John Wanamaker's store during the Christmas season. Lehr also reports seeing Martin (Muttie) Brian in Philly recently. Brian plans on booking his 15 concessions on the Morris Hannum Shows next season. Brian is having good winter working toys and novelties on Market Street, Newark, N. J. He is associated with John Glynn, who has concession on the Harry Heller Shows.

E. K. Johnson has just rounded out his 17th year as contracting agent for the Cetlin & Wilson Shows and is back in Philadelphia busy with his watch business. . . . Mr. and Mrs. Benny Herman were in Philly recently. Herman is legal adjuster on the Hannum Shows. . . . Fernando Noruschat became an American citizen before Judge Barker in Tampa November 12.

Claude Bentley, Side Show manager on 20th Century Shows, is in Dusal Medical Center, Jacksonville, Fla., suffering from injuries sustained when a motorcycle ran him down on a sidewalk, according to Bunny Venus, who visited him November 18. Bentley would appreciate hearing from friends.

BAYOU AMUSEMENTS

Need nice small Grab, Hanky Panks, Balloon Darts, Scale and Coke Bottles, Jewelry and other Concessions not conflicting. Playing at Jeanerette, La., week of Nov. 22-28; Raceland, La., week of Nov. 29-Dec. 5. Staying out till Jan. 9.

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S. J. SCHANTZ

SLUM - JEWELRY SPINDLES

Our legitimate bumper type Spindles will top the Midways again in 1955. Supply is limited, don't delay, order now, only \$47.50 prepaid.

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ATTENTION CONCESSIONAIRES!

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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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ANDY EPSTEIN

Prell Heads List Of MSA Nominees

MIAMI, Nov. 20.—Samuel E. Prell, owner-manager of Prell's Broadway Shows, has been nominated for the presidency of the Miami Showmen's Association. Other officers will move up one notch if so decided at the coming election, and the resultant vacancy of third vice-president will be filled by bingo operator Bennie Weiss. Prell will succeed William B. Moore in the top position.

The nominating committee made these additional recommendations: For first vice-president, Oscar C. Buck, and second vice-president, Ross Manning, both show owners. Mel G. Dodson will remain as treasurer and Clif Wilson as secretary, with William J. Tucker as assistant treasurer and John W. Wilson as assistant secretary, succeeding J. D. (Eddie) Edwards.

On the nominating committee were Harry Schreiber, chairman; Patrick J. Finnerty, A. R. (Dutch) Whiteside, John N. Hoffman, Paul

E. Prell, Lyman P. Truesdale, and Alton Pierson. Alternates were Syd Goodwalt and William J. Tucker.

The following were named for the board of directors: Joseph Aarons, Raymond (Shep) Blumberg, William C. Bryant, S. Tommy Carson, Joseph Cennane, Isaac Cetlin, Richard J. Coleman, Sydney Daniels, Danny Dell, Howard Drayer, J. D. Edwards, Ralph Endy, David E. Fineman, Patrick J. Finnerty, Ben Glassberg, Ep Glosser, Syd Goodwalt, Mark Graham, Carl Hanson, Pud Hartman, John N. Hoffman, Fred W. Holtzman, H. William Jones, John Kravitz, Lew L. Lange, Andy Markham, John Marks, Frank C. Miller, Harry Modele.

Also Pete Norman, W. O. (Bill) Fage, Alton Pierson, Joe Prell, Paul E. Prell, Louis Rice, Harry Schreiber, Claude Sechrest, Lloyd Serfass, Max Sharp, Irving Sherman, Sam Solomon, William Tara, L. I. Thomas, Lyman Truesdale, John Vivona, Rip Weinkle, Harry Weiss, Buster Westbrook, A. R. Whiteside, and Charles Wright.

Club trustees are President Emeritus Dave Endy, Robert K. Parker, Carl J. Sedlmayr Sr., George Golden, Leo Bistany, William Cowan, and 1954 President William B. Moore.

Bennie Weiss, named for third vice-president on the regular ticket, was called to assume a seat on the dais by Moore at the last meeting on Monday (15).

\$1,225 From Buck-Model

Fund raising activities, still being pursued, resulted in the presentation of \$1,225 from the O. C. Buck-Model Shows, with business manager Bill Cowan making the presentation. Also announced was the addition of the following names to be inscribed on the bronze plaque which will be cast: Maurice Levitt, Harry Sobol, Albert K. Reese, Pete Norman Ptashkin, and Don Lanning. Harry Schreiber, reporting for the membership committee, noted a total of 2,442 members in good standing.

The ways and means committee said a few more shows are to be heard from which should bring the total raised by the committee to around \$20,000.

The meeting had 285 members attending, and was presided over by President Moore. On the dais with him, besides Weiss, were Ross Manning, third vice-president; Mel Dodson, treasurer; Clif Wilson, secretary; J. D. (Eddie) Edwards, assistant secretary; Robert K. Parker, past president; Leo Bistany, past president; William Cowan, past president; and Don Lanning, former toastmaster for the club.

ENDS OKAY

Stills Poor, Fairs Good For Drew

SWAINSBORO, Ga., Nov. 20.—"Fairs good, still dates not-so-good," sums up the '54 season for James H. Drew Shows as it does for many other midway orgs this season. Show as a whole had a good year due to fairs, according to Jimmy Drew, owner, who has his equipment here in winter quarters on the Emanuel County Fairgrounds.

Organization closed its season November 13 after playing 17 fairs and 5 celebrations in a 31-week season. Rides, shows and rolling stock are stored here and will be overhauled before spring. Some new canvas, light towers and several tractors will be added for '55, Drew said.

Personnel held a farewell party the final week and then headed for winter homes. Bill Sterling, general agent, is at his Alabama home. The two Drew children, Jimmie and Malenda are attending school here.

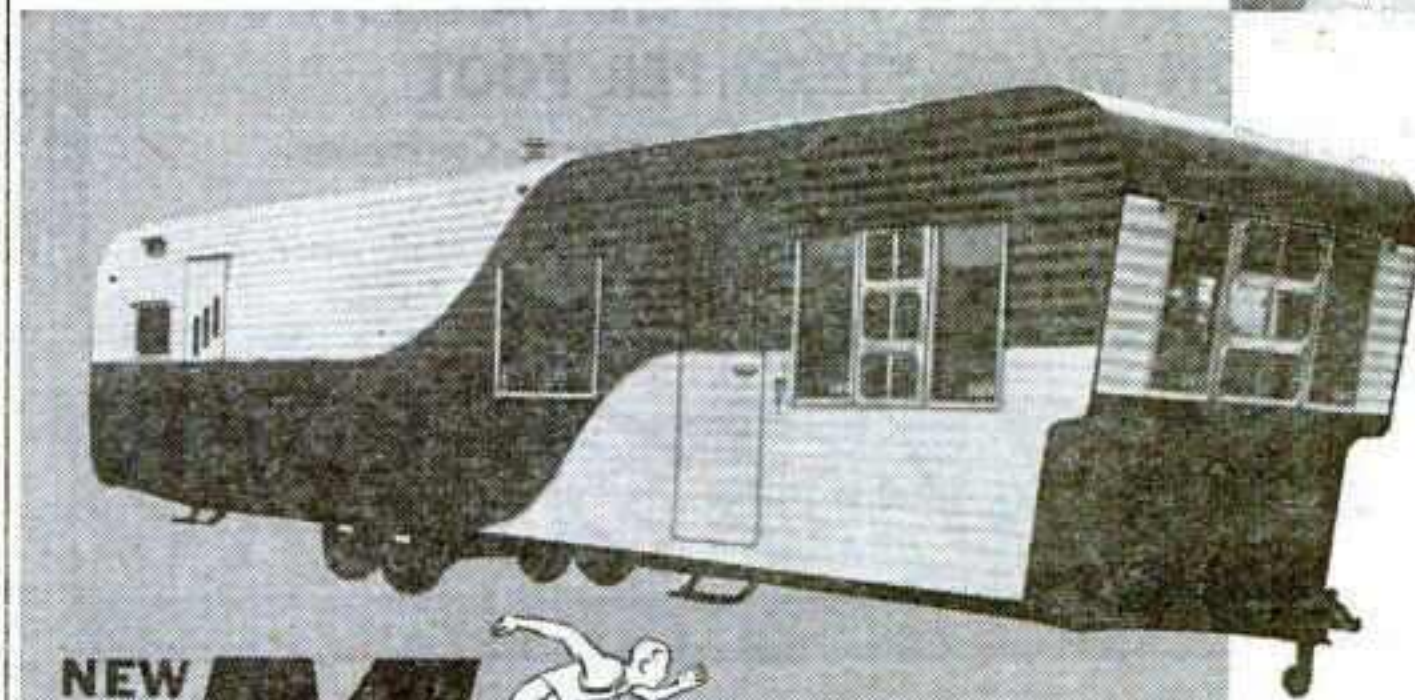
Visitors during the final two weeks of the season included Mrs. Ann Roth, Max Sharp, Harry Rubin, Homer Scott, Leo Lane, A. C. Hill, Hank Bradley, Richard (Dick) Crawford, Harvey Drew, C. L. Drew, Mac Wiseman, Morris Gelina and Bill and Charley Snow.

Frank Jones Dies; Strates Canvas Boss

DE LAND, Fla., Nov. 20.—Services were held here Sunday (14) for the burial of Frank Robert Jones, for the past four years boss canvasman of the James E. Strates Shows. He was 54 years old.

Jones died Wednesday (10) in Jacksonville, where memorial services were held in the Dallas Graham Funeral Home prior to sending the body here. He is survived by his wife, Marion, and two sisters, Anna Mae Heater and Bessie Horne.

For show people on the go from show people who know mobile home living



NEW Marathon

The people who designed the new 41 foot Marathon know how it feels to live in a home on wheels. Ex-trouper, Mac Matthews and Pat Patterson have lived in one for a total of 27 years. It's their firsthand knowledge that has made the Marathon the first really functional mobile home you've ever seen.

These people at Har-Mac gave particular attention to the important little things that are often overlooked. The drawers, for instance, are wide enough to hold shirts with cardboard stiffeners; the closets are wide enough to take clothes without bending hangers. And the important big things are there, too, in this moderately priced trailer. It has a completely equipped kitchen and bath, two large bedrooms, 4 Wheel Warner Electric Brakes for your safety on the road—to mention just a few quality features.

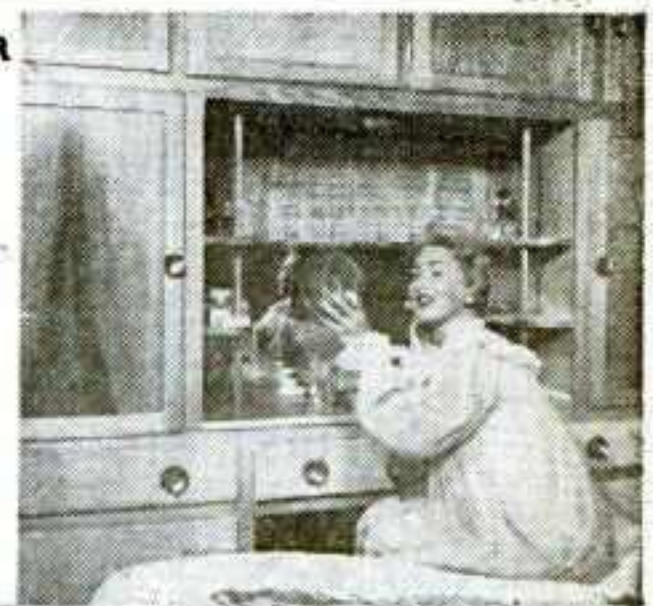
Here's gracious, spacious mobile home living!

(a) Lovely ladies' vanity and set of drawers and cabinets in rear bedroom. (b) Complete bathroom, including tub, shower, commode and wash basin. (c) Fingertip kitchen makes light work of kitchen work. (d) Closets are wide enough to hold clothes without bending hangers.

NO LONGER WITH IT—STILL FOR IT

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FOR SALE OR TRADE

ON KIDDIE RIDES
2 hot wagons, 50 K.V.A. trans. cable, etc., on each, \$500 and \$750; 20x40 Bingo, complete, new top, \$950; Popcorn Wagon, Creators Popper, \$300; Automatic Donut Machine, \$250.
3115 Auburn, Rockford, Ill. 4-5508.
(90 Miles West of Chicago)

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With Concession, TRANSFORMERS OR DIESELS. Over 20 Years' Experience. Box 1127, c/o Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

Mobile Amusement Co. WANTS

Hanky Panks of all kinds. Cookhouse. Athletic Show Talent. Have five Rides out all winter. FAIR COMMITTEES, CONTACT EARL STAR, Mgr. Monroe, Ark., 21-27; Marvel, Ark. (Uptown), Nov. 29-Dec. 4.

We are pleased to announce that for the fourth consecutive year we have been awarded the contract to furnish all Midway Attractions for the 1955 Michigan State Fair at Detroit, September 2-11.

We will be glad to talk with owners and operators of outstanding show and ride equipment for operating same at this outstanding event and/or the rest of our excellent route. We will be at the meeting at the Sherman Hotel in Chicago or can be reached via mail, wire or phone.

W. G. WADE SHOWS
C. P. O. Box 1488
Detroit 3, Mich.

D. WADE, Gen. Rep.
Detroit-Leland Hotel
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CONCESSION, CIRCUS, CARNIVAL
AMERICAN TENT & AWNING CORPORATION
One of America's Largest Builders of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.
BILL SANDERS

FOR SALE

Streamline Train and 1,000 feet of rail, locomotive and five cars. Will handle 50 adults. Also Streetcar, handles 15 children, and other Rides.

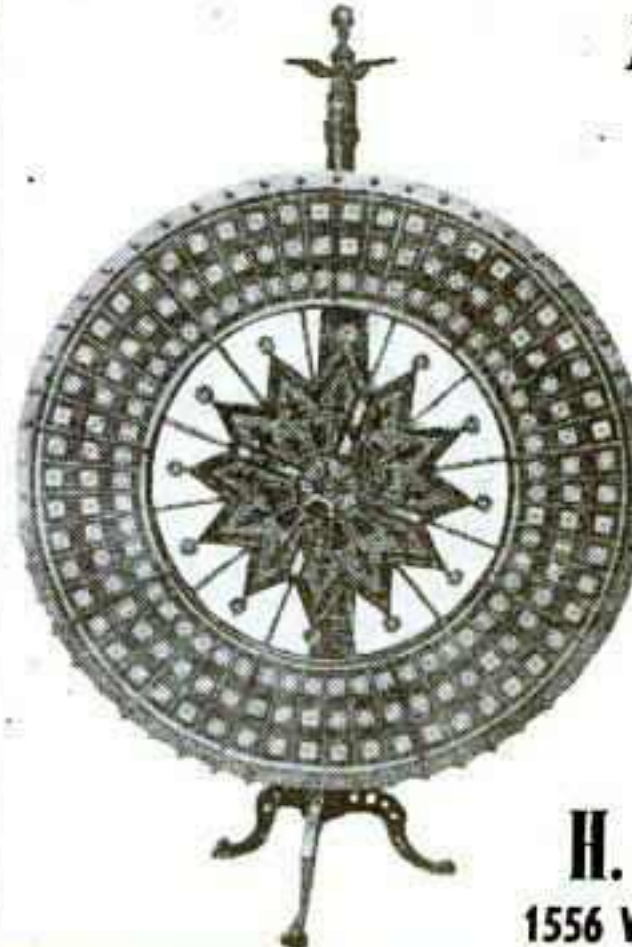
Want a Roll-o-Plane, also Rocket Plane and Skooter or Dodgem, portable. Must be in A-1 shape. State age, condition and all information in first letter.

BOX 763

The Billboard Chicago, Ill.

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THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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NATIONAL ORANGE SHOW SAN BERNARDINO, CALIF.

MARCH 17-27 INCLUSIVE

The FIRST BIG ONE OF 1955 • IDEAL LOCATION
300,000 Attendance • Plenty of Parking Space
NOW BOOKING SHOWS AND CONCESSIONS
CONCESSION SPACE \$15.00 PER FOOT

O. N. Crafts will be at the Sherman Hotel during the Showmen's Convention.
Make your plans to see him and book your space now . . .

Wire-Write or Phone **CRAFTS 20 BIG SHOWS** 7283 Bellaire Ave., No. Hollywood, Calif.
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"THE NORTHWEST'S GREATEST SHOW"

NOW BOOKING FOR THE 1955 SEASON

Can place high-class Shows of all kinds with own equipment, especially want good Side Show. Also legitimate Concessions of all types. For an outstanding route of Fairs and Celebrations, including the South Dakota State Fair, Huron, South Dakota.

Contact **BERNARD THOMAS**
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for 1955

CAVALCADE VARIETY SHOWS
1116 Surf Ave. Coney Island, N. Y.

for 1955

FREAKS • CURIOSITIES • FREAKS

FOR #1 SHOW
TALKERS
Summer Season. 20 Weeks in one spot.

PAY RAIN OR SHINE
Want to hear from Freda Pushnick, Emmet Bejand, Roy Johnson.

LECTURERS

SEND PHOTO—STATE SALARY

Can use Bally Acts, Animal Acts, Giants, Novelty Acts, Midgets, Fat People, "STRANGE COUPLES."
NOW is the time to think of being set with a good, reliable organization.

ASK the people who worked for me THIS YEAR. Mr. Frank Lentini (3-Legged Man), Mr. Bob Melvin (2-Face Man), Margie (Smallest Woman in the World), Johanna (The Bear Girl), Kokomo (The Mule Faced Boy), Maraca King (Maraca Dancer), Unis (Snake Dancer), Aunt Jemima (Colored Folk Singer), Denise Purdin (Armless Wonder), Calumba and Jennie (Mambo Dance Team), Alberta Alberta.

MR. FRED SINDELL

3819 OCEANIC AVENUE
BROOKLYN 24, N. Y.

FOR #2 SHOW
TALKERS
20 WEEKS WITH ONE OF THE LARGEST SHOWS ON THE ROAD.

Lecturers

Money No Object If Good Attraction.

BEAMS Attractions

25 weeks of Celebrations and Fairs

Now booking Concessions and Shows for the 1955 season

Want Drome Operator who can rebuild walls of drome at spring winterquarters. French Fries will be booked. Want capable Couple to manage Cookhouse. Interested in Help for all departments of the Show, WILL BE AT CHICAGO CONVENTION.

CONTACT

M. A. BEAM

WINDBER, PENNA., Or

STEVE DECKER

SUNSHINE STATE FAIR PARK, WEST HOLLYWOOD, FLORIDA

ALL TYPES OF WHEELS



Mdse. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel

CARDINAL MFG. CO.
2944 West 28 St., Brooklyn 24, N. Y.
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UNUSUAL OPPORTUNITY FOR SHOWMEN-RIDE OPERATORS CONEY ISLAND, N. Y., 1955 SEASON

(20 weeks in one spot)

Have several proven money making locations in the heart of the amusement area. Unlimited possibilities for any new, novel or worthwhile Show or Ride with good earning potentialities. Shows are practically equipped ready to open. See me at the Hotel Sherman, Chicago, during the Convention or write or phone.

DAVID ROSEN

4016 ATLANTIC AVENUE, SEA GATE (ESplanade 2-2178) BROOKLYN 24, N. Y.

LOT MAN WANTED

Capable of laying out lot for 20 Rides, 12 Shows and 50 Concessions. Must have experience, none others need apply. Will be glad to see you during the Outdoor Convention, Chicago, or apply

WILLIAM T. COLLINS

801 E. 78th St.
Minneapolis, Minn.

CHARRO DAYS

Want Stock Concessions and Pitchmen for street, February 17 thru 20, 1955
Contact
MILES G. DENNIS, Concession Chairman
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WANTED

10 or 12 Wooden Seats for No. 5 Ell. Smith & Smith Chairplane. Must be in good condition and cheap for cash.
R & L AMUSEMENT CO.
Box 223 Elizabethtown, Illinois

UNIQUE ILLUSION

New Midway Import Offered Outdoor Ops

NEW YORK, Nov. 20.—A new show import, shown publicly at only two locations in this country to date, will be offered carnival operators at the outdoor meetings in Chicago, probably in the multiple unit form practiced so successfully this year by Dancing Waters.

Called Atomorama when presented first last summer at Ed Kelman's Indian Point Park but billed now as Fantasy of Light at its current showing at the Houston Shrine Circus, the show is a unique illusion employing audience participation and immediately adaptable for any type of patronage, ranging from family to moppet.

The show quickly won the praise of all professional showmen known to have seen it, first at private showings here last spring and later at Indian Point. The versatility of its use sets it apart from all other illusions.

Invented by Ludwig Jenny, a German engineer, the show is now

owned by Leo Grund, Hans Lederer and Arthur Treffeisen. All have considerable show business experience, tho not in the carnival industry.

Physically the show is compact and easy to handle. The illusion unit could be built into a show wagon or trailer for quick mobility. Unit dimensions are judged only about 12 by 6 feet altho units could be built larger without any loss of effect.

Principal feature is the changing of a man into a woman, or vice versa, using a person from the audience. The volunteer is visible to the audience at all times, thru the apparent change into a person of the opposite sex. Even then the subject can hear and reply to questions from the audience. There is virtually no limit to subject matter. Children can be changed into fairyland characters or animals, monkeys for instance, and matronly women into glamor girls.

Smooth Change-Overs

The changes are smooth and gradual with objects blending perfectly. The performance can be photographed from start to finish. A four-column strip of pictures in The Houston Chronicle showed a man being changed into a woman. In this instance a reporter participated. With such stunts possible, the publicity potential is virtually limitless.

For adult audiences a girl in street clothes can be made to appear dressed in a Bikini bathing suit. The presentation format could be changed instantly for children's days.

A second, less interesting phase of the performance, features a "magnetic wall" in which the subject appears to be held to a vertical surface by magnetic force.

Performances can be geared to a few minutes or a half hour without any structural changes.

Hot Springs

Continued from page 74

Barr, Howard and Wanda Bell and Jay Lee and the Princess.

The building, for which ground was broken March 2, is a fireproof structure, of salmon-colored Roman brick, contrasting against sided redwood. The club has a canopy extending across the driveway. Entrance is thru a circular foyer of pink terrazzo.

Flanking the foyer are the cloakroom, business office and lounges. Beyond is the main hall done in black walnut which carries the circular motif in a curved bar and kitchen with a curved service bar. The main hall has an oval dance floor, 24 by 40 feet. Next in line are the men's and ladies' private clubrooms, done in walnut paneling and carpeted floors.

A utility room extends across the rear of the building where heating and air-conditioning plants are located. Much new furniture has been purchased, including a new television set.

The building has a total of 5,200 square feet of floor space. It is located on a lot with 250 feet frontage and 170 feet deep, providing ample parking space.

The club announced this week that Paul Olson had been re-elected president for '55. Other officers are John Gallagan, first vice-president; Lee Moss, second vice-president; J. W. (Patty) Conklin, third vice-president; A. Clayton Holt, treasurer, and Clint W. Shuford, secretary.

BILL STACY WANTS

FOR 1955 SEASON

Capable, experienced Bingo Manager, also Callers and Countermen. Write
BOX 577, Ocean Springs, Miss.

TILTAWHIRL FOR SALE

Seven-tub, good condition, recently painted, \$3,500.00 cash. All replies to
P. O. BOX 201, Valdosta, Ga.

ATTRACTIONS WANTED FOR CANADA

We are interested in securing a feature attraction for our

LONDON CENTENNIAL CELEBRATION JUNE 30-JULY 9, 1955

To run in conjunction with The Miss Canada Pageant, and other big crowd-drawing attractions in this centre of 150,000 population.

WANTED: A Double Ferris Wheel, Rotor Ride or something New and SENSATIONAL. PLEASE CONTACT.

MR. TOM RINGLER

Secretary-Manager

THE LONDON CENTENNIAL,
CITY HALL, LONDON, CANADA

WANTED FOR

HILLSBORO COUNTY 4-H FAIR DEC. 1-4 AT PLANT CITY, FLA.

Hankies only. Open midway. SHOWS: Monkey Show, Johnson's Wildlife Confirm, Fat Show, Mechanical City, small Grind Shows. No Girl Shows at this spot.
Answer to

C. A. STEPHENS SHOWS
Crystal River, Fla. Will be on the grounds Nov. 29.

**YOUR AMERICAN RED CROSS IS ALWAYS
THERE AFTER TRAGEDY STRIKES**

STOCK TICKETS	
1 Roll	1.50
5 Rolls	4.50
10 Rolls	8.25
25 Rolls	18.75
50 Rolls	24.00
100 Rolls	44.00

We Manufacture TICKETS

of every description
Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
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SPECIAL PRINTED

Cash With Order. Prices

Roll or Machine	2,000	6.90
	4,000	7.80
	6,000	8.70
	8,000	9.60
	10,000	10.50
	30,000	15.50
	100,000	33.00
	500,000	133.00
	1,000,000	250.00

Double coupon, double price

CLUB ACTIVITIES

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Nov. 20. — First Vice-President Ned Torti wielded the gavel at the regular Thursday (18) meeting. Also at the table were Vice-Presidents Maurice Ohren and Al Sweeney; William Carsky, treasurer; Walter F. Driver, treasurer emeritus; Secretary Joe Streibich, and vice-presidential nominee Jack Duffield.

Joseph Monsour and Mel Donovan are new members.

Welfare committee reported the sick list included Mel Harris, Lou Keller, Russell Johnson, William O. Perrot, Charles Watson, Harry Atwell and Louis Drillick. George Steber in the hospital and John Langford will soon enter one for surgery.

Back after absences were Rube Liebman, Cecil Myers, William H. (Bill) Green, Wolfe W. Rosenstein, Manuel Blasco, Chuck Magid, Henry Polk, James Roach, Harry Bernstein, Earl Newberry and Al Carsky.

The house committee will hold its annual Thanksgiving dinner for members at the South Pacific restaurant.

John Lempart in Florida. Bernie Mendelson off for New York, where he will represent the League at the NSA banquet. Callers at the rooms included Mr. and Mrs. Ben Hirsch, Abe Raymond, Harold Arner, Charles Owens, Henry Polk, Silent O'Brien, Charles Zemater Sr., Max Brantman, Chick Bohdan, Chick Schloss, Dave Malcolm, Wil-

liam Meyers, William Wolper, Hy Neitlich, Jess Jordan, Petey Pivor, Eddie Murphy, Chester Chapp, Tom Sharkey, Jimmy Stanton, Walter F. Driver, Al Kaufman, Harry Duncan, Al Sweeney, Jack Duffield, Sam Arenz, Rinaldo Reinhart and George B. Flint.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Nov. 20.—Officers present at the Tuesday (16) meeting included Veronica Potenza, president; Eva LeRoy, Marianna Pope and Stella Maturo, first, second and third vice-presidents respectively; Pauline Grey, treasurer, and Wanda Derpa, secretary.

Correspondence read from Emily Bailey, Frieda Rosen, Sophia Gleason, Mae Oakes and Martha Marts. Sympathy of the membership was extended Billie Billiken Mark upon the death of her mother. Mae Taylor, welfare chairman, reported the sick list included Myrtle Hutt, Margaret Shapiro and Mabel Davis.

Welcomed after absences were Clara Peterson, Anna Brahm and Lucille Hirsch.

Plans for convention week activities were completed. Open house will be held in the Byfield Room of the Hotel Sherman from November 27 thru 30, with Isobel Brantman as official hostess. Mae Sopenar will be in charge of the bazaar.

Installation of officers will take place in the hotel's Crystal Room November 29 at 6 p.m. To be installed at that time are Eva LeRoy, president; Marianna Pope, first vice-president; Stella Maturo, second vice-president; Agnes Barnes, third vice-president; Pauline Grey, treasurer, and Wanda Derpa, secretary. Jeanette Hart, past president of the Missouri Show Women's Club, will be fensee and installing officer. Helen Wettour will serve as escort with eight-year-old Mae Muscarello as mascot. Rev. Marcel LaVoy has been invited as guest chaplain.

Marianna Pope will arrange for entertainment following the banquet.

Mae Sopenar, Agnes Barnes and Rose Jarboe were given a rising vote of thanks for their excellent social.

Greater Tampa Showmen's Association

TAMPA, Nov. 20. — The first meeting of the season was called to order by President Carl J. Sedlmayr Sr. with the following officers present: Whitey Weiss, first vice-president; Sam Gordon, second vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer. Following the invocation by Chaplain George Ringlin, committee chairmen reported.

New additions to the clubhouse include a darkroom for the club photographer and an office for the yearbook committee.

Reported on the sick list were Jimmy Crews, Johann Petruson, Bill Perrot, Nat Rodgers, Fats Norton and Jimmie Owens.

Irish Gaughn, head of the Christmas party committee, reported many toys had already been received including six bicycles, 10 cases of large toys and 15 cases of smaller ones. Plans are for two parties, one for underprivileged children, the other for the youngsters of show folk.

A Hudson Bay blanket, donated by Tonny Waddell, was won by Curley Lavier. Proceeds went to the Christmas fund.

Lloyd Serfass, of the ways and means committee, reported money was coming in from many sources and prospects were bright. Entertainment chairman reported on plans for the winter. Dances are planned each Saturday night plus some home talent shows.

Harry Julius, head of the hospitalization group plan, announced that policies would be available to members until December 20. Since the plan has been in effect some \$11,000 in benefits has been paid. Eddie Lowe reported the blood bank had 182 pints of blood on

hand, making it the largest for a single organization in Florida.

A total of 50 new members was elected at the meeting. Tommy Thomas leads in the drive for gold cards with 41 members signed up thus far.

C. J. Sedlmayr Jr. said the cemetery was in good shape. A local gardener, along with members of the Auxiliary, cared for it during the summer.

Meeting closed with brief talks by Sam Gordon, Whitey Weiss, Lloyd Serfass, Jack Wright, Dick Gilsdorf and C. C. (Specks) Groscurth.

Ladies' Auxiliary

The meeting was called to order by President Virginia McGee. Also present were Hazel Maddox, first vice-president; Esther Young, second vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Membership Chairman Monica Baress introduced 13 new members.

Mary Delaney announced members in the hospital included Mary Sciortin, Flo Venner, Anna Lee Bickford and Vera Barkoot's son, Darrel.

Mickey Wenzik, ways and means chairman, said money had been turned in by Monica Baress, Ann Detwiler, Leona Plas, Dolly Young and Ann Dernoga. Entertainment Chairman Leona Plas outlined plans for the winter.

Earl Bennett described the benefits of the group hospitalization plan. Mary Alexander won the dark horse which was donated by Ella Cerone. Maxine Cyr and Dorothy Crawford served refreshments to the 77 present.

National Showmen's Association

317 W. 56th St., New York

Ladies' Auxiliary

The November 8 meeting was held in honor of President Margaret McKee. It was sponsored by Past Presidents Dorothy Pachtman, Midge Cohen, Blanche Henderson, Edna Lasures, Ann Halpin, Queenie Van Vleit, Ethel Shapiro, Bess Hamid and Dolly McCormack.

Mrs. Gertrude Rothbart, visitor-friend of Mildred Peterson, won the door prize, a traveling clock. Mrs. Belle Bloom won the table prize. Shirley Zucchi, daughter-in-law of Vice-President Veronica Zucchi, won the first of two bottles of liquor that were raffled off.

At the November 10 meeting it was decided to purchase toys for the children at Bellevue Hospital for the Christmas holidays.

Ada Cowan, L.A.N.S.A. member, will be the next president of the Miami ladies' club.

Open house will be held Tuesday, November 22. Memorial services will be held at 8 p.m.

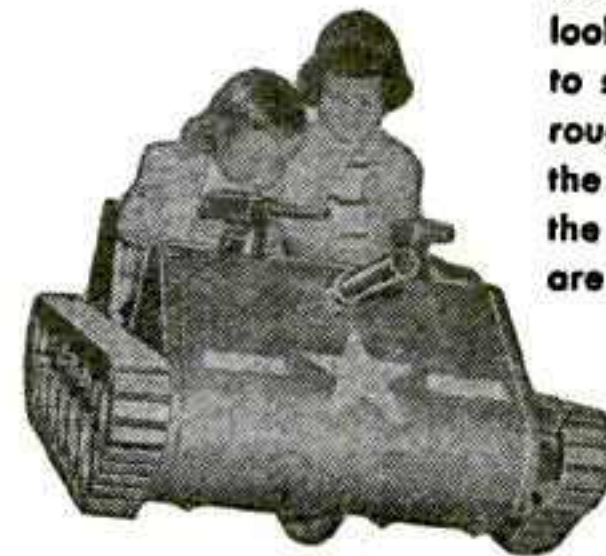
At a special meeting held November 3 the nominating committee posted the following panel: For president, Margaret McKee; vice-president, Veronica Zucchi; second vice-president, Ceil Forman; recording secretary, Lillian Elkins; Corresponding secretary, Florence Van Raalte; treasurer, Grace Steiner; assistant treasurer, Ann Peterson, and hostess, Jean Harris.

Attending their first meeting of the season were Jane Tubis, Ann Brown and Leah Greenspoon. Margaret Lux reported that she and Ethel Shapiro visited the Hotel Astor and made arrangements for the ladies' cocktail party to precede the banquet. Sylvia Stern's daughter, Myra, and one-month-old grandchild are visiting her. They will remain for a month while the young husband is on high seas.

Our English member, Florence Van Raalte, attended the recent banquet at the Waldorf-Astoria for the queen mother. She also attended the ball at the seventh Regiment Army in honor of the queen mother. Leading in the membership drive are Geraldine Solinger, 25; Ann Peterson, 14, and Elinore Rinaldi, 14. A card party was given November 8 by past presidents in honor of President McKee.



The Tanks are Coming!



The Allan Herschell Kiddle Tank Ride will capture profits for you because it wins the fighting hearts of the kiddies every time. Sensation of the C.N.E. and everywhere else! Eccentric steel wheels on the realistic looking tanks run on a steel track to simulate motion of a tank over rough terrain. Youthful riders make the machine guns "bark" by pulling the trigger. Fluid drive and timer, are standard equipment.

FINANCE PLAN AVAILABLE

MERRY-GO-ROUNDS • SOAT RIDE • KIDDLE AUTO RIDE • PORTABLE ROLLER COASTER
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ALLAN HERSHELL AND SPILLMAN RIDES

ALLAN HERSHELL COMPANY, INC.

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

THE EVENT OF THE SEASON

35th ANNUAL BANQUET & BALL HEART OF AMERICA SHOWMEN'S CLUB

Georgian Rooms

at

THE HOTEL CONTINENTAL
Kansas City, Mo.

NEW YEAR'S EVE, FRIDAY, DECEMBER 31, 1954

"THE PLACE WHERE GOOD FELLOWS MEET"

Superb Orchestra . . . Outstanding Floor Show
Prominent Showmen From EVERYWHERE

THE BEST PLACE IN THE U. S. TO SPEND
THE HOLIDAYS

BY RESERVATION

\$7.50 Per Person

WELCOME . . . to the

LADIES' AUXILIARY

of the

SHOWMEN'S LEAGUE OF AMERICA'S 36th ANNUAL CONVENTION and OPEN HOUSE

VISIT OUR BAZAAR

Installation Dinner Tuesday,
Nov. 30th, Crystal Ballroom,
6:30 P.M., Sherman Hotel.

NOV. 27th Thru NOV. 30th, 1954

in the EMERALD ROOM
SHERMAN HOTEL Chicago, Illinois

HANKY PANKS

GAMES— HANKY-PANKS

4

NEW ONES!

- 3 Bucket Turn Table. Huckley Buck Style Slow Speed Motor.
- Small Striker. Prize every time.
- Country Store Wheel. 135 Spaces. 7 Winners each time.
- New Type Miniature Basketball Game. This will be a honey.
- 3-Ball Mechanical Buckets.
- 7-Foot Slot Roll-downs. Over 30, under 11.
- New Style Punks.
- New prices on Six Cats. Both styles.

Most of our customers had a good season.
Reason: Good Hankys

RAY OAKES & SONS
P.O. BOX 4344 TAMPA, FLORIDA
Telephone 80-2121

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Nov. 20.—The winter calendar was discussed at the regular meeting Monday night (15) with Harry C. Seber again named to head the committee for the annual memorial services December 12. Sam Dolman, chairman, announced that everything was in readiness for the Homecoming Party Monday night (22). The board of governors will meet at 4 o'clock in the afternoon. There will be no membership session.

The nominating committee to name candidates for president, secretary, treasurer, cemetery board member and trustee was selected. The group is composed of C. H. Allton, Charles Austin, Norman Schue, Art Thompson and Fred Donnelly, who were elected from the floor. The board of governors' representative group includes Joe Glacy, S. L. Cronin, Harry Fink, Harry Phillips, Arthur Hockwald, and Eddie Tait.

President Hunter Farmer conducted the session with Joe Steinberg, vice-president; Al Weber, treasurer, and Al Flint acting as secretary on the rostrum. Flint substituted for Joe Mead.

The president called upon various members including Raymond (Bud) Douglas, Robert Downie, Newton Stone, Matt Herman, Jack Penkin, David Rosenthal, Lee Smith, Sid Chapman, Harry Stone, Glenn Loomis, Irish McNeil, Bucket Brownie, Bill Mahan, and Max Snobar. They took bows.

President Farmer announced that the annual Christmas dinner would again be held. A committee is to be named.

Irving Rosen was awarded the door prize.

CLUB ACTIVITIES

Miami Showmen's Association

1799 N.W. 28th Street, Miami

MIAMI, Nov. 20.—Robert K. Parker, chairman of the banquet committee, has appointed Carl Hanson as chairman of tickets and reservations. Hanson will handle those particulars for the annual banquet and ball to be held at the DeLido Hotel on Monday, January 3. It will be the first time the affair will be held in a hotel, and an outstanding show and well-known band will be hired.

Parker is heading for the Chicago convention and upon his return will name the toastmaster, greeters committee, floor committee, and other committees.

The Year Book committee reports that there has already been \$7,500 received in ads and looks forward to reaching its goal of \$15,000. The blood bank, according to Chairman William Tara, should be built up to about 100 pints as a result of a new blood drive. The Monday (15) meeting produced \$332 for the blood bank.

The following arrived in Miami and visited the club: Bennie Boswell, J. C. Weir, Murl Deemer, Nathan Cutler; Leo M. Bistany, past president; David B. Endy, president emeritus; William Cowan, past president; Mark (Curley) Graham, Albert Ure, Louis Kramer, Donald (Duke) Wright, William Roy Austin, James H. Smith, Charles E. Greenlee, Rufus (Ark.) Maricle, Al Youst, Henry J. Palmer, Edward Lavigne, Julius Oakley, Sam Speilman, Lyman Truesdale, William C. Bryant, James Motola, Orey Janssen, James R. Harrison,

Jack Bennis, Ted Lewis, Richard Cutler, Jack Owen, Herman Gross, William E. Martin, John J. O'Rourke, Harry Goldich, Thomas M. Allen, Carl Kalansky, Charles F. Ginsberg, Reuben Kline, Edward L. Holman, Erwin Eule, Edward C. Morris, A. L. Rossman, Thomas L. Steele, Leo Hirsch, Julius A. Wagner, Joe Exler, Joseph Borgia, Walter R. Wallberg, Raymond Kelly, Michael Zentner, Harry Katz, Morris Bedlin, James Chanos, Harold Goldberg, Irving (Stash) Goldberg, Louis Meyers, Joseph Aarons, William Walker and William C. Plack.

The following are on the sick list: Steve Homan, Lantana Hospital, Lantana, Fla.; Pete Richardson, McGuire Hospital, South Richmond, Va.; Joe Vernick, Veterans' Hospital, Rutland Heights, Mass.; Otto Mack Magendand, Lantana T.B. Hospital, Lantana, Fla.; Fete Burkhardt, at home; Tom Allen, 145 Adams Street, Rochester, Pa.; Bob Conner, State Sanitarium, Mount Vernon, Ill.; Samuel E. Prell, at home, 216 Custer Street, Newark, N. J.; Ed Yeastedt, Veterans' Hospital, Coral Gables, Fla.; Stanley Plas, Municipal Trailer Court, Tampa, Fla.; Lawrence Tamargo, St. Francis Hospital, Miami Beach, Fla.; John DeVaney, Florida State T.B. Hospital, Lantana, Fla.; Robert C. Hazzard, U. S. Veterans' Hospital, West Haven, Conn.

President William B. Moore will represent the Miami Club at the National Showmen's Association banquet in New York and the Showmen's League banquet in Chicago. Many members are leaving to attend both banquets. A special flight is being taken on Friday (26) by 40 members who are flying to Chicago.

The following applications were received: William Strolecki, Robert Gee, William Plack, Leon Goldner, James Chestnut, Ward Williams, Irving Goldstein, Albert Reese, William Jacobs, David Dorfman, Dewey Delph, Homer Ginther, Albert Markell and William Harner.

Ladies' Auxiliary

The 121st regular meeting, and the first of the fall, was held November 17. Minutes of the previous meeting were read and roll call of officers saw all the familiar faces present.

Members made generous donations to the club. Past Presidents Louise Endy, Ruth Scriber and Mae Levine were asked to sit on the dias. A Mexican bazaar will be held in the clubrooms December 16. Present were 116 members and seven officers.

Missouri Show Women's Club

ST. LOUIS, Nov. 20.—The fall season opened with a packed clubroom. President Clara Cambell was in the chair for the opening meeting. Attending officers included Faye Davis, treasurer; Virginia Von Behren, secretary; Babe Weinstein, social secretary; Ellen Robinson, sergeant-at-arms. Invocation was delivered by Leonora Gdynia, chaplain.

A delegation from the men's club visited to announce the dance and parties to be given this winter on Saturday nights. Proceeds will be donated toward the Christmas Party for underprivileged children. Ida McCoy, chairman of the sick committee, reports that Rose Brown and Daisy Davis are on the sick list. Letters were read from Estelle Regan, who is still on the road; also from John Gallagan and Florence Botsford.

One member, Bertha Marx, of Artists Alliance, has a painting displayed in one of the leading department stores here.

Meetings will be held every other Thursday this winter, on the alternate Thursday a social event will take place. A check was sent the Community Fund.

New Members accepted were Rose Schulte, sponsored by Peggy Grimm, and Mary Thompson and Mary Margaret Horn, sponsored by Clara Cambell and Virginia Von Behren.

Those attending meeting and social included Clara Campbell,

Elsie Wear, Lenora Gdynia, Lotis Francis, Florence Cobb, Catherine Schultz, Sally Prevost, Joan Lipsky, Verna Schantz, Ellen Robertson, Virginia Von Behren, Babe Weinstein, Joyce Germain, Helen Germain, Josie Germain, Edith Meyers, Barbara McGinley, Bertha Marx, Arlene and Teresa Sidenberg.

Door Prize won by Babe Weinstein donated by Estelle Regan. Second prize donated by Margaret Lohmar and Gertrude Donnelly won by Teresa Sidenberg, past president.

Lunch was served by Sally Prevost and helpers Nora Gdynia, and Ellin Robertson. Members of men's club were invited to join the Ladies' Auxiliary for the buffet luncheon.

Club members are busy getting ready for the installation and banquet to be held in January.

International Showmen's Association

415 Chestnut St., St. Louis

ST. LOUIS, Nov. 20. — Past President John Francis presided at the first meeting of the fall season. He was assisted by Euby Cobb, secretary, and David J. Prevost, acting treasurer.

A total of 30 new members were voted into the club. A check for \$500 was received from President John Gallagan, the proceeds from a benefit show held at the Nashville fair.

Kid Murphy and Jim Flanagan were reported on the sick list.

It was announced that the clubrooms are open daily from 11 a.m. to closing.

The meeting closed with a luncheon served by members of the Missouri Show Women's Club.

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Nov. 20.—President William Siebrand called the first meeting of the season to order with all officers and 75 members present. A total of 35 new members have been added to the rolls.

Past President Marguerite Stone and her husband, John, arrived after a successful tour of the Northwest. Arthur Hockwald, veteran outdoor agent, was a clubroom visitor. Louis Block is back here from Detroit where he spent the summer as a pari-mutuel clerk at the race tracks.

Mickey Lloyd Wilson, owner of Wilson Greater Shows, flew to Kearney, Neb., where his father was ill. Joe and Peggy Steinberg left for their Los Angeles home and Mrs. Rose Mellow headed for Detroit to visit relatives.

Club expressed its thanks to Orville Crafts, Jimmie Lants, Roger and Frank Warren and Harold Mock for the benefit party held at the Arizona State Fair. Proceeds were for the cemetery and charity funds.

Clubrooms are open daily from 12 noon to midnight.

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

Ladies' Auxiliary

Regular meeting was called to order by President Caroline Holt. Also on the rostrum were Jackie Wilcox, first vice-president; Ethel Booth, second vice-president; Bonnie Wheatley, secretary; Vivian Zimdars, treasurer pro tem for Irene Ogle, and Daisy Fritts, club mother. Invocation was given by Marion Shuford, chaplain.

Membership applications from Geraldine A. Dwyer, Bessie Flowers and Mercelyn Williamson were accepted. Welcomed to their first meeting of the season were Rose Cutler, Pearl Weydt, Edith Conklin, Betty Dwyer, Mrs. Stockton and Rosalie Martin. In the Board of Governors election Carolyn McJunkins, Helen Hill and Jackie Wilcox were elected.

President Holt announced that installation of officers would be held December 12. Vivian Zimdars is chairman of the committee,

which includes Bonnie Wheatley, Joan Fairly and Billie Owens. A baby shower held for Shirley Bazinet was held Saturday (13) in the club rooms. A vote of thanks was given to Ida Lee Knight for her work as chairman of the birthday card committee and her donation of all cards and postage.

A letter was read from Martha Wagner, chairman of the ways and means committee. Vivian Zimdars, co-chairman, asked members to send in their penny bags and quilt blocks that were distributed last year. Sets of draw drapes, made by the auxiliary, was presented to the men's club for the business office. Vivian Zimdars also reported the scheduling of a linen shower for the Lakewood County Home on Sunday 21. A committee from the men's club, headed by Walter Ebel, announced that the week of November 15 would be Showmen's Week in Hot Springs. Scheduled was the dedication of the new building and open house, November 15; open house for members, November 16, and the banquet and ball at the Arlington Hotel, November 17. The night award, donated by Ann Doolan, was won by Pearl Weydt.

Michigan Showmen's Association

3153 Cass Ave., Detroit
Ladies' Auxiliary

There was a large turnout for the Monday (15) social. Prize winners for the evening included Clara Connor, Dorothy Ball, Frances Moran, Laverne Taylor, Sima Kirste, Anne Stone, Rose Morrison, Catherine Prebish, Lydia Pfeifer, Helen Cook and Gerry Barber.

Eunice Henley and Edna Burd attended their first social of the season. Door and raffle prizes were donated by Carrie Dear. Helen Cook won the former and Laura Baker the latter. Lunch was served by Bobby Schulz, Grace Ziegler and Edith Shulz.

Petitions are being filed for the coming election. A bakeless bake sale is planned with proceeds to go toward a plaque in honor of deceased members.

Reported on the sick list were Lottie Johnson and Belle Evenson. Carrie Dear reported her mother, Jennie Heshner, was feeling better.

Publicizing

Continued from page 64

There is no reason to fear, he said, noting that the motion picture industry, which faced some of the toughest business competition ever known with the advent of television, reported an attendance rise of 18.2 per cent in the second quarter of this year.

A better product plus better selling is getting results for the motion picture industry, Hamid said. Having tried to ignore the new media for a while they are now wisely using it to publicize their product and Hamid suggests that fairs also use the home entertainment media in the same way.

Favors Outdoor Billing

Hamid further advocates an increase in the use of outdoor billing, particularly 24-sheets. He says 95 per cent of the population is on wheels and that the use of 24-sheets on well-traveled highways is one of the best ways to sell them on show attractions.

Night grandstand shows are tough to sell thru the press, Hamid acknowledges. The reason for this is that papers in most of the communities harboring fairs do not have the personnel capable of expertly analyzing the performances. Then, too, the color and lighting of the shows is virtually impossible to catch in photographs of actual performances. But handicaps such as these can be overcome by the fair people who have the whole year to make their problems known and solicit the aid of the local press, Hamid says.

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SHOWS of all descriptions and Concessions of all kinds. Hanky Panky, \$15.00. Want Major Rides not conflicting. Can use two outstanding Girl Shows. Duffey, answer. This show is booked solidly in Army Camps and lumber towns in South Georgia for the entire winter. All Shows, Rides and Concessions wire or phone.

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Ward-Bell Prepares For Feb. Launching

Firm Date Set for Honolulu Run; Sign Talent From Gil Gray, Polack

GAINESVILLE, Tex., Nov. 20.—Specific opening date for the new Ward-Bell Circus was announced this week, with Gus Bell and Harold Ward, owners, stating they would start their engagement for the Shrine temple at Honolulu on February 15. As planned earlier, E. K. Fernandez's Joy Zone will supply midway attractions. After a limited run in the islands, Ward-Bell will return to the States for an under-canvas tour.

At the same time, announcement of acts which have been signed for the show revealed several additional names, among them a number of performers that have been with the Gil Gray Circus. On the line-up, as told earlier, are a number of acts who,

with the Ward-Bell Flyers, are on Polack Bros. Circus this season.

Acts booked for the Honolulu engagement include:

Nine Ward-Bell Flyers; La Norma, single trapeze; Norden Trio, high wire; Dolly Jacobs Elephants (3); Antonucci's Chimpanzees; Andre Fox's six-horse Liberty act; Bob Nelson's Trained Pigs; Andre Fox's trick mule; Norbu, gorilla parody; Brutal Bros., comedy acrobats; Warbels (5), trampoline; Charivaris (8), ground tumbling; Aerocade (8), comedy net diving; Hargus Troupe (5), teeterboard; bareback riding number; 12-girl web ballet, and six girls doing ladder with two iron jaw girls.

Plan Opening Spec

An opening spec is being planned with Mayme Ward doing the wardrobe and Harry Dann producing the number. Clown alley will include the Harry Dann duo, Jack LaPearl, Roy and Joy Thomas and Candy Dickson. They will produce five numbers and walkarounds and gags.

Skinny Goe will have the band and Paul McGehee is general superintendent.

Ballet girls will include Mildred Ward, Betty Bell, Arden Kreitsch, Norma Fox, Genevieve Tharp, Juanita Tharp, Ruva Nafus, Janice Holman, Jackie Tolliver, Jackie Tolliver Jr., Judy Jacobs and Sylvia Wint.

Show will exhibit under a four-pole European style big top with one ring, 500 box seats, 1,500 reserved chairs and a total seating capacity of 4,000.

Dolly Jacobs is already in quarters here and other performers are due with the closing of Polack Bros. Circus next month.

Vernon McReavy is in charge of the office at Fair Park. Managers Bell and Ward have made several trips to Gainesville in recent weeks to confer with members of their staff assembled here.

Weather Costs Packs One Day At Baton Rouge

BATON ROUGE, La., Nov. 20.—Tom Packs' Circus lost a day to rain here Monday (16) so the two-day Shrine show was held on Tuesday (17) as scheduled and Wednesday (18), a substitute day.

The show is making three towns. At Natchez, Miss., on Saturday (13), it drew two good houses. Ringling-Barnum was there a few days earlier and King Bros. was to have followed Monday (15) but substituted McComb, Miss. Packs personnel caught King Bros. at Baton Rouge where King showed Sunday (14), and Tom Packs held "open house" at the Stadium for townspeople who wanted to watch erection of the rigging.

Pat Anthony presented his wild animals at Baton Rouge. He came on following the close of Hamid-Morton's fall season at Atlanta, where he appeared. Packs originally had scheduled the Terrell Jacobs wild animal act.

The Packs show opens in New Orleans this weekend.

King Season Okay; Show Hops to Barn

Spotty Business in Southern Towns; Mobile Finale Gives Two Turnaways

MACON, Ga., Nov. 20.—King Bros. Circus was moving into quarters here Friday (19) after closing its season with bang-up business at Mobile, Ala., Thursday (18).

Co-owner Arnold Maley and Floyd King stated that the first year of their partnership brought satisfactory business. Early portions of the tour were good, King said, although some days of light business were peppered in with the good ones.

Business in general was off during the show's Southern tour, they said. The drought in most Southern States resulted in spotty business for the show. Some days were big, but others were off sharply. In cotton country, business was weak. Moving into Texas, the show was up against drought conditions in early Lone Star stands but this eased and later towns gave good business.

Late Dates Strong

Final days of the season were

generally strong. At Houma, La., Saturday (13), the circus scored two straw houses. Big top was re-located when it was discovered that some wires were interfering.

Baton Rouge, a Sunday stand (14), had a three-quarter house in the afternoon, but rain held it to about one-third at night. The show had football competition. Tom Packs Circus played the town immediately after King and was erecting equipment Sunday.

Next came McComb, Miss., Monday (15). En route the concession truck hit a bridge as it swerved to miss a car and the truck carrying the wild life show was sideswiped, freeing some of the small animals. A late arrival resulted in a 1 p.m. street parade and a half house in the afternoon, as a rain continued. The storm ended a long drought in the area and this may have helped build the strong three-quarters house at night.

Laurel, Miss., Tuesday (16), gave fair business in poor weather. Biloxi, Miss., Wednesday (17), came up with light takes in rain.

Finale at Mobile, however, enjoyed fine, clear weather and both the afternoon and night houses were hefty turnaways. King said that the show pulled out for Macon winter quarters Friday morning and would be packed dry for the winter.

Gosh Season Closes; Open Mobile Office

MOBILE, Ala., Nov. 20.—Byron Gosh's All-American Indoor Circus has closed its fall tour and plans to resume operation in the first week of January. Gosh said that the tour of Kentucky, Tennessee, Alabama and Mississippi was successful.

The second phase of the winter season will take the show into Southern Alabama and elsewhere, ending in April when the show makes West Virginia. Gosh said he had opened a Deep South headquarters in Mobile to take care of booking this area during the holiday layoff. He maintains headquarters at Knoxville, Tenn.

When the fall unit closed, the Walter Bixlers went to Memphis; George and Bessie Geddis, Jackson, Tenn.; Allen and Lee, Tampa; Barth and Maier, New Orleans; Thelma French, Louisville, and others to Southern dates.

Cedar Rapids Okay For Clyde Outfit

CEDAR RAPIDS, Ia., Nov. 20.—Clyde Bros. Circus did satisfactory business here with a three-quarter house in Memorial Coliseum Tuesday (9) afternoon, a full house at night, and full houses afternoon and night Wednesday (10). Tickets were \$1.10 top with kids at 50 cents. Show has been booked for an appearance here again next year, again sponsored by the federated unions. They will make between \$500 and \$600.

Gil Gray in New WQ

SAN ANGELO, Tex., Nov. 20.—The Gil G. Gray Circus is in new winter quarters here. In the past the indoor-ballpark show wintered at Gainesville.

Cole Sells Peru Building, Acreage to Paul Kelly

PERU, Ind., Nov. 20.—Winter quarters real estate of Cole Bros. Circus has been sold to Paul B. and Dorothy Kelly, of Chicago, in a transaction completed this week.

Kelly is a son of Pat Kelly and brother-in-law of Bill Morris, owners of Kelly-Morris Circus. Some time ago he purchased the hippo, an elephant, and the lead stock of the Cole menagerie and has had that stock quartered here since closing with Gem City carnival.

There was no indication that the transaction indicated any new cir-

Late-Season Rally Ups Polack Western Gross

SPRINGFIELD, Ill., Nov. 20.—Polack Bros. Western Circus, which ends a four-day run here Sunday (21), has enjoyed a gratifying upsurge in business this fall, show officials said. Following a big week in Denver, where receipts ran well ahead of last year, the show registered a substantial increase in a two-day stand at Enid, Okla. The week at San Antonio wound up with a succession of capacity houses and turnaways for a gross that comfortably topped the 1953 take.

Bad weather stalled what appeared to be a certain climb at Harlingen, Tex. A storm canceled the second night performance of a three-day stand and caused the

show to move indoors the next day and give an extra performance. Harlingen was the final outdoor date of the season and broke the show's long record for no performances lost on account of rain. The experience brought a decision to use the Municipal Auditorium next year, instead of the ball park, and to increase the run to five days because of the lesser seating capacity.

Business was crimped the first day at Little Rock by the election, but this was more than offset the last two days of a four-day run when, with the schools having a two-day holiday, the matinees were packed and the night shows were turnaways. Result was an over-all gain over last year.

Turnaways also marked the final two days at Oklahoma City, pushing the total well above the 1953 mark and causing a decision to extend the run next year from four to five days. Bob Nelson, recovering from injuries received in a traffic accident, was brought to the show in an ambulance closing night. His trained pigs are being presented by Russell Nafus.

Advance sales indicated Springfield would follow the same general pattern of the other fall dates. Following a precedent started last year, the final performance Sunday will be at 5:45, after a regular matinee at 2:15. From here, the show will go to Owensboro, Ky., for two days (26-27) and then close its season at Charleston, W. Va., December 1-5.

Starr DeBelle Takes Mills Press Position

Brothers Plan Trips to Europe; Paper to Be Eliminated in 1955

CLEVELAND HEIGHTS, O., Nov. 20.—Jack Mills, co-owner of Mills Bros. Circus, revealed this week that Starr DeBelle, veteran carnival and circus press agent, was coming to the Mills show in 1955 as chief press agent.

DeBelle and Mills are to meet in Chicago Monday (29) to finalize the deal under which the agent will take the place of the late Fred Stafford, who handled a number of staff duties in addition to press work for Mills.

DeBelle was with the Gooding Amusement Company and the ACA Shows last season. Prior to that he was with the James E. Strates Shows for many years. Earlier in his career he was with circuses.

Europe Tours Set

Mills said that his and the Harry Mills families will make trips to Europe this winter. The Harry Mills, with their month-old daughter, Peggy Ann, leave Wednesday by air for England. The Jack Mills family will leave in January on a trip that will take them to 11 foreign countries including Greece, Palestine, Germany, France and England. He will scout foreign circuses for acts.

The co-owner said that in 1955 he would return to his usual system of using tack cards but no other paper in advance. He said the show would be the same basic size and layout next year and that the staff was being signed. Several trucks have been bought in the past week.

In winter quarters at Jefferson, O., Paul Nelson will report in January to start training horses. Alabama Campbell is in charge of stock now, and Virgil Sgraves has the elephants. Al Wilson operates the cookhouse.

Mills is operating from his home and permanent office in Cleveland Heights.

Southern Towns Exceed Ringling Expectations

VALDOSTA, Ga., Nov. 20.—Ringling Bros. and Barnum & Bailey Circus played to good business in Southern cities this week, topping expectations in some drought-stricken spots.

In Jackson, Miss., Tuesday (9), turnouts were half and three-quarters of capacity, with cold weather at night. Hattiesburg on Wednesday (10) was good. Meridian followed with fair business.

In Selma, Ala., Friday (12), Ringling had a light afternoon but better than three-fourths at night. Drought was bad there. King Bros. played it earlier, but weather was good for Ringling.

Mongomery, Ala., was a Saturday (13) stand with fair weather. The afternoon house was three-quarters and the night house was 90 per cent of capacity. Hamid-Morton played it earlier.

Columbus, Ga., was rainy Monday (15), the storm ending a three-months drought. Houses were half and near-full. In Albany, Ga., Tuesday (16), rain in the afternoon ended a dry spell, and Ringling had a three-quarters house. At night the circus scored a turnaway, with the traffic movement termed the largest in the city's history. Valdosta Wednesday (17) had a three-quarters afternoon and full night house.

PHONEMEN

Sell advertising only. Experienced in "taps," must be able to ask for \$500 a page, leads furnished. Need 3 Good Men, 1 for New York City, 1 for Philadelphia, 1 for Washington, D. C. Some work can be done from Chicago, Los Angeles, Cleveland, Buffalo, Atlanta, Houston, Pittsburgh. Work until July, 1955. Write, giving some of your background, I will answer all mail.

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Agent who can book Auspices and Schools. State lowest salary. Start work at once. Can also place Phonemen. Drunks save your time and mine.

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Junior King, call Mon. Al Ring, Tom Ryan, Adams who worked Louisville, call George Evans.

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OTHER SPOTS FOLLOW

UNDER THE MARQUEE

By TOM PARKINSON

E. W. Adams reports from Atlanta that Ringling's stand there resulted in visits with P. A. McGrath, Theo. Forstall, Bob Brazil, Don C. Melver, Lloyd Morgan, Fred Meers, Frieda Pushnik, the Doll Family, Josephine Helbring, Irene Perry, the Musical Harold's, and Jakey Blessner. . . . George Davis Hensley, now at Crow Agency, Mont., advises that the Montana Cowboys' Association is campaigning for the government to issue a commemorative stamp in honor of Charles M. Russell, artist, who depicted cowboys and the West. Hensley points out that Russell was a friend of many show cowboys.

Tom Carroll, fan now in the service at Three Rivers, N. M., tells of recent visits to the Clyde Beatty Circus, Gil Gray Circus and spots in Juarez, Mexico. . . . Johnny Fulghum, who was billposter for the Marks carnival this year, is wintering at Portsmouth, Va., and expects to be with a show next season.

Tom Inabinette, Harlingen, Tex., chairman of the Jaycees' national committee on profit making, visited recently with Floyd King, of King Bros.' Circus, and Gus Bell, of the Ward-Bell Circus. . . . The International News Service carried the story about Pinky Barnes, old 101 Ranch hand, who was injured on the Kelly-Miller Circus a week after his invalid wife, Mabel, was hospitalized.

Henry Kyes reports from Polack Bros.' Eastern unit that visitors in Baltimore included Tom Hanlon, Jack Hausner, Claire and Tony Conway, James Waldo Fawcett, the Ted Hausmanns, Steve Daniels, Guy Martin, the Al Perrys, Fanny O. Brice, Lonnie Harrison, Hans Lederer, John Morgan, the Rudy Rudynoff family, the Weldes family, the Zoppe Family and Cuciola, the George Hanneford Family and Kossmar. . . . Added acts at Baltimore included the Luvas Sisters, All-American Boys, Portis Sims ponies, Sons of Morocco and clowns Jim Snell, Wally Matz and Mike Lando. . . . Frederick Werner and Gene Randow have a new Liberace walkaround. . . . Mr. and Mrs. Jim Mullens handled press for the Baltimore date. . . . Gene Randow, the Geraldos and Klausers' Bears will play the Evansville, Ind., Shrine date.

News from Ringling, as reported by Albert White: Ann Mace won first prize and Maria Peters, second, for costumes at the party given by Agnes Stewart. . . . Dick Slayton is back from his two weeks in Sarasota. . . . During the cold spell, the men flyers are wearing turtle-neck sweaters. . . . At Gadsden, Ala., the temperatures dropped to 15 degrees. . . . Sanchez Morales has collected several new dogs to break for an act this winter. . . . Dick Anderson did a little extra catching at Atlanta when he kept Marcia Klempt and Juan Rodry from going out of the net during

the flying act. . . . Fred White, wardrobe department, is on crutches since a sledge hammer broke and crushed his foot while he was supervising work on the wardrobe top. . . . As soon as dressing room Wagon 8 is unloaded, the pet brown rabbit makes his way to Frankie Saluto. . . . Frank Hoffman sprained an ankle when he stepped into a hole while running for the bus. Max Ring is doubling for him as snare drummer in the finale. Pinito Del Oro celebrated her birthday with a lavish party outside her dressing room wagon, and she served refreshments. . . . Deitrich Havemann and Antoinette Bisbini also celebrated birthdays. . . . Visitors included the Cecil Joneses, Slim Collins; Marshall Stisher, Rusty Parent, Rene and Hugo Zucchini, Harris Reynolds, Bennie Gibson, Barbara Winters, Johnny Hartzell, Ted Evans, Charles E. Kelley, the Bobbie Acevedos, the Charles Campbells, Max Weldy, Alvin E. Livingston, Mac McCarthy, Shufflin Sam From Alabama, Willie Clark and family, the Freddy Troupe, Mrs. Ada Martin, Pearl Clark and Jack Leontini.

Helen Wallenda entered Johns Hopkins Hospital, Baltimore, for surgery on her leg. She expected to rejoin the act at Fort Worth. . . . The Geraldos worked Polack's Baltimore date and then returned to Sarasota, visiting Hamid-Morton on the way.

Vin Carey, of Baltimore, clowned several times during the Polack stand there. . . . One of Dick Clemens' bears died. . . . Jennie Wallenda Zoppe has been working in the high wire act as well as with the Poodles Hannaford riding act. . . . Jackie Bostock is getting his own announcement during his work with the Hanneford act.

Numerous folks from King Bros.' Circus were recent visitors at the Houston Shrine Circus, according to Jeff Murphree. . . . Jack and Ruby Landrus, midget clowns, have re-signed to tour with the Gray show next season and will winter at Trailer City, Corpus Christi, Tex., following the Houston and Fort Worth dates. . . . Clown Danny Styron and Smokey Wendt, contortion clown, have joined Richard Bros.' Circus.

J. R. (Frenchy) La Monte, tramp clown, and his wife, Sadie, are back at their home in Watsonville, Calif., after a successful season of fair grandstand dates that took them thru Oregon, Washington, Montana, Utah, Nevada and Arizona. La Monte reports that he has already been signed for nine 1955 fairs.

En route to play Orrin Davenport dates, the Sherman Brothers stopped in St. Louis to visit the Haag Family at their farm, and also Otto Greibling, who is recovering after a recent illness. The brothers also visited Lew Hershey in Fort Scott, Kan. . . . Tex and Dolores Clayton caught Chief Parcell's dog and monkey show recently and report that he is playing to good business at schools around Prentiss, Miss., and Bogalusa, La. While at the Reptile Gardens in Slidell, La., the Claytons learned that Dr. Baker, the owner, is in Montana working for the government on an Indian reservation. The Claytons also report that Bandy Holman and wife were en route to Baton Rouge, La., for a rest after a good season with their Snake Show.

Freddie Valentine infos that his original Four Flying Valentines closed their outdoor season November 14 at Greater Jacksonville (Fla.) Fair. The group headed for Houston where they will winter. . . . The Bouncing Bodos, with Bobby Ashe, were the feature attraction at the Amherst (N. S.) Winter Fair and report that attendance was exceptionally good despite six solid days of rain.

Candy Dickson is working as Santa Claus and doing a clown stint part-time during the Christmas holidays in a department store in Cincinnati. Dickson signed a contract recently to work with the

Ward-Bell Circus next season. He reports that Kenneth Waite is working a store in Cedar Rapids, Ia., during the holidays.

Mickey McDonald is clowning at the Brown-Dunkin store in Tulsa for the 28th consecutive holiday season. . . . Dr. J. Y. Henderson, Ringling-Barnum veterinarian, made the King Ranch's quarter horse sale at Kingsville, Tex., Wednesday (10) and bought six head of horses for the show. It will take four years to ready them for the rigors of trouping, he opined.

Bill Horstman, of Cole Bros., Chicago, and L. N. Fleckles, of the St. Louis Police Circus, caught the Orrin Davenport show at Kansas City. . . . Fred Bailey Thompson, Clarkston, Ga., fan and author, caught Ringling and Hamid-Morton in Atlanta. . . . Bev Kelley, radio-TV agent for Ringling-Barnum, closes his season at Miami.

The A. Morton Smiths, of Gainesville, Tex., became grandparents Tuesday (16) when a boy was born to the Dan M. Smiths at Edgewood, Md. Father is a former Gainesville Community Circus clown and now is with the Army Chemical Center. The new grandfather is connected with the Ward-Bell Circus.

Sam Stratton, former circus press agent, now is ahead of the road company of "South Pacific." . . . Jorgen Christiansen stopped at Memphis to visit with Rufus W. Jones, rodeo announcer. Christiansen was en route to Tom Packs' fall dates. . . . Henry Varner, Akron, recently ran across Clarence Thompson, musician, who was with wagon circuses and a string of minstrel shows.

Neal Walters, poster printer of Eureka Springs, Ark., will start shortly after Thanksgiving on a tour of the South and Southwest that will take him to most of the winter quarters. . . . Frank J. Lee, veteran press agent, writes from San Antonio that circus fans, headed by Tommy and Georgia Scaperlanda, caught the King show in San Antonio.

Roland Tiebor was planning to join Ringling-Barnum for the last few days of the season. Two of his seal acts, worked by Roland Tiebor Jr. and Frances Hogan, have been with the show all season and gained some distinction in circus history since the separate acts worked simultaneously in one ring.

Scott W. Queen caught Polack Eastern at Philadelphia and visited with Bessie Polack, Sam Polack, George Cutshall and the Luvas Sisters. He was hopping to Cleveland this week for talks with Jack Mills, owner of Mills Bros.' Circus. . . . Harvey Earlin writes that one of his acts, Aida, the Star in the Moon, closed with Hamid-Morton in Atlanta and will winter in Sarasota. The act has signed to play Bob Morton's spring route. Both Aida and his other act, Miss Luxem, swappole, are to be out next season and expect to play parks. The two acts will add up to a month's stand at each park.

From Hagen Bros.' Circus, Jean Nelson writes that word was received of the death of Ted LaVelda's mother and he left for the funeral. . . . Cal Townsend pinch-hit for LaVelda. . . . Carl Nelson is producing clown. . . . Joe Mix and Company joined to present the concert. . . . Patty Couls is hard at work. . . . Floyd Bradbury's wife, Marlene, works sword box, and he works magic and vent and also plays the organ for the main show. . . . Visitors included J. C. Rosenheim, Dory Miller, Donnie McIntosh, Pauline and George Penny, the Pat Waltons, Willard the Wizard and family, Ted Wendt, Danny Styron, Mr. and Mrs. Clarence Auskins, Bea Kyle and her husband, Ed Whalenof, the C. Comilles, Lee Clark and the Obert Millers.

The Sparton Family is back in New Orleans after playing three dates for the show put out by (Continued on page 90)

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Clint Barnes Dies in East

PHILADELPHIA, Nov. 20.—Clinton D. (Clint) Barnes, 61, died at the University of Pennsylvania Hospital here Wednesday (10) after a long illness. He was the father of Harold Barnes, wire walker, and brother of Roger Barnes, co-owner of the Beers-Barnes Circus.

He started in show business in 1907 with his brother when they were included in the family act of their father. He became known for blackface comedy work in vaude and continued that work when he joined his father and brother in starting the Barnes Comedy Company, a tent show. The present Beers-Barnes Circus is an outgrowth of that comedy company.

Barnes and his wife, Irene, trouped in recent years with their son's wire walking act, and they played circuses, theaters and clubs in this country and made two tours of Europe.

Surviving are his widow, son and a brother. Services in Miami.

Hetzer Frames Holiday Unit

HUNTINGTON, W. Va., Nov. 20.—Hetzer's Theatrical Agency here has finalized plans for an indoor Christmas party circus unit to be used by several industrial companies in and near the Ohio River Valley.

Itinerary includes an opening December 13 in Evansville, Ind., with performances set for Louisville, Lexington, Beattyville, Blaine and Ashland, Ky.; Findlay and Canton, O., and Freedom, Pa.

Acts include the Antaleks, Lola Dobritch, the Three Goetschis, the Lang Troupe, Ferguson's Society Circus, Dieter Tasso, the Hazlett Brothers, Janet's dogs and ponies, Bob Johnson, and NorLu. Featured in clown alley will be Charles (Daddy Long-Legs) Sanders, Bumpsey Anthony, Frank Cain, Jack LaPearl, Billy Earl, Roy Barrett and Billy Griffin. George Charles will direct the music.

The Theron Troupe, cycle act, will headline the second unit set for Marietta, O., Parkersburg, Charleston and Huntington, W. Va.

Richards Tour OK; To Use Ring Title

CINCINNATI, Nov. 20.—Richards Bros.' Circus will close a successful season November 27 in Loxley, Ala., according to agent Jake Rosenheim, en route to Ogensburg, N. Y., for some Masonic work. Good business was reported in Louisiana.

The circus will go out next year under the Ring Bros. title. General improvements are in the works, including a four-pole big top, which went into use Labor Day. No staff changes are contemplated. The show will go into winter quarters at Pensacola, Fla.

Clyde Bros. Ends First Half Nov. 29

ST. JOSEPH, Mo., Nov. 20.—Howard Susez's Clyde Bros.' Indoor Circus, now playing thru Missouri and Kansas, will end the first half of its season at Amarillo, Tex., November 29. After a layoff for the holiday season, the show will resume operation in January.

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Jacobsen Unit Closing Tour At Milwaukee

MILWAUKEE, Nov. 20.—H. W. Jacobsen's indoor circus unit ends its fall tour with a stand here Wednesday (17) thru Saturday (20). The show has been in Upper Michigan and Northern Minnesota.

Show staff included Jacobsen, owner-manager; Don Rey, assistant manager, organist and announcer; Jimmy Goff, drummer, and Vivian and Leland Fagan, concessions. Acts included Patine and Rosa, comedy acrobatics; E. L. McCall's Siberian Husky Dogs, pony and monk; Tilton and Heerdink, horizontal bars and rolling globe; Eric Adams, bikes and chimp; the Larabees, whips; Bozo Harrell, clown; Tony and Mary Ridola, table rock and jargo zebra; Bobo Barnett and Company, clown car and dogs; Hawthorn Bears, with Paul Lemery, and Capt. Guy Leslie, seals.

For Milwaukee the Cuneo Boxing Kangaroo and the Flying Martians (3) were added.

Richards Ends Tour Saturday

PENSACOLA, Fla., Nov. 20.—Richards Bros.' Circus is scheduled to close on Saturday (27) and it is expected to return to its permanent quarters here. The show, owned by Franco Richards, is in its second season. Until midway in this tour it was called Ring Bros. Circus. Business reportedly has been only fair this year.

Admire Launching Another Schooler; Hall, Lenardos Join

BRAZIL, Ind., Nov. 20.—J. C. Admire is back in action with a school show, Froman Bros.' Society Circus, now playing Missouri, after a hiatus during which he booked acts on two school assembly routes.

With him in the new outfit are the Leonardos, impalement; Wardellos, juggling; Ward Hall, vent, and Harry Leonard, Punch. There are six performers and two concession people back, plus Admire and Max Maurer in advance. He has returned to his schedule of playing three schools daily. Admission prices are 25 and 50 cents.

Houston Equals '53 Business; Elephants Balk

HOUSTON, Nov. 20.—The Houston Shrine Circus, produced by John Andrew, played to an estimated 140,000 persons in 18 performances at Sam Houston Coliseum, November 3-16. This was about equal to last year's business.

As the show was being loaded for shipment to Fort Worth, three elephants balked at the door of a baggage car and walked thru a depot gate to reach downtown streets. They went to the intersection of Texas and Crawford, downtown streets, and paraded thru a garage building before they were returned to the railroad station.

Webb Minstrel To Go in 1955

SALINE, Mich., Nov. 20.—Charlie and Jo Webb have closed their canvas minstrel show after a successful fall season and they report plans for reopening their opera next fall.

The unit moved on two semi-trailer trucks and three other vehicles, carried 21 people and made 61 one-day stands after leaving a carnival, where it had worked earlier in the season. Show is billed as Harlem Brown's Minstrel Show. It opened August 30 at Glenn Allen, Miss.

Personnel included Frank (Dusty) Tansel, Teddy Stewart, James Kelly, Sarah Jones, Rosie Evans, Mildred Lee, Geraldine Smith, Annie McKez, Ruby Lee Purnell, Arthur Lee, Willie Marshall, Jesse Mackrel, Morris Goode and James Evans. Some of the personnel had been with Rabbits Foot Minstrel Show earlier.

The Webbs formerly have been with circuses.

Dave Friedman, Chicago, has been assigned the national publicity chores for the Martin and Lewis movie, "Three Ring Circus," by Paramount. He expects to have several circus press agents working with him. Frank Braden also will be with the picture this winter.

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Harris Novelty Company, Philadelphia, has what it claims are the two lowest priced items of their class in the business. The first is the snake bow tie at \$1 per dozen or \$9 per gross while they last. This is a tie with tube and bulb arrangement which produces the fun provoking effect of a creeping snake when the bulb is pressed. The second is the famous new retractable ballpoint pen with no-smear ink which is banker-approved. The pen has a bright metal top and has a large ink supply which is leak-proof. It does everything higher priced pens do and is offered at the low price of \$2 per dozen and \$21 per gross. Sam Harris promises to ship the same day he gets your order and will include the firm's complete catalog showing hundreds of money-making items.

It is laboratory tested and employs Underwriters-approved cord and plug. The firm calls it a round-the-calendar toy for prize or gift use, offering it to the trade for only \$9.95.

A new product is being introduced to the trade as the "pitch with a profit" by Hand Products Manufacturing Company, Cleveland. This is a light-weight planer which utilizes razor blades and weighs only seven ounces. The company recommends it for do-it-yourself fans, while demonstrators and pitchmen will find it easy to demonstrate. This is a sturdy die-cast, three-piece tool for planing jobs on wood, plastic, linoleum, etc. The edge is always sharp and the firm claims the tool is safe and foolproof. It easily trims sticking screens, moisture swollen doors and cabinet doors. It retails for \$1.95, but a sample demonstrator and literature will be rushed to you for \$1.

Magidson Bros., Chicago, is introducing a new line of African native lamps for the Christmas season. The action figures are 18 inches high and have flowing head-dresses, loin, wrist and calf adornments, together with shield and drum. They come equipped with either plastic or barkcloth coolie shades. Ebony black with splash white provide a striking color combination. Other colors include chartreuse with forest green and coral splash with gray. The ideal companion piece for these figures is the firm's large planter which is treated for high water resistance and comes in colors the same as the lamps. This combination has produced repeat orders wherever displayed, the firm reports.

Naxon Utilities Corporation, Chicago, has introduced what it calls a toy with year round appeal. It's the Dollyduds toy electric washer, which the firm says teaches cleanliness and self-reliance. Over 14 inches high, the machine has a gallon tub and great beauty, boasting a base, legs and motor housing made of heavy steel with baked enamel finish such as is used in the most expensive machines. Rugged and dependable, yet economical to operate, it uses only a tiny amount of current. It is engineered and built by an old and reputable washing machine manufacturer and has the same back-and-forth action used in costly machines. The toy has the same safety features used in large machines.

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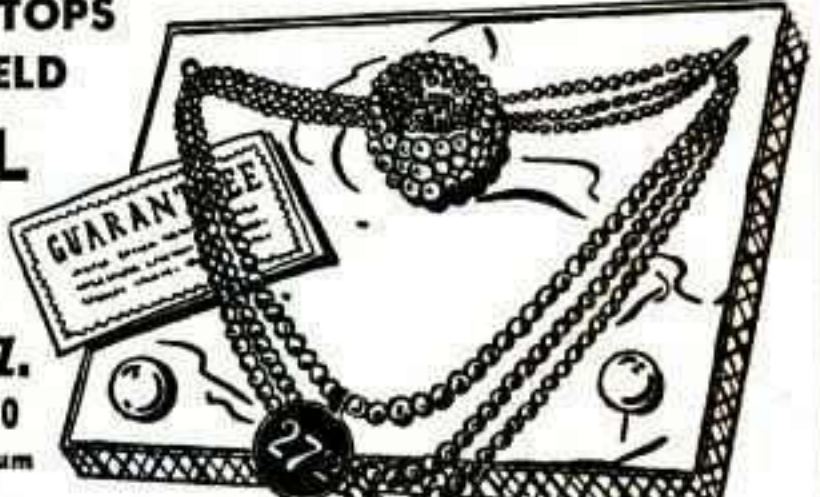
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Compares with higher priced lighters—gleaming Chrome Finish, never before offered at this low price. Ideal for gift, prize or premiums. Nicely boxed. They are moving fast—order now.

\$7.00 Per Dozen **\$78.00** Per Gross
Sample Dozen \$7.50 Postpaid

"WANDA" THE WALKING DOLL



18" tall—Walks, stops and turns. Has stop and go mechanism. Beautifully dressed in the finest material. Everybody will love this doll. The greatest mechanical doll in the country. Individually boxed and guaranteed.

\$7.50 Each
\$84.00 Dozen

THE NEW MIRACLE CROSS AND CHAIN



With magnified Lord's Prayer in center of Cross. Each Cross in a beautiful box.

\$5.00 Per Dozen

FLUORESCENT RED PLASTIC XMAS SEASON'S GREETING SIGNS



12" Long—8" Wide

\$1.75 Doz. **\$18.00** Gross
Store Keepers and Peddlers are cleaning up.

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Turn Over Cats—Lots of Action	\$ 3.75 doz.
Xmas Santa Merry-Go-Round	6.00 doz.
Bar X Cow-Boy with Sparkling Gun and Lasso	6.75 doz.
Circus Parade	5.50 doz.
Magic Garage with Car	8.50 doz.
Grandfather Fur Monkey with Hat, Specs and Cane	4.00 doz.
Santa Claus with Sled and 2 Reindeer	3.75 doz.
Large Fidos, Fur Covered	12.00 doz.
Large Waddling Ducks	12.00 doz.
Large Drummer Monkey with Cymbals	12.00 doz.
Squirrels, Friction Type	2.00 doz.

TREMENDOUS JEWELRY SAVINGS

Exquisite 3-Piece Parkway Jewelry Sets	\$11.00 doz.
Style Guild 3-Piece Jewelry Sets	8.00 doz.
Style Guild 5-Piece Jewelry Sets	21.00 doz.
Assorted Beautiful Earrings, \$36.00 gross	3.25 doz.
Scatter Pins—50 Different Designs, \$36.00 gross	3.25 doz.
Tie Slide and Cuff Link Sets	6.50 doz.
Rosary and Plastic Shrine Complete	18.00 doz.

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The hustlers all over the country are cleaning up with these Perfume Numbers which sell on sight.

WHITE CHRISTMAS	\$8.40 per doz.
FAUN	8.40 per doz.
REWARD	8.40 per doz.
ECSTASY	8.40 per doz.
WHITE CHRISTMAS Toilet Water	8.40 per doz.

\$95.00 per gross on above or in combinations

LE COUTIEUR	\$9.00 per doz.
PAGAN—Beautiful Gift Box	2.00 each
PAGODA—Beautiful Gift Box	2.00 each
SABLES & PEARLS—Beautifully Boxed	3.00 each

Send \$12.00 for a sample of each of the above 9 Perfumes—Shipped Post Paid.

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- Has \$21.95 Price Tag



A Natural for Auctioneers **\$30** doz.



FOAM RUBBER PILLOWS

Packed 2 in re-usable polyethylene bag.

Specially Priced at **\$16.20** doz.

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BEAUTIFUL 12-OZ. MARDI GRAS COLORED ALUMINUM TUMBLERS

Breakproof, gaily colored tumblers for any occasion. Ideal for use indoors or out. Drinks served in Mardi Gras tumblers stay colder longer!

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\$7.95 ea. 17-JEWELS WAFER THIN (BRAND NEW) WITH EXPANSION BAND

Swiss Precision Made — Wafer-Thin Gold Finish Case — Modern Silvered Dial With Raised Silvered Finish Trylons and Hands — Handsome New Black Trim Around Dial — Sweep Second Hand — Unbreakable Crystal — Antimagnetic. This price includes band and individual 1-year guarantee slip. Samples \$1.00 extra. 10% deposit, balance C.O.D. Complete line of latest 1 to 17-jewel watches. Ask for catalogue.



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Enough for 48 guests. Consists of 48 full adult size elaborately decorated hats, 48 decorated New Year's horns and 50 large metal noisemakers. Order early. Don't get shut-out.

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LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

PIPES FOR PITCHMEN

By BILL BAKER

WE HEAR BY WAY . . . of the grapevine that Chief Napier (the long-haired man) is now using the air lanes to toss his salve and oil pitch far and wide. He was heard in radio broadcasts in Havre Hill, Mont., and Rawlins, Wyo., and later he was seen peering out from the TV screens in the vicinity of Sioux Falls, S. D.

THE WEATHERMAN . . . reports that the lowest temperatures in history for this time of the year around the Virginia territory has chased most of street vendors indoors.

"HERE'S ANOTHER pipe," postals our old friend H. I. (Hi) Hightower from somewhere in the Southland: "I just recently went thru several States and I didn't see many pitchmen in the places where I stopped. However, I did see a couple of guys working coils. They seemed to be clamping their lunch hooks on some money, too, because they were both driving new Packards. Lots of the old pitcheroos are working the midways with the glass pitch. Another good number is the garnishing set

at a buck a throw. If any of my old friends read this pipe write me in care of The Billboard, Cincinnati. I need a partner, as I'm getting too old to make it alone."

DAVE KIMMELL . . . is working a new kiddie record pitch in the Rose chain of department stores thru North and South Carolina. He's playing one-day stands with an advance radio build-up which, he says, is something entirely new in the field. This sounds like a gimmick that'll bear watching.

STANLEY BARR . . . is busy with his jewelry engraving in the Norfolk and Portsmouth, Va., area. Take is not so hot except around the Navy pay days, but it comes fast enough during those periods to make it worth while to stick around, which he's been doing for the past several months.

REPORTS HAVE IT . . . that Benny Perlin is following the East Coast major football games around the circuit with his penants. Frank Work has moved to a warmer clime in Rome, Ga., where he says that his photos are going strong. Pete Shepard, one of the last of the calling card writers, is working downtown Washington.

AFTER MAKING . . . the Virginia and North Carolina fair circuit, Raube Walters and Charles Boyd have returned to Newark with their watch and bracelet tie-up.

MIKE SULLIVAN . . . penciling from Youngstown, O., uses the Pipes column to thank all his old pals in the pitch business for giving him a thought or so during his recent bout with the doctors. Says Mike, "I received so many letters while I was in the hospital that it is impossible to answer all of them so I'm thanking everybody thru The Billboard. I want to thank Dewey Yesner, Madaline Ragan and Doc Bender for everything they have done for me."

PERFUME WORKERS

New package containing three 1/4-oz. Perfumes in beautiful gold foil box. Sells for \$3.00. Your cost 36¢ each in lots of 100 or more. Less than 100 lots, 45¢ each. Individual bottle in carton sells for \$1.00. Your cost \$14.00 per 100 or more. Less than 100, your cost 20¢ each. Three grand fragrances. These packages are hot for store demonstrations. Samples of both sent postpaid \$1.00. Wire or write for full details.

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400 N. Bishop Dallas 8, Texas

PAPER MEN

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State Farm Paper Unit
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Famous 9-PIECE SHEFFIELD Carving and Steak Knife Set

- Consists of:
- Sheffield Carving Knife
- Plated Sharpening Steel
- Forged-Type Fork
- 6—Stainless Steel blade steak knives with serrated edges, lifetime finish.
- Beautiful permanent gold-tooled chest with sliding drawer.

Packed 12 sets to carton weighing 50 lbs.

Carries price tag of \$49.95 Your \$6.50 set in Cost doz. lots.

Sample 58 prepaid imported blades from England with matched simulated Brazilian Horn Handles.

25% dep. with all orders, Bal. C.O.D.

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WORKERS . . . of all kinds . . .

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UNIVERSAL JEWEL SETTER

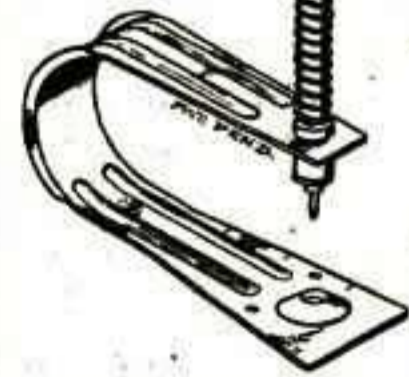
Get Going for Christmas With This Money-Maker!

- ★ Installs Rhinestones, Pearls, etc., quickly, easily.
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SEND \$1 for Complete Sample Set. Sent Postpaid.

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Jewels—\$3.50 per doz. packages, each with 144 jewels and backs.

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We have Ford V-8's 1932-'48

Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand. No waiting for stock. You will not be let down thru Fair Season. This coil is not plastic but made of bakelite and will not burn thru.

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\$53.00

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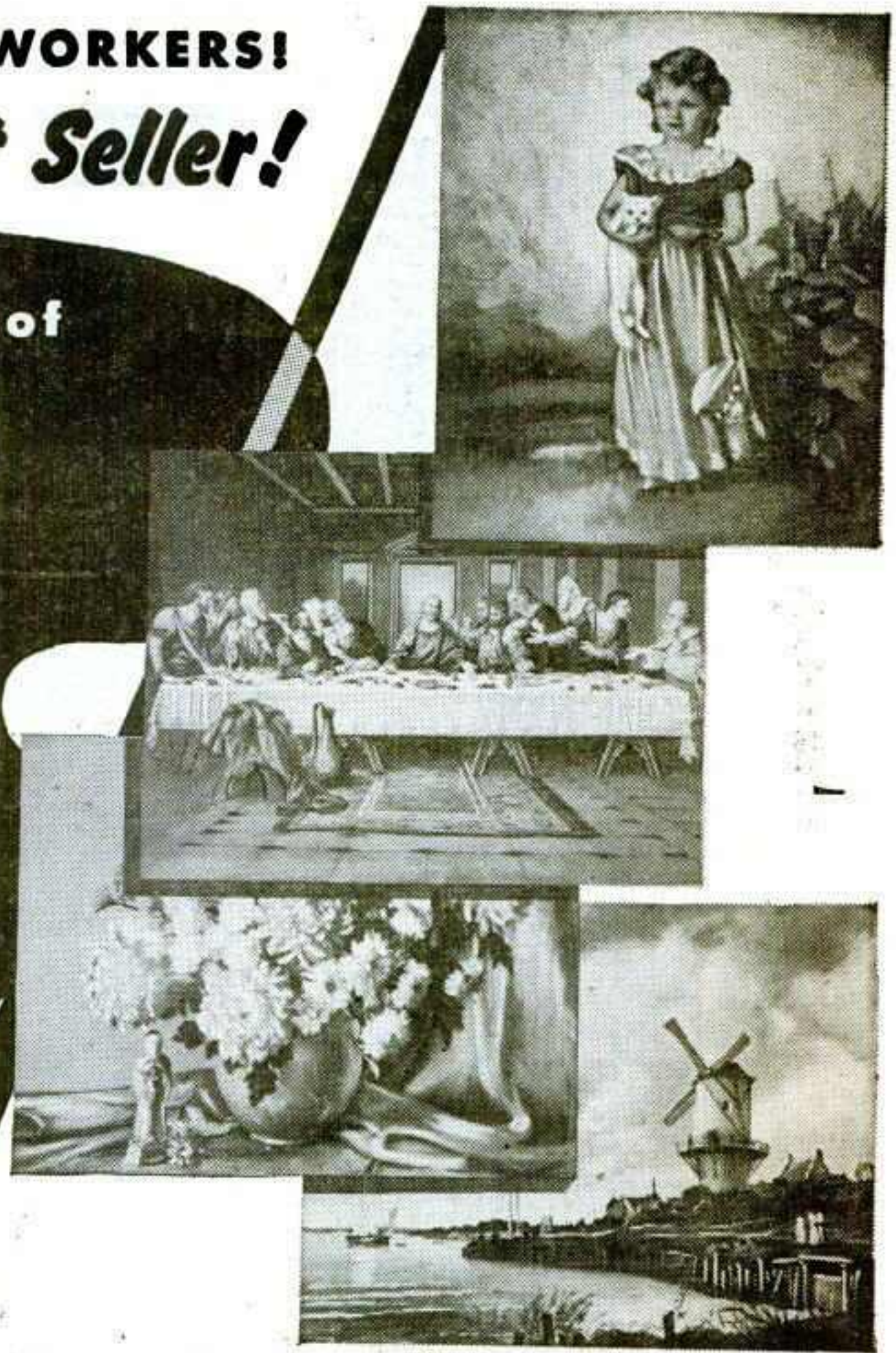
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This line alone will be your season bankroll! Hurry! Supply limited!
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Large-size. True colors . . . fine, heavy paper!
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Your cost . . . **\$55** per thousand (12" x 16") . . . or **\$75** per thousand (16" x 20")
25% Cash — Balance C.O.D.



Sample Selection: 100 assorted pictures **\$10** (Cash or Money Order)

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In gorgeous plastic pocket case.

Good enough to sell for \$1.00 each. Imagine the sales when you feature ALL 3 PLUS THE CASE for \$1.00. No wonder this is called a "PROFIT-PLUS" item. Each ball pen writes a different color (Red, Blue, Green) . . . your 3 reasons why you can expect 3 times as many sales. Don't take our word — feature it and prove it to yourself. 25% with order, balance C.O.D.

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\$7.20 per doz. sets.

Sample \$1.00 prepaid.

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Hollywood Finger-Cigarette-Ring

Suggested Retail **19¢** Each



- No more nicotine finger stains
- Leaves both hands free for work or driving
- Holds your cigarette while your hand relaxes

Distributors wanted. Send 25c for 2 sample rings and full details. State Sizes—Small, Medium and Large.

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EXPANSION IDENT RINGS

Stainless steel shanks, highly polished aluminum tops.

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\$3.50 dozen. \$4.50 doz. with side ornaments. For 2¢ each extra you can obtain nickel-color tarnish proof ring. **AT LAST WE HAVE THEM.**



\$3.75 ea. in doz. lots



HORSEHEAD RING

Gross Lots — **\$7.50 Gross.**
Indiv. Gross — **\$9.00.**

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CUFF LINK SETS
LADIES' MATCHED JEWELRY SETS—BOXED

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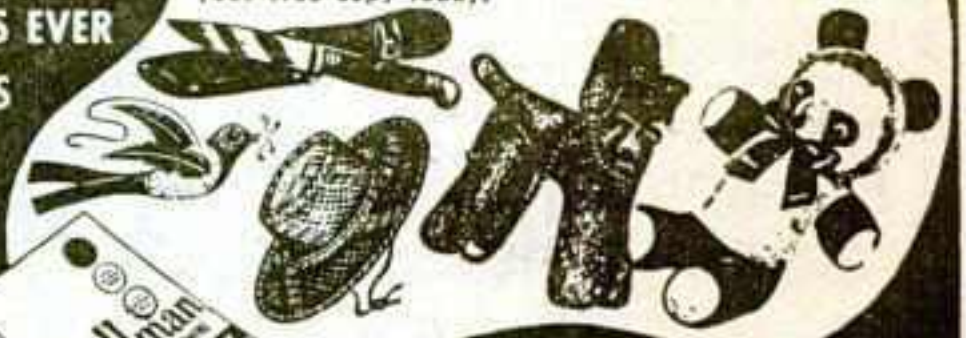
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SAMPLE \$5.85 \$5.50 ea. Lots of 6

Decorative case looks like a miniature radio and is cleverly fitted with an imported 30-hour movement and musical alarm.

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Multi-color lithographed juvenile decorations. Complete with 10 assorted popular Simon and Shuster unbreakable children's records.

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Assorted Colors in Display Box \$4.80 Doz.

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REGULAR BALL POINT PEN \$21 Gross \$20.00 per doz.

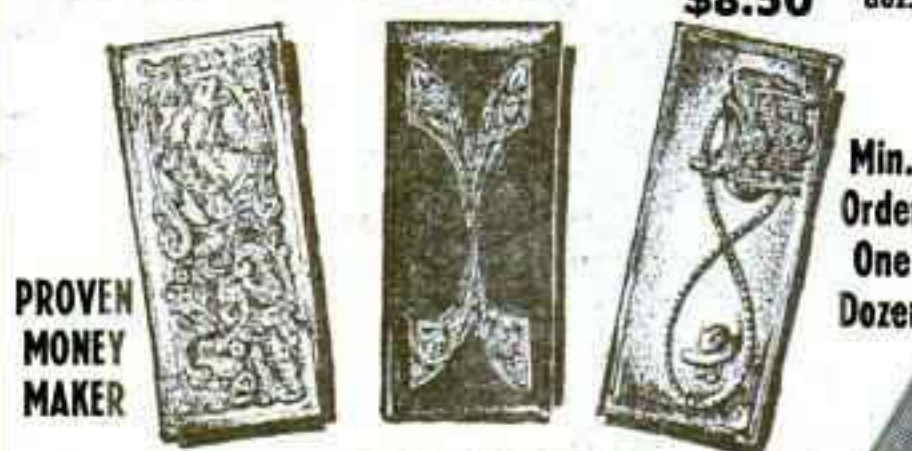
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Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.



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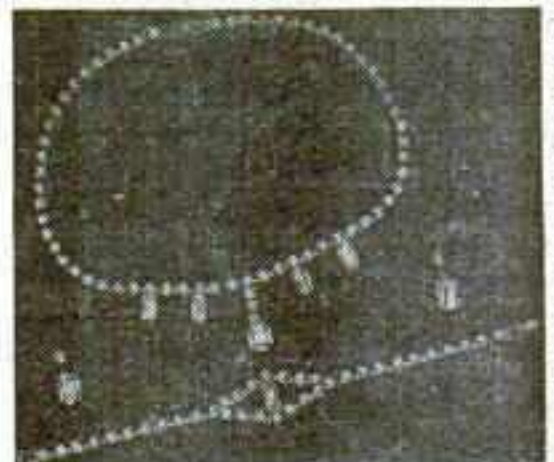


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Sample, \$2.40 \$2.00 ea. Lots of 12 Glamorous rhinestone necklace with matching bracelet and earrings. Delicately styled with beauty and fashion in mind. Beautifully gift packaged. LIST \$19.95.

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COMING EVENTS

- Alabama Birmingham—Dog Show, Dec. 5. Arizona Phoenix—Ariz. Natl. Livestock Show, Jan. 3-8. California Los Angeles—Great Western Livestock Show, Nov 27-Dec 3. A. M. Mathews. Pasadena—Tournament of Roses, Jan. 1. Max Colwell, 181 S. Las Robles Ave. San Diego—Electric & Home Appliance Show, Nov. 26-Dec. 1. Turlock—Far West Turkey Show, Nov. 30-Dec. 2. Marcus Johnson, 207 Crane Ave. Connecticut Hartford—Sportsmen's Show, Jan. 22-29. Delaware Wilmington—Antique Show, Dec. 1-3. Florida Melbourne—Thanksgiving Reunion and Trailer Show, Tin Can Tourists of the World, Nov. 15-29. Miami—Bird Show, Dec. 16-19. Miami—Flower Show, Jan. 7-10. Miami—Home Show, Nov. 18-29. Sarasota—Fla. Mobile Home Expo., Nov. 24-28. Tampa—Antique Show, Jan. 3. Tampa—Dog Show, Jan. 23. Georgia Atlanta—Southeastern China, Glass & Gift Show, Jan. 16-19. Foster B. Steward, 1401 Peachtree St., N.E. Illinois Chicago—Auto Show, Jan. 7-16. Chicago—International Livestock Expo., Nov. 26-Dec. 4. Indiana Indianapolis—Sports Show, Jan. 28-Feb. 6. Louisiana Buras—Orange Festival, Dec. 18-30. Mrs. A. Poerica. LaFayette—Mid-Winter Fair & Livestock Show, Jan. 6-9. LaFayette—Flower Show, Jan. 15-16. Maryland Baltimore—Antique Show, Nov. 29-Dec. 2. Michigan Bay City—Poultry Show, Jan. 16-19. Ben W. Mau, 2009 Second St. Detroit—Jr. Livestock Show, Dec. 7-9. C. E. Scott, 6750 Dix. Detroit—Detroit Rodeo, Nov. 18-28. Grand Rapids—W Mich Pat Stock Show, Dec. 7-9. R. Machiele. Grand Rapids—Mich. Turkey Show, Dec. 7-9. Minnesota St. Paul—St. John Winter Carnival, Jan. 28-Feb. 6. John Geisler, 356 Cedar. Missouri St. Louis—Sports Show, Jan. 18-23. New York New York—International Winter Sports Show, Nov. 20-28. Ohio Cleveland—Sports Show, Jan. 3-9. Oklahoma Oklahoma City—Okla. State Poultry Show, Nov. 30-Dec. 5. Pennsylvania Harrisburg—Pa. Farm Show, Jan. 10-14. H. R. McCulloch. Uniontown—Uniontown Poultry and Farm Products Show, Jan. 4-8. Wilbur Cook, R. D 4. South Dakota Sioux Falls—Auto Show, Nov. 24-28. Texas Dallas—Natl. Pigeon Show, Jan. 19-22. Dallas—N. Texas Cat Club Show, Jan. 22-23. El Paso—Southwestern Sun Carnival Parade, Jan. 1. Fort Worth—Fort Worth Rodeo, Jan. 28-Feb. 6. Houston—Grand Natl. Cage Bird Expo., Dec. 9-13. Washington Spokane—Industrial Fair, Dec. 13-15. CANADA Saskatchewan Saskatoon—Dressed Meat & Poultry Show & Sale, Dec. 8-9. Quebec Quebec—Winter Carnival, Jan. 6-Feb. 23.

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Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C. O. D.

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To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. Christmas sign samples and information, \$1.00 postpaid. Free literature.

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Shadow Box

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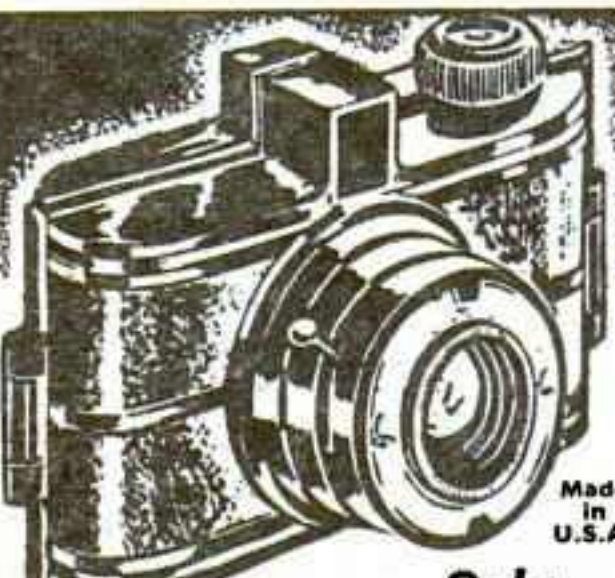
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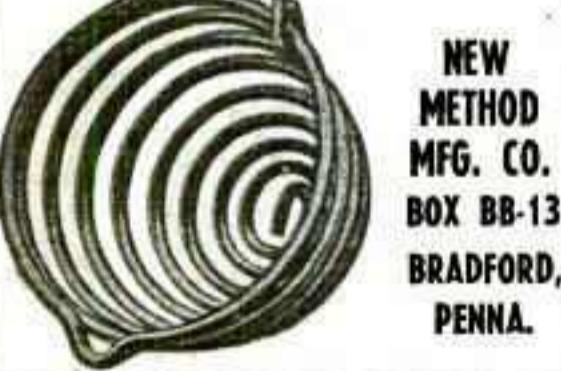
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UNDER THE MARQUEE

Continued from page 82

Tige Hale and Will Hill. They caught Hagen Bros. in Slidell, La., and visited with Herb and Helen Walters, the Reynosa Brothers, Cal and Torchy Townsend and Joe Mix. The Spartons played Montgomery, Ala., Wednesday thru Friday (17-19) and will make a day in Pryer, Ala., before returning to New Orleans. In Florida recently they caught Roy Romas' Royal Bros. Circus and visited with George Lerch as well as the Flying Romas, Pat Douglas and others. They also visited with Bob Carter at his dude ranch. Al and Mazie Harris, jugglers and wire walkers, and John Stykes, of circus Side Shows, visited the Spartons on the Hale-Hill show. Jimmy O'Donnell, clown, is with the Spartons now.

Ted DeWayne writes that the DeWaynes, teeterboard act, are playing three weeks at the Flamingo Hotel, Las Vegas, Nev., after which they will return to Los Angeles. The Ritz Brothers are doing comedy in the DeWayne's Risley act.

Rube Simmons, with Clyde Beatty last season, now is clowning the Jordan-March department store in Boston. . . . Fan Joseph Zoltowski caught Roland Weber's model circus in Philadelphia, where it is displayed at Gimbel's department store. Weber has been ill since arriving there and his wife, Sally, is taking charge until he recovers from a back injury which requires that he wear a brace.

Rex Allen writes that Sylvester Larios and Fred Masco are on their way to join the Tige Hale unit. . . . November 21 issue of The Sarasota Herald-Tribune is its annual mail-away issue which always includes circus articles. . . . Nick Francis, Chicago, is clowning again with "Super Circus" after recuperating from an operation.

Harry Chipman reports that he and Mrs. Chipman have moved into their new home in Alhambra, Calif., and that he will be with the newspaper there for the winter. He was with Clyde Beatty this season.

Walter Dick and his All-American Boys played Philadelphia with Polack Eastern and then moved into New York for club dates set by their manager, Joe Hetzer. They are set for appearance on a Christmas edition of "Big Top," TV show. . . . Oscar Landmesser, known also as J. A. Jewell, was journeying this week from Los Angeles to Jacksonville, Fla., via Chicago and Logansport, Ind., to be with Ringling-Barnum for a few days. His bus ticket for the long trip was several feet long and brought him some publicity. He started trouping with the Norris & Rowe Circus in 1904.

Tex Maynard reports from Clyde Bros. that the show is moving on six trucks and that there are 11 house trailers. . . . Capt. Eddie Kuhn has a new trailer. . . . Johnina Pirotus also has a new trailer. . . . Most of the Clyde people visited the Orrin Davenport show at Kansas City. . . . Mrs. Howard Suez has been kept busy with her novelty stand. . . . Lee Virtue, clown, returned to Janesville, Wis., because of illness, and Billy Sheets is taking his place. . . . Visitors in Cedar Rapids included the Larry Griswolds and family, Laurence Cross and Charlie Cuthbert, the Juggling Hoffmans, the Leo Gascas.

The George Hanneford Family's home and motel at Osprey, Fla., is a circus center with those on hand recently including the George Hannefords Senior; Tommy, George and Kay Francis Hanneford; the Buck Reigers, the George Washington Smiths; the Slats Beasons, who were readying a trip to the Beatty quarters and West Coast; the Duvals, Adele Nelson Reed, JoJo and Eva May Lewis and Joan Spaulding. . . . Ralph Duval is taking Scottish Rites work and Tommy Hanneford is taking Shrine work. . . . Brownie Gudath and Gallifilli Bagonghi called on the

Lewises at Sarasota. The Lewises have a new trailer. . . . Tuffy and Gracie Genders, the Feronas, the Marco Trio and the Antonettes also visited with the Lewises. . . . Mitzy and Murray Fein plan to go to Sarasota after the Kansas City Shrine date.

Kinko, the contortionist-clown, reports he won't make the Fort Wayne date but will enter a Houston hospital immediately after the Houston Shrine show closes in order to undergo surgery on his eyes. He and his wife, Mary, will head-quarter at the Ace Trailer Park, Houston.

Bucky Leahy recalls that Ed Hiler was agent for Barnett Bros., that Joe Lewis was with 101 Ranch, that Burt Lancaster was with Kay Bros., that C. E. Duple was with DeRue Bros.' minstrels, that Duke Drukenbrod had the Cole Bros.' Side Show, that Marion Wallick was with Parker and Watts, that Lew Hershey was a contortionist with a minstrel show, that Milt Robbins was with Kay Bros., that Arthur Hoffman had the Hagenbeck-Wallace Side Show and that Tommy Whiteside was in Jack Moore's wire act.

Ringling news, reported by Albert White, is that Antoinette Bisbini is back doing her trapeze act. . . . Hattiesburg, Miss., station, WHSY, broadcast the afternoon performance. . . . Frank Cromwell is conducting baton twirling classes. . . . Anna Martinez was visited by relatives from New Orleans. . . . Brenda Jones surprised everyone by turning up with a short haircut. . . . All the girls gave the wardrobe ladies special cards and cash gifts for the season.

Lalo Palacio missed the double full twister in the flying act and fell into the net, hurting his neck, so the act was out of the show for several performances. . . . Jimmy Crabtree, after closing with Kelly-Miller, joined Arky Scott's elephant department here. . . . Paul Horompo and Jimmy Armstrong have been on the sick list. . . . The Ring 1 flying act also was out of the show for several days because Dick Anderson the catcher, had a swollen thumb. . . . Bobby R. Jones, assistant ring stock boss, returned at Montgomery after a hospital seige. . . . Sammy Elterman has been transferred to the front door, where Rudy Bundy is in charge.

Taking part in Ringling's merchants-tie-in at Montgomery were Count Nicholas, Felix Adler, Gene Lewis, Dennis Stevens, Charlie Bell and his dog, Yong Brothers, Tell Teigen and Marian Siefert, Johnny Kirk; Mayor James W. (Taxi) Smith, of Albany, Ga.; Duane Thorpe, Bill Ballantine, and Albert White. They gave a downtown show and were guests later of the merchants at a luncheon. . . . Albany's Mayor Smith visited several days. He rode an elephant in spec at Columbus so as to be accustomed to it when he repeated at Albany. . . . Birthdays were celebrated by Henry Ringling North and Freddie Freeman. . . . Visitors included George and Bessie Geddis, Dale and Evelyn Riker, the Dick Lanes, Joseph Ellerbusch, Betty Richards, Scotty Horsburger, Benny and Baya Fowler, Albert Zoppe Family, Penny Wilson and Orlando DiFabio.

Revue Format

Continued from page 73

with the girls making their entrance down the stairs rather than from the wings.

An Indian dance number from the movie, "Rose Marie" is another possible production number. New novelties, some of which will be imported especially from Europe, will dot the revues.

A simple facelifting will not do for next season, the Hamids say. Consequently, complete new scenery, innovations in outdoor lighting and new scenic effects will be incorporated in the '55 presentations.

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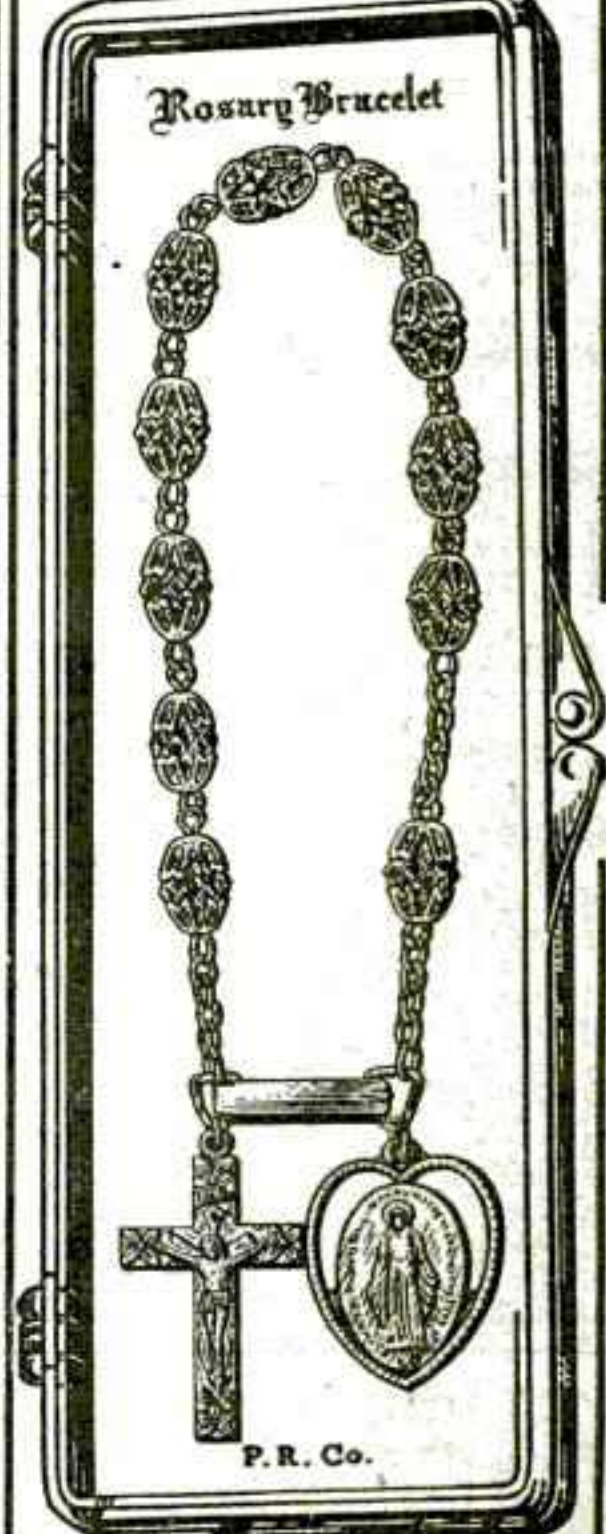
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999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.
\$4.25 Doz. \$48.00 Gross

999-G. Same as above, heavier chain in beautiful gold finish.
\$6.00 Doz. \$66.00 Gross

TREMENDOUS SELLER!



THE ROSARY BRACELET

IS A TREASURED RELIGIOUS GIFT
 Filigree Design on Faceted Color Beads. Beautifully Boxed in Clear Lucite Display Case.
 No. 3331 as \$6.25 Doz.—\$69.00 Gr. illustrated.

FORMULAS & PLANS

DIXIE CARMELCON EQUIPMENT—NEW Popper, Fryer, Steam Table, 50 gal. Rootbeer Barrel and Crystal Flow and Carbonator, Copper Kettle and Furnace. Full information write Sandeffer, 1212 W. 8th, Topeka, Kan.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CAR- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de25

FOR SALE—SECONDHAND SHOW PROPERTY

A NEW 32 PASSENGER KIDDEE RIDE— Brill's Atomic Spinners (whirling tubs), \$1695. Free circular; see it. Brill, 228 North University, Peoria, Ill.

PRINT YOUR OWN NAME AND ADDRESS!

on envelopes, stationery, checks, records, books, greeting cards, photos, etc. Printer, complete with compact "onyx black" case and automatic ink. Fits pocket or purse. Use at home or office—looks like printing. A useful gift. Money back guarantee. Send \$1 only. Retail \$1.95, with name and address for each Printer. Free wholesale catalog.
DOHN-MARKS, 2308-E 9th Ave., Maywood, Ill.

PURSES MEAN PROFIT!



- MEAN MORE PROFIT
COL-O-VIN HYDE
HANDSOME PACKAGE
ELEGANT STYLING
POPULAR PRICED
LUXURIOSLY SOFT
NEWEST COLORS
ORIGINAL DESIGNS



PRICED TO MOVE FAST AT:

\$30.00 PER DOZ. SAMPLE \$3.50

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TERMS: 25% DEPOSIT WITH ORDER, BALANCE C.O.D.

Write for our big FREE WHOLESALE CATALOG

A TRIAL ORDER WILL CONVINCING YOU!!

Waltham-Gruen-Bulova WATCHES For MEN and WOMEN. Includes image of watches and pricing information.

FREE! A \$10,000 PORTABLE SHOWROOM

Our 1954 WHOLESALE CATALOG features the finest name brands... Write for our new FREE CATALOG TODAY!

WISER BUYERS KNOW... SEE FAUST FIRST

O. FAUST Wholesale Distributors Since 1932

Own Your Own Business NO INVESTMENT NO INVENTORY

General Wholesalers P.O. Box 1195C, Chicago, Ill. P.O. Box 3058C, San Francisco, Calif.

FOR SALE

4 Caterpillar D 1300 Louis Allis Generator Sets, 66 KW, complete and ready for use... DEUPREE P. O. Box 1624, Mobile, Alabama

FOR SALE—ELECTRIC SCOREBOARDS, overhead type, 15-21-50 points... FOR SALE—KIDDIE FERRIS WHEEL; SIX seats, 15 ft. high...

FOR SALE—MERRY-GO-ROUND, FORD truck mounted, well built... FOR SALE—POP-CORN KINGERY MACHINE...

FOR SALE—SHORT RANGE SHOOTING GALLERY built on two-wheel trailer... FLOSS JOINT COMPLETE—NASHVILLE machine...

FOR SALE—1 TENT 16'x32', GREEN, \$75. Jack Vance, 2839 So. Dunmoor, Memphis 14, Tenn.

FOR SALE—POP-CORN KINGERY MACHINE, electric, used 4 months... GIRL SHOW 45 FT. PANEL FRONT—Mounted on truck...

GIRL SHOW 45 FT. PANEL FRONT—Mounted on truck... HARTS 500 WATT ADVERTISING PROJECTORS...

KIDDIE RIDES—AIRPLANE, PONYCART, Flying Horses... KIDDIE RIDES—AIRPLANE, 15 PASS. fluid drive...

LATEST A.B.T. SHOOTING GALLERY, complete; 8 guns, heavy duty compressor... LIGHT PLANTS—ONE 35 KVA WESTINGHOUSE...

MERRY-GO-ROUND, ELI WHEEL, 5 Kiddie Rides... MINIATURE TRAINS ALL SIZES, guns, custom built...

ONE TENT, 40'x80'-300 SEATS, DROPS, Electric Equipment and Stage... PINTO FIRE TRUCKS—18 PASSENGER; like new...

RIDES FOR SALE—1 MANGELS KIDDIE Merry-Go-Round... RINK FOR SALE—\$7950 BUYS BUILDING 50x112 and lot...

SHOOTING GALLERY—MANGELS Tower Island, park size... SHOOTING GALLERY—14 FT. ON 20 FT. semi. Aluminum alloy...

TENTS, NEW AND RECONDITIONED—All must go at great money raising sacrifice... TRADE STEAM ENGINE, 18 INCH gauge...

WILL PAY CASH FOR KID AND ADULT rides... 7 KIDDIE RIDES—AIRPLANE, PONYCART, Flying Horses...

20X30 TOP WITH 9 FT. SIDEWALL—Excellent condition... 40 FT. PARKER 2 ABREAST MERRY-GO-Round...

60-INCH SEARCHLIGHTS—SPERRY & GE lamp assemblies... 1947 HURLBUT MINIATURE TRAIN—4 Coaches...

60-INCH SEARCHLIGHTS—SPERRY & GE lamp assemblies... 1947 HURLBUT MINIATURE TRAIN—4 Coaches...

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INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT EASY LESSONS—books; tarot, psychic aids, curios, charts, spiritual products... 'ELEPHANT TALES'—304 PAGES, 167 photographs...

LOCATIONS WANTED

WANT TO BOOK OR LEASE—M. G. R., Eli Wheel, 18 Tub Octopus, Tilt, Roll, plane, 3 Kiddie Rides with transportation... WANT TO HEAR FROM CARNIVAL people who can use small, medium, large plaster year around...

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog... SUBMINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed...

MISCELLANEOUS

ADVERTISING BALL POINT PENS—FINEST quality... CHICAGO MAIL ADDRESS—BUSINESS OR personal use... COLUMBUS, OHIO—FOR SALE SEVEN large building lots...

M. P. FILMS & ACCESSORIES

A SPECIAL SALE OF GUARANTEED, good used 16mm. sound feature prints... POWERFUL VICTOR WIDESCREEN Sound Projector (60-B) 28 Watt Amplifier...

PERSONALS

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic Religion... LOUIS WOLINSKY—FATHER DYING; contact brother or sister immediately...

PHOTO SUPPLIES

ANY ONE-MINUTE BLACK BACK CARDS, buttons, Will pay top price regardless of age... DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices...

PRINTING

ALWAYS QUALITY CARDS—FASTEST service Three-color 14x22 window cards, \$8 hundred; 17x26 size, \$12.50 hundred...

DIRECT from MFR. 12" GIANT 12"

\$36.00 Per Gr. \$4.50 Sample Dozen. Style #L-12. Refills 13¢ Each.

BEAUTIFUL BETTER QUALITY 3-PC. SET. Retractable Ball Pen. Terrific novelty—sells on sight. Assorted colors. \$48.00 Gross tax incl. Sample Doz. \$5.00

DIRECT FROM MANUFACTURER

Glamorous Hollywood-designed pieces, exquisitely finished in highly polished gold plate aglow with numerous genuine rhinestones and machine-cut jewels...

WORLD HEADQUARTERS FOR RINGS OF ALL KINDS. \$2.00 per SET OTHER SENSATIONALLY PRICED ITEMS

STERLING JEWELERS PHONE ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

World's Famous PERFUMES that sell at \$3 to \$6 per 1 1/2 dram REPRODUCED FOR YOU

WHOLESALE CATALOG 50% DISCOUNT FREE MAIL ORDER SERVICE SIBERT JOBBING HOUSE

MONEY MONEY MONEY MONEY MONEY MONEY MONEY

SPRAY-A-TINT

EASY TO APPLY
WASHES OFF
MAKES NEW BRASS

It's yours
in big quantities when you handle SPRAY-A-TINT. Every motorist needs it. Successor to \$80 tinted-glass jobs—completely eliminates sun-glare, head-light glare, dangerous reflections. Lasts for years, yet retails for only \$2.50. ONE MINUTE DEMONSTRATION SELLS IT. You make at least 100% profit. Have you sold anything? You'll double your income with SPRAY-A-TINT.

Write for FREE DETAILS or send \$1.25 for sample to use on your own car or for sale. With a SPRAY-A-TINT franchise you'll make more money—quicker than you ever did in your life.

SPRAY-A-TINT
CONSUMERS BLDG., CHICAGO 4, ILL.

ATTRACTIVE CALENDAR CARDS—YOUR advertisement raised on front, 1955 calendar on back, 1,000 only \$3.75 postpaid. Guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

IT'S MALLO PRESS—767-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets. de18

QUALITY PRINTING AT LOW COST— Stationery, Forms, Envelopes, Cards. Prompt service. Samples and price list free. Oren, Printer, Valliant, Okla. de4

SPECIAL—1000 EMBOSSED BUSINESS Cards, \$2.50 postpaid; maximum six lines. Offer expires Dec. 31. John Peper, Box 822, Chattanooga, Tenn. de4

100 LETTERHEADS, 100 ENVELOPES— Both 4 line copy. Postpaid. Evans Print, 44 N tenth, Reading, Pa. de4

1000 BUSINESS CARDS, \$1.98; 150 EACH Letterheads, Envelopes, \$1.98. Price list, samples. Bryan, 2547H Fourth, San Diego, Calif. de4

SALESMEN WANTED

BOOKER—48-YEAR-OLD NATIONAL COM- pany. Field representative, man or woman. Contact city and service clubs, small cities, for local talent benefit show. Car needed. Excellent earnings. Write Redpath-Horner, 3419 Broadway, Kansas City 11, Mo.

500 SALESMEN WANTED IMMEDIATELY!!! To sell nationally advertised products; 30-80% discounts. Rush \$1 for giant retail catalog and wholesale price list. Steinberg Enterprises, 1274-A Stebbins, N.Y.C. 59. de4

SCENERY & BANNERS

SILK SCREENED BANNERS, SIGNS, ETC. Low prices, fast service, high quality work. Send rough sketch for free estimate. Tradewind Displays, P. O. Box 2650, Denver 1, Colo.

HELP WANTED
CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

A DRESS SHOP IN YOUR HOME—NO IN- vestment. Liberal sales commissions. Write Bellecraft Fashions, 111 WQ Eighth Ave., N. Y. ch

DIRECTOR, OLD REDPATH—HORNER Chautauqua organization. Openings for women, 23-50, direct pre-arranged local talent benefit shows, small towns. Free to travel. Hotel, meals, transportation paid plus \$200-\$400 monthly. Write Elta Wilson, 3419 Broadway, Kansas City 11, Mo.

GIRLS—PHOTOGRAPHIC STUDIO WORK, also posing and modeling. New Jersey and New York area; steady work. Send photograph if available and full details. Box C-142, c/o Billboard, Cincinnati 22, O. de4

LEAD TRUMPET FOR TENOR BAND. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

NAVY MAGAZINE ESTABLISHED 1927 wants reliable advertising representatives. Exclusive territory open. Geo. L. Carlin, USN, retired, Finance Building, Philadelphia, Pa. Phone LOUen 4-4380.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up, designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St. Los Angeles 3. jal

THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink, color; big saving. Description free. Zeis, 728 Lesley Rockford, Ill. no27

WANTED TO BUY

PHOTO BOOTHS—ANY MAKE DIRECT positive camera enlargers. Buy, sell photo equipment. J. Helman, 1500 Rosewick, Rose-dale, Md. Phone Murdock 6-6874.

SHORT ARM OCTOPUS AND TRAILER— Will pay cash. Must be in good condition and reasonable. Fielding Graham, 7415 State Line, Kansas City, Mo.

WANTED TO BUY—ELI FERRIS WHEEL No. 5 at a reasonable price. Write Harry Hammelman, R. R. 4, Sheboygan, Wis.

WANTED—USED KIDDIE RIDES, MUST be in good condition. Write description, location and price. Box 761, The Billboard, Chicago, Ill.

WANTED TO BUY—STEAM THRESHING engine or big gas tractor or steam train. Jerry Horinek, Atwood, Kansas.

WANTED, 8 DISTORTION MIRRORS—FOR Fun House; also Concession Games, Tents, Frames; also 20x40 Pole Tent. F. Allen, 1400 Brewerton Rd., Syracuse 11, N. Y.

WINCHESTER MODEL 74 AUTOMATICS for short only. State condition, price. Spencer Brockway, 2284 N.W. Ever-ett, Portland, Ore. no27

2 20X30 USED TENTS, IN GOOD SHAPE; water and fireproofed; preferably from Florida location. Box C-121, c/o Billboard, Cincinnati 22, Ohio.

6 BABY BEAR CUBS—MUST BE ON BOT- tle. State ages and price first letter. Box C-120, c/o Billboard, Cincinnati 22, Ohio.

XMAS
IS NEARER THAN YOU THINK!

Send today for
RAKE'S 1955 GIFT GUIDE

Your profit guide to the
Lowest Wholesale Prices of
Nationally Advertised
Merchandise Fully Illustrated

Gifts and Household Items

- ★ Appliances
- ★ Housewares
- ★ Jewelry
- ★ Watches
- ★ Cameras
- ★ Radios
- ★ Diamonds
- ★ Luggage
- ★ Clocks
- ★ Sporting Goods
- ★ Toys & Dolls
- ★ MANY OTHERS

RAKE COMPANY
708 Sansom Street
Philadelphia 6, Pa.
Phone: MA 7-7428

609 Spring Garden Street
Philadelphia 23, Pa.
Phone: LO 3-7866

Fill Out
Coupon
and MAIL TODAY!

Rake Company
708 Sansom St., Philadelphia 6, Pa.
Gentlemen: Please send me your 1955 Catalog.

Name _____
Business _____
Address _____
City _____ Zone _____ State _____

The smash hit for '54!
SOM-UM-BRELLA

You're in the shade!

Ideal for Football Games and County Fairs . . . for the entire family! In bright, assorted colors with white.

- Instantly adjustable
- Water repellent
- Fits everyone

\$195 each

Jobbers, distributors Dealer's cost—\$14.40 Dozen

write, wire or phone for quantity prices

G & S Mfg. Co.
Dept. B
514 Deaderick
NASHVILLE
TENNESSEE

1312 So. Los Angeles St.
Los Angeles 15, Calif.

SAXOPHONE OR PIANO MEN WANTED— For modern band; very good salary, year round job. On location in the winter, home every night. Write or call in forenoon. Johnny Hider's Orchestra, Box 113, Tel. 2434, Mandan, N. D. dh

TRUMPET—IMMEDIATELY; READ AND cut shows well. Commercial combo. Locations only. Chuck George, Ace Trailer Village, 8080 South Main, Houston, Tex.

WANTED FOR ESTABLISHED TRAVELING orchestra, bass fiddle, South for winter. Write Ronnie Bartley, 1611 City National Bank, Omaha Nebr.

WANTED—HONEST, SOBER, MIDDLE AGE lady to help manage eating stands at fairs. Going to Fla. Box 1264, W. Monroe, La.

WANTED—LEAD TRUMPET FOR MID- west Polka Band; steady, travel by bus. Contact Viking Band immediately, 214 N. Second Ave., W., Albert Lea, Minn.

WANTED—MUSICIANS FOR SEMI-NAME band. Write description, location and price. Box C-140, c/o Billboard, Cincinnati 22, Ohio.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

FORTY YEARS EXPERIENCE ALL branches carnival business; my own show five years, titled "World's Exposition Shows." Held positions with large and small shows as assistant mgr., concession mgr., general agent, lot man. Single, perfect health; never used liquor or tobacco; reliable, dependable. Open to 1955; not broke, pay my own way. Jack Scharding, P. O. Box 1762, Long Beach, Calif.

EDUCATED COLORED WOMAN—WOULD like to be employed by carnival or circus as booking agent to book for benefit Negro organizations, schools, fairs, etc. States of Louisiana, Texas or Mississippi desired. Ideally qualified. Box C-137, c/o Billboard, Cincinnati 22, Ohio.

MISCELLANEOUS

HILLBILLY COMIC—AVAILABLE AFTER 1st for tours, radio, and TV. Has 6 yrs. TV experience. Single and reliable. Does single routines, sketches, and MC. Bob Jones, 1230 W. 40th St., Baltimore, Md.

MAGICIAN STORE DEMONSTRATOR— Will handle lines on commission anywhere Western Canada. Allison, 3751 Frances St., North Burnaby, Vancouver, B. C., Canada. no27

MELISO—COMEDY MAGICIAN AND clown act and a puppet circus side show run by puppets for 1955. Have truck with stage to put on clown and magic acts in surrounding small towns free. Can furnish real bargain tickets for kid matinees; specially printed and dated for your show. Have acts, stage, music for entire inside of your top. All services on percentage. No financing needed. Write for billing. Meliso, Clown Magician, P. O. Box 218, Wood River, Ill.

ROLLER SKATE MECHANIC—OVER 20 years experience, wants in modern up-to-date rink only. Box C-139, c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS

AT LIBERTY—CONCERT CLARINET, Saxophone; graduate piano technician, typist, desires location with music store in small town or city, prefer South or Middle West. Single, World War I veteran. Responsible, intelligent, clean character, sober. Will submit photo, later come for personal interview. Details appreciated and answered. R. K. Grant, 4925 Baccich St. New Orleans 22, La. de4

ATTRACTIVE ALL GIRL TRIO—INSTRU- mental and vocals. Desire location. Experienced in dance and show bar work. Beautiful wardrobe; union; will send photo. Box C-138, c/o Billboard, Cincinnati 22, Ohio.

DRUMMER, DOUBLE VOCALS—PLAY any style. Experienced; travel anywhere; age 28, single. Desires job with well established unit only. John Bonino, 934 Drake St., Madison, Wis. Phone 5-4044. no27

PIANIST—WITH OWN ORGANO ATTACH- ment; not a Solovos. Twenty years experience, play lead melody style. Answer most request. Interested in cocktail lounge or tavern. Available in December. Write Jimmie Kerr, Rt. 2, Box 193, Morristown, N. J.

GUITAR—ELECTRIC LEAD OR RHYTHM; well or fake. Popular style; good voice; well experienced. Write. Florida or vicinity only. Alfred Bronson, General Delivery, Coral Gables, Fla. no27

PARKS & FAIRS

AVAILABLE NOW—FOR INDOOR AND outdoor events; high-class Novelty Troupe Act. For full particulars, literature, etc. address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone Eastbrook 3312.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no27

CHIMP ACT—HIGH-CLASS ONE. GUAR- anteed to please everyone. Had many TV appearances, fairs, etc. Harmon, 2 Educated Chimps, 655 West Florence Ave., Los Angeles 44, Calif. Phone Pleasant 30551. de4

DEATH PLUNGE INTO SUICIDE POOL— World Fair high-diving attraction; featured by Fox Movietones. Comprising ring of spears, blazing gasoline, a complete revolution high up in mid-air, etc. Bad weather or a competitive attraction can't affect the powerful drawing power of this act. Cadillac quality; Ford priced. Capt. McDonald, 456 Lamplier Place, Warren, O. Tel. 45337. de18

FOLLOWING ACTS AVAILABLE—FAST comedy acrobatic act, wonderful troupe white spitz dogs; fast foot juggling act. Miller Troupe, 1895 N. Kansas Ave., Springfield, Mo. Phone 44734. no27

MY ORIGINAL TOY BALLOON FLIGHTS have brought headlines across the country. I can be a terrific promotion for any outdoor event. Garrett Cashman, 41 Holmes Court, Albany, N. Y. Phone 6-9162.

PAMAHASIKA'S FAMOUS BIRDS—THE greatest Bird Act in America. It's tops on any bill. 3504 N. Eighth St., Philadelphia, Pa.

RIDING ACT—TWO HIGH SCHOOL herds of Flashy quarter and performance. Capt. von Jenich, Rt. 2, Box 592, Albuquerque, N. M. de11

VOCALISTS

ATTRACTIVE FEMALE SINGER—EX- periented; open dates for nice clubs, hotels, etc. Photos, resume, recording available to those sincerely interested. Full cooperation with booking agencies. Write for details. Joe Rosen, 100 West 42 St., New York 18, N. Y. no27

MALE AMATEUR VOCALIST (BARITONE), seeking employment with traveling orchestra. Write Musician, P. O. Box 35881, Los Angeles 38, Calif. de11

ENGRAVERS, BIG VALUE
6 Styles of
Tie & Cuff Sets
Polished gold or nickel plated.
Fancy Wine Velvet Pad and Boxed

\$5.25 doz. sets

DEXECO, INC.
Manufacturers of engraving jewelry
191 SOUTH STREET, PROVIDENCE 3, R. I.

FOR ENGRAVERS & DEMONSTRATORS
State your business

Earn More
" . . . earn more money with our terrific line-up of Costume Jewelry, Men's Jewelry, Pearl Sets, Religious Goods, etc. Sell the year 'round. No experience needed. Send for FREE COPY NOW of our 1954 catalogue! LOW PRICES—HIGH PROFITS!"

Customercraft JEWELRY MFG. CO.
26 Custom House St. Providence, R.I.

CONCESSIONAIRES
VISIT OUR SHOWROOMS WHILE IN CHICAGO
WE CARRY COMPLETE LINE OF

- JEWELRY
- APPLIANCES
- GENERAL MERCHANDISE
- CARNIVAL ITEMS

ALLIANCE SALES CO.
4222 W. Roosevelt Rd., Chicago 24, Ill.
NEvada 2-1535

CONVENTIONEERS!
VISIT OUR SHOWROOMS WHILE IN CHICAGO

- COSTUME JEWELRY
- WATCHES—CLOCKS
- PREMIUM ITEMS
- ADVERTISING SPECIALTIES

Only 3 Minutes' Walk From the Sherman Hotel.

Club Specialty Co.
6 E. Lake St. Chicago 1, Ill.

"MUGGSY" CRAZY
ANIMATED MUSICAL CHIMP

Sensational 6-inch TV and Movie Star. Winds up for minutes of crazy fun as he beats his cymbals and jumps up and down. (Covered with imitation fur.) Gift boxed.

\$16.20 per dozen
\$8.50 per 1/2 doz.
25% Dep. or Post Paid if Prepaid.

Samples Get 25¢ prepaid. Get 1 Chimp & Rubber Novelties on left. \$2.65 per doz. PP

STEVENS ENTERPRISES
(Room 1016) 408 S. Spring St. Los Angeles 13, Calif.

Take the lines of least resistance with
NAME BRANDS

THE HOUSE OF NAME BRANDS
Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP.
145-B West 15th Street, New York 11, N. Y.

BRONZE WESTERN SADDLE HORSES
Height and Dozen Price:

10 1/2"	5 1/2"
\$16.80	\$6.00

25% Deposit Required With Order
F.O.B. Chicago. Wholesale Only.

COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

Mens Ident Bracelet #1. Hot nickel, polished, gold or white, \$3.50 doz. No aluminum. Full line women's children's Chain Idents. Cash sample order, \$3.00.

Bay State Novelty Co.
33 Congreve St. Roslindale 21, Mass.

WE MANUFACTURE SHRINE CIRCUS FEZ
Novelty Fezzes for all occasions. Perfectly blocked—looks like real Fez. Also PENNANTS for all occasions.

THE G. B. FELD CO.
2137 E. 90th St. Chicago 17, Ill.
Phone: ESsex 5-4884

SELLS LIKE HOTCAKES!
"4 NICKELS TO 4 DIMES." No skill required! Magic Cap changes 4 nickels into 4 dime! Precision made of brass! Terrific "pitch" Semi SAMPLE—\$1.00 POSTPAID WHOLESALE—\$10.00 for two dozen postpaid. Jobber's price—\$48.00 gross, F.O.B. factory. Remit with order.

D. ROBBINS & CO.
New York 11, N. Y.

EXTRA PROFITS

GENUINE ALLIGATOR BAGS
100% Full Skins (not plastic). New Low Prices—Order Now.
Lot = 100, \$5.75 each; = 200, \$7.75; = 300, \$9.75; = 400, \$11.75. Samples \$1.00 extra. All four Bags, \$39.00 Postpaid. Men's or Ladies Billfolds, \$39.00 doz. Sample \$4.00 P.P. Cash with order.

Premier Creations
11295 Biscayne Blvd., Miami, Fla.

BULOVA-GRUEN-ELGIN

FREE Write Today for Free 40-Page Catalog. Please State Your Business.

- REBUILT AND NEW WATCHES
- STERLING AND R. G. P. RINGS
- COSTUME JEWELRY
- RELIGIOUS ITEMS
- PERFUMES

WE WILL NOT BE UNDERSOLD
MURRAY SALES CO.
413-415 SO. LOS ANGELES ST.
LOS ANGELES 13, CALIF.

with it since 1907

ENGRAVERS

- No. 100 Men's All Aluminum Idents \$13 Gr.
- No. 102 Double Heart All Aluminum Idents \$13 Gr.
- No. 14 All Aluminum Grab Bag Idents (not seconds) \$7.50 Gr.

Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: WATERfall 8-8855
Originators of the All-Aluminum Idents.

MILLER CREATIONS 7739 Avalon Chicago
DAY & NIGHT SERVICE

Vending May Play Prominent Role In Soft Drink Expansion Program

Cup Drinks Figure in Bottlers' Plans on Limited Basis; Diversification Unlikely

PHILADELPHIA, Nov. 20.—Vending is slated to play a prominent role in the effort of the bottling industry to boost annual sales from the 28 billion bottles last year to the 168 billion containers that Leonard M. Green, president of the Dr. Pepper Company, feels should be the industry's goal.

Speaking at the four-day 36th annual convention of the American Bottlers of Carbonated Beverages which ended here Thursday (19),

Green said that anticipated sales of cans and other throwaway containers would mean plus sales. He added, that can will follow the pattern of bottles in vending machines by making soft drinks more convenient at all times and places. Dr. Pepper is currently testing various sizes and types of cans in St. Louis, Dallas and Fort Worth.

3-Bottle Goal

In explaining the anticipated six-fold increase in soft drink sales, Green pointed out that current consumption averages less than a half bottle per person per day, while the goal—three bottles per person per day—is realistic and reasonable.

He called upon the 8,000 bottlers who attended the convention and the soft drink industry exposition at Convention Hall to take advantage of this potential by making a greater investment in automatic vending.

Seven bottle and can vender manufacturers exhibited at the show, while one cup drink machine was given a private showing at a nearby hotel (see separate stories) as the ABCB does not allow cup drink venders to be displayed at its conventions.

Vending Not New

Vending, of course, is not new to bottlers. Aided by finance plans of major drink manufacturers, as well as the desire to utilize the advertising value of mechanical merchants for take home and counter sales, most bottlers have well-established vending plans in operation.

The great majority of bottlers are not too anxious to go into cup drink operations, said an ABCB official, altho a few have already moved in that direction. The important consideration for their hesi-

(Continued on page 111)

OP TESTS THEORIES

Places 500 Cig Units In City of 140,000

PHOENIX, Ariz., Nov. 20.—Few does an operator build a route of 500 cigarette machines in a city of 140,000?

Chuck Miller, head of Andress Automatic Cigarette Service Company, has done just that here, and his answer—no pat formula for success—includes necessary requirements of tailor-made service to suit the location, close attention to maintenance, and good book-keeping.

But it also includes approaching

the business with an "open-mind," being willing to test a theory to see how it works, establishing good personnel relations, and seeing the potential for vending in a city and getting there first.

His theory testing apparently worked out well. Take personnel

(Continued on page 109)

Bottle Vs. Can Debate Held at ABCB Confab

PHILADELPHIA, Nov. 20.—Representatives of the can and glass industries made their pitches to bottlers here Thursday (18) at the annual American Bottlers of Carbonated Beverages convention.

Speaking for the can industry was E. K. Walsh, assistant general manager of sales, American Can Company, New York. Champion of bottles was R. L. Cheney, director of market research and promotion, Glass Container Manufacturers' Association, Inc., New York.

Walsh maintained that canned soft drinks may ultimately hit sales of 12 billion a year, citing as an example canned beer, with an annual sale of six billion units and about 33 per cent of the packaged beer market.

Cites Convenience

He said the technical difficulties in producing a can which would be able to hold a carbonated beverage have been overcome, and he cited the convenience of cans

(Continued on page 111)

Mid-Atlantic Named Distrib By Mr. Robot

CHICAGO, Nov. 20.—Mr. Robot, Inc., this week announced the appointment of Mid-Atlantic Vending Distributors, Washington, D. C., as distributor for its bulk milk vender in Maryland, West Virginia, Virginia, North Carolina and the District of Columbia.

Mid-Atlantic, headed by Bayne E. Phipps, is distributor for Bert Mills coffee machines, Fred Hebel ice cream venders, Lehigh Foundries' Hav-A-Snak cookie machine and was just named distributor for Cole Products Corporation's Cole-Spa line of beverage equipment (see separate story).

Mr. Robot's unit, Model 2B, lists at \$685; uses two standard 5 or 10-gallon milk cans. It has a capacity of 424 (7 ounces) or 320 (9 ounces) cups with 10-gallon cans, 212 or 160 with the smaller cans.

Cole Appoints 2 New Distribs In West, East

Name County Sales, Mid-Atlantic, Both Ex-Spacarb Outlets

CHICAGO, Nov. 20.—Cole Products Corporation this week announced the appointment of two new distributors for its Colespa beverage vender line. Both are former Spacarb outlets.

They are County Sales Company of California and Mid-Atlantic Vending Distributors.

County Sales will cover California, Arizona and Nevada; Mid-Atlantic will handle Virginia, West Virginia, District of Columbia, Maryland, Delaware and North Carolina.

Expanding Program

Richard Cole, vice-president, said that the appointment of County Sales as exclusive distributor was a move in Cole's expanding sales program designed to put more emphasis on the East and West

(Continued on page 109)

Weymouth New Distrib for Apco Cig Unit

LOS ANGELES, Nov. 20.—Weymouth Service Company was named distributor by Smokeshop Corporation, a division of Apco, Inc., for its 18-column cigarette vender in 11 Western States, Hawaii and Alaska.

Al Weymouth, head of the distributing firm, also announced that arrangements had been made to finance shipments of three or more units on a 24-month basis.

Weymouth said his firm was stocking the units in standard maroon and wood grain finishes. He said shipments will be made from the local headquarters here or from the factory.

7 Vender Mfrs. at Soft Drink Show

Premiere New Selective Can Drink, Bottle Machs.; Report High Interest

PHILADELPHIA, Nov. 20.—Altho the ban on cup venders continued at the ABCB convention here this week, seven vending manufacturers displayed bottle and can machines, with interest reported running high.

The General Vending Machine Corporation, Philadelphia, took the wraps off its new Can-O-Vend, a four-selection can drink unit which will sell for \$395. Production will get under way in four months.

The Can-O-Vend has a full mechanical operation, with four separate coin chutes on the side of the machine, one for each selection. It will vend either 6-ounce or 12-ounce cans.

Dimensions, Capacity

The upright, fully enclosed cabinet is 30 inches wide, 25 inches deep and 54 inches high. Net weight for the unit is 380 pounds. Capacities are 152 cans in vending position and 152 cans in pre-cool for six-ounce containers, and 108 cans in vending and 108 cans in pre-cool for 12-ounce containers.

The unit will vend either cap-top or flat-top cans. Refrigeration is provided by a Tecumseh hermetic compressor connected to a self-defrosting blower coil. A cold control permits temperature adjustment.

The cabinet is insulated with two inches of fiberglass and comes in white, red, blue, green, orange or yellow. Ball casters are standard equipment. A can opener in the door is supplied for cap-top cans, or a can-piercer for flat-top cans.

Optional coin mechanism—5, 10 and 25 cents—are standard. Mechanisms for 6, 11, 15 and 20 cents require dual slots at \$5 extra per coin. Loading is accomplished by rolling cans into vending chutes at the front of the machine.

General also displayed its Bev-mart and Vendmor bottle venders, with cabinets redesigned on both units. During the convention Gen-

(Continued on page 110)

Glascok Shows New 1-Selection Cup Vender

PHILADELPHIA, Nov. 20.—More than 300 Coca-Cola bottlers attending the ABCB convention here this week attended a private showing of the new cup vender to be manufactured by the Glascok Bros. Manufacturing Company, Muncie, Ind. The showing, at the Glascok suite in the Benjamin Franklin Hotel, was limited to Coca-Cola bottlers and executives.

Total cost of the single selection, complete, will be around \$800. Basic cost for the model with a

5-10-25-cent changemaker is \$509. With a changemaker unit which allows for 6, 7, 11 and 12-cent sales and takes pennies, nickels, dimes and quarters and returns change, the basic price is \$521.

However, these prices do not include CO2 regulators and fittings, CO2 tanks and valves, product tanks or tank jumpers. Neither do they include the cup-empty switch, which acts as an empty protector, and the anti-jackpot device.

Specifications

The machine is 26 1/2 inches wide, 26 1/2 inches deep and 69 1/2 inches high. Cabinet is all-metal pressed steel welded construction, with a

(Continued on page 111)

Kent Honored At Waldorf by Tobacco Men

NEW YORK, Nov. 20.—Herbert A. Kent, board chairman of the P. Lorillard Company, was honored Wednesday night (16) by 300 representatives of the tobacco industry and their guests at a testimonial dinner tendered by the Tobacco and Allied Trades Division of the Federation of Jewish Philanthropies at the Waldorf-Astoria Hotel.

Robert Z. Greene, president of the Rowe Corporation, presented Kent with a testimonial plaque. Greene told his business experiences with Kent when Rowe first went to Lorillard for credit at the beginning of its operation.

Julian Strauss, president of the General Cigar Company and general chairman of the federation's tobacco division campaign, presided at the dinner.

DEATHLESS PROSE

N. Y. Times Analyzes Role of Venders in Modern Society

NEW YORK, Nov. 20.—A tribute to the role of the vending machine in modern society, and the psychological impact of the automatic merchandiser on the consumer, was the dual subject of a column-long editorial in the Monday (15) edition of The New York Times. The tribute, probably one of the most eloquent bits of prose ever written about the mechanical merchants, follows:

"Considering the variety of goods and services a man with a coin can get from a machine, it is no wonder that robot toll collectors have turned up on a New

Jersey highway (The Billboard, November 6).

"The recent intellectual progress of the machine has been many times outdistanced by its commercial advantages. For a few cents, what sense has not been catered to?"

"Peep Shows, Rings"

"The ear will hear music from a juke box, the eye will see peep shows and Saturn's rings, the foot will be massaged thru the shoe, the hand will receive titillating electric shocks, for the tongue the blushing Hippocrene will bubble

(Continued on page 111)

200,000 H. S. STUDENTS

Largest Public School Set-Up Hasn't One Solitary Vender

NEW YORK, Nov. 20.—The largest public school system in the world doesn't have a vending machine in any of its several hundred buildings.

Local operators got an inkling at what they're missing this week with the announcement that the Board of Education was spending \$98,068 to install ice cream freezers in Gotham high schools.

Each year the city's 200,000 high school students spend an estimated \$450,000 for ice cream and ice cream products. According to Louis J. Cook, superintendent of school supplies, some 318 cabinets

and freezers will be required for the 67 secondary schools.

Vandalism Toll

Why the city has no venders in its school system isn't quite clear. A spokesman ventured that the vandalism toll in the city schools would be tremendous. But, he added, that in view of the potential volume, a lot of operators would be willing to take that chance.

While the spokesman knew of no official rule which banned venders specifically, he said that

(Continued on page 111)

CAPSULES

Don't settle for less—Use

GUGGENHEIM'S

FULL SIZE CAPSULES
with the "sure-snap" closing

EMPTY CAPSULES

100 M and Over	\$3.50 M
25 M and Over	3.75 M
Under 25 M	4.00 M

BEAD KEY CHAINS

25 M and Over	\$6.00 M
5 M and Over	6.25 M
Under 5 M	6.50 M

FILLED CAPSULES

Screw Drivers	\$22.50 M
Friendship Rings	18.50 M
Plated Footballs & Helmets (together)	20.00 M
"Electric" Razors	20.00 M
Flip-Its (pin ball game)	21.50 M
Eyeballs	20.00 M
Auto Shields w/Key Chains	22.50 M
Lum. Skull w/Key Chains	22.50 M

MIXES

Toy & Puzzle Mix	\$18.00 M
Novelty Mix	18.00 M
#1 Key Chain Mix	18.00 M
#2 Key Chain Mix	22.50 M

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

PM Aussie Stock Placed on Market

MELBOURNE, Australia, Nov. 20.—Alfred E. Lyon, chairman of the board of Philip Morris & Company, Ltd., Inc., announced that 600,000 ordinary shares of Philip Morris (Australia) Limited would be offered for subscription at \$2.25 each. Lyon, who arrived here early this week, said a prospectus covering the shares would be filed for registration.

The authorized capital has been established at 3,000,000 shares, of which 1,300,000 unclassified shares currently will be held in reserve. After the sale of 600,000 ordinary shares, there will be 1,700,000 shares of Philip Morris (Australia), Ltd., ordinary stock outstanding, since 1,100,000 shares have already been issued to Philip Morris & Company, Ltd., Inc.

Revenue received from the current offering will be used for working capital and to meet the cost of land and buildings for the new PM plant to be opened here this month.

The firm will manufacture an American blend of cigarettes, to be known as Philip Morris Special Blend. The first shipment of American leaf has already arrived.

A Virginia type cigarette, in both plain and cork tips, will also be made.

Webb Corp. Names Electronics Head

CHICAGO, Nov. 20.—The Jack Webb Corporation announced the appointment of Kurt Thuler as chief of electronic engineering.

Thuler will supervise all engineering and assembly of the high frequency heating unit for the Electronic Chef Sandwich Master, the firm's new hot sandwich vender manufactured on contract by the Fitzjohn Coach Company, Muskegon, Mich.

Thuler was formerly with RCA's Electronic Laboratory, Lancaster, Pa.

Webb also announced that "first units of the vender will be available to the field between November 25 and December 5."

The machine, which lists at \$1,310, was premiered at the National Automatic Merchandising Association convention.

Burnett to Handle Marlboro Account

NEW YORK, Nov. 20.—Philip Morris & Company, Ltd., Inc., announced that the Leo Burnett Company, Inc., Chicago, would be in charge of Marlboro advertising.

The brand is currently being introduced as a popular-priced, filter-tip, king-size cigarette in Dallas, Fort Worth, Providence, Denver, and Rochester, N. Y.

NEW YORK, Nov. 20.—Walter S. Mack, president of the C&C Super Corporation, disclosed that the firm would sell the 54,081 shares of B/G Foods, Inc., it owns to William Nichols, B/G president, and a group of investors. Sale price will be more than \$500,000.



VICTOR'S STANDARD TOPPER
100 or more
\$12.00 ea.
4 to 99
\$12.50 ea.

(packed 4 to case)
Time payment plan available.
Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

In Philadelphia or Anywhere

FILLED CAPSULES

Immediate Delivery
Write for Lowest Prices

VICTOR'S
5c Baby Grand Deluxe
CAPSULE VENDOR
Immediate Delivery

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

Announce Winners In Tootsie Contest

HOBOKEN, N. J., Nov. 20.—The Sweets Company of America, Inc., announced the two winners of the Tootsie Roll "match the numbers" contest held at the International Popcorn Association and Theater Owners' Convention held in Chicago last month. The winners each received a gold-plated Cyma wristwatch.

They are Mrs. Joseph Pipher, Theater Candy Concession Company, Inc., Indianapolis, and Leo Katz, Western Automatic Vending Corporation, Buffalo.

Continental Can Buys American Paper

NEW YORK, Nov. 20.—The legal closing of the sale of American Paper Goods Company, Kensington, Conn., to Continental Can Company was announced last week by General Lucius D. Clay, Continental's chairman of the board.

Continental's offer to buy the assets and properties of American Paper Goods was approved by Kensington stockholders last month. The two American plants in Chicago and Kensington will be operated as part of Continental's paper container division.

MORE THAN **90,000** NOW EARNING
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.

ORDER TODAY—PROMPT DELIVERY

J. SCHOENBACH

1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



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.)

Christmas Specials!

DuGrenier Champion	Uneeda Model E
9 Cols., 420 Cap.	12 Cols., 300 Cap.
\$87.50	\$82.50

UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap.	\$ 75.00
Model 500, 9 Cols., 350 Cap.	100.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
President, 8 Cols., 320 Cap.	130.00
Crusader, 8 Cols., 380 Cap.	145.00
Diplomat Electric, 8 Cols., 340 Cap.	165.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model	\$ 52.50
Stoner Candy, Prewar, 8 Cols., 160 Cap.	135.00
Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap.	165.00

Our Paints are VENERIZED. Prevents Peeling, Flaking & Rusting.

SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors
WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep. Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW... RECONDITIONED LIKE NEW

250 Maserale Street, Brooklyn 6, N. Y. • HEGeman 3-6295

Timely XMAS Novelty!

Brand New—First Time on the Market!

Authentic Shaped

"RAW CUT GEMS"

A Treasure Chest of PROFITS is yours with these fascinating "cut stones" in dazzling realistic colors! Kids will be charmed by them—they look as real as Captain Kidd's loot!

CAN BE USED FOR STRINGING ON XMAS TREES—ATTACH TO PACKAGES—PLUS MANY OTHER SEASONAL USES THAT WILL DELIGHT YOUNG AND OLD!

They can be used in Capsule or Ball Gum & Charm machines. Available in Capsules with key chains.

BE FIRST IN YOUR TERRITORY WITH THIS NEW PRICE "FIRST"!
Price: \$9.25 per M

PAUL A. PRICE CO.
55 Leonard St., New York 13

GIVE TO DAMON RUNYON CANCER FUND

Hershey Profit Sags; Bean Prices Blamed

HERSHEY, Pa., Nov. 20.—Net income for the Hershey Chocolate Corporation took a nosedive for the first nine months of this year compared with 1953. Comparative figures are \$4,912,531, equal to \$1.89 a common share, from \$7,629,986, equal to \$3.02 a share.

Rising cocoa bean prices which could not be offset by increasing chocolate prices or controlling other costs were given as the reason for the profit dip.

Everyone a Winner!

WRITE FOR OUR CATALOG ON CAPSULES AND CHARGES

Send for Price List on the complete line!

PLASTIC PROCESSES CORPORATION
83 HANSE AVENUE
FREEPORT, N. Y.



- #118 PIN: 8 Colleges—Pennants in True School Colors with Brown Leather-like Football and Jump Ring
- #119 SUNDIAL: Actually works! Tells time by the sun, point face to north and note shadow
- #120 SMOKEY JOE SKULL: Set Cigarette in mouth and light—Watch him blow smoke rings!
- #120C OLD-TIMER SERIES: Old Silver Finish—Steamboat, Old Timer Car, Old Timer Fire Engine and 3-Masted Schooner.
- #109B SEARCHLIGHT: Supplied as Hand-Kit. Let kids assemble the light, the batteries and Case Bottom.
- #100 TIC TAC TOE: It's different! Made to sell—priced right. A real action game.

Announcing . . .

THE ALL-NEW MODEL 11 AUTO-PHOTO STUDIO

Check these features for greater profits and investment security:

- Continuous operation
- New beauty in styling and finish
- Electronic lighting
- Engineered and built to last for years of profitable operation
- Potential gross receipts \$30 per hour

Premiere Showing NAAPPB Exposition
Hotel Sherman, Chicago
November 28 through December 1
Booth No. 142

Auto-Photo Co., Inc.
1452 S. San Pedro St.
Los Angeles 15, Calif.

VICTOR'S TOPPER
1c BALL GUM MACHINE
\$12.50 each
\$12.00 100 or more

VICTOR'S SUPER V CAPSULE VENDOR
\$17.95 each
\$16.95 each - 100 or more

FILLED CAPSULES
Assorted Mixture
\$14.00 per box of 700
Write for prices on gum and charms for 1c machines.

GARDNER & LOSE
2611 Hale Ave. Louisville 10, Ky.

Tobacco & Allied Stocks to Dissolve

NEW YORK, Nov. 20.—Stockholders of Tobacco & Allied Stocks, Inc., will vote on a proposal to dissolve the company. Directors of the firm had approved the move this week.

The corporation, formed in 1929 with a capital of \$3,000,000, is 60 per cent owned by the Cullman family. Its original purpose was to invest in tobacco industry securities. The company's major investment was Benson & Hedges, Inc., maker of Parliaments.

Tobacco & Allied Stocks is currently receiving \$750,000 a year from Philip Morris & Company, Ltd., Inc., after the B&H stock was exchanged for Philip Morris common stock earlier this year.

The firm also holds 9,900 shares of American Tobacco, 14,000 shares of General Cigar, 7,900 shares of R. J. Reynolds Tobacco Company, 8,800 shares of Consolidated Cigar, 4,000 shares of Universal Leaf Tobacco, 5,000 shares of American Sumatra and 1,100 shares of P. Lorillard & Company. Assets total \$11,500,000.

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 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 Nov. 20	Issue of Nov. 13	Issue of Nov. 6	Issue of Oct. 30
Acorn Tab Gum (10 col.)...				\$21.95
Acorn Vendor, 1c.....				14.95
Acorn Vendor, 5c.....				14.95
Advance Model D Ball Gum.	\$6.45	\$6.45	\$6.45	6.45
Advance No. 11 Mds.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....				10.00
Andico Coffee Vendors.....	395.00	395.00	395.00	395.00
Atlas Ace 1c Mds.....				6.50
Bradley Seniors (2 sel.).....	200.00	200.00	200.00	200.00
25c Ball Point Vendor.....				49.50
Columbus 1c.....	6.50	6.50	6.50	6.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
Daval Roll Stamp (3 col.)..				25.00
DuGrenier Champion (9 col.)..	100.00	100.00	100.00	100.00
DuGrenier Cigar (7 col.)....	75.00	75.00	75.00	75.00
DuGrenier Cigar (9 col.)....	95.00	95.00	95.00	95.00
DuGrenier Model W. (9 col.)..	82.50	82.50	82.50	95.00
DuGrenier Model S (7 col.)..	85.00	85.00	85.00	85.00
DuGrenier Model V (7 col.)..	90.00	90.00	90.00	90.00
Eastern Electric (8 col.)....	115.00	115.00	115.00	115.00
Exhibit Card Vendor, 1c.....	15.00	15.00	15.00	15.00
Foot Ease.....	95.00	129.50(late)	95.00	129.50(late)
Hupp Single Drink.....	129.50(late)	110.00	129.50(late)	110.00
Kleenix 5c or 10c.....				49.50
Keeney Electric (9 col.)....	145.00	145.00	145.00	145.00
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
Mills Candy (8 col.)....				198.50
Mills Single Drink.....	150.00	150.00	150.00	150.00
Mills Tab Gum.....				15.00
Mills 3 Drink.....	185.00	185.00	185.00	185.00
National 930.....	95.00	130.00	95.00	95.00
National 950.....	110.00	145.00	110.00	145.00
National Candy (6 col.)....				69.50
National Candy (9 col.)....				95.00
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....				17.35
Northwestern 49, 5c.....				17.35
Northwestern 40, 1c Mds... Northwestern Stamp..... Northwestern Tab Gum..... N W 39, 1c Mds.....				6.50 69.00 25.95 6.50
Pop Corn Sez.....	69.00	69.00	69.00	69.00
PX Electric (8 col.)....	110.00	75.00	75.00	75.00
PX Electric (9 col.)....				
Revco Ice Cream Cup.....	125.00	125.00	125.00	125.00
25c Razor Blade.....				119.50
Rowe Candy Merchant (7 col.).....	165.00	165.00	165.00	165.00
Rowe Candy (8 col.)....				75.00
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	95.00
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	155.00	130.00	130.00
Rowe President (10 col.)....	155.00	155.00	155.00	155.00
Rowe Royal (8 col.)....	100.00	100.00	100.00	100.00
Silver King.....				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	7.45	7.45	7.45
Silver King Hershey, 5c....				25.00
Silver King Hot Nut.....				15.00
Sneads.....	125.00	125.00	125.00	125.00
Stamp (2 col.).....				12.50
Stoer Candy (6 col.)....	135.00	135.00	135.00	135.00
Super-Vends (3 sel.)....	200.00	200.00	200.00	200.00
Unedda Candy (5 col.)....	65.00(2)	65.00(2)	65.00(2)	59.50
Unedda Model E (6 col.)....	75.00	75.00	75.00	75.00
Unedda Model E (12 col.)..	90.00	90.00	90.00	90.00
Unedda Model 500 (9 col.)..	100.00	100.00	100.00	100.00
Uneddapak Model 500 (9 col.).....	135.00	135.00	135.00	135.00
Unedda Model 500 (15 col.)..	110.00	110.00	110.00	110.00
U-Select-It.....	52.50	52.50	32.50	49.50

NORTHWESTERN
Super Jet Capsule Vender, 4 for \$64.00
Selective Tab Gum Vender, each 25.95
National Postage Stamp Vender, each 69.00
Model 49 Bulk 1c-5c (specify) 17.35
Used N.W. 33, 39, 40 & S.K., each 6.95
Write for price list of supplies, capsules filled, merchandise. Also for prices of reconditioned Juke Boxes and Cigarette Machines. Please specify types requested.
Addey Vending Company
Attention: Adolph D'Este
2815 W. Pico Blvd., Los Angeles 6, Calif

VICTOR'S SUPER V
The Ideal Capsule Vender
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

The World Famous STANDARD TOPPER
That attractive ensemble—is finished in smooth, hard Duramite and chrome... steel construction, precision built and amazingly durable. Equipped with the large glass globe.
Packed and Sold 4 to the Case.
Less than 25 cents... \$50.00 per case of 4
25 or more cases... 48.00 per case of 4
Place Your Orders With Your Nearest VICTOR Distributor
VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois

Northwestern SUPER JET
SENSATIONAL NEW CAPSULE VENDOR
★ 325 capsule capacity
★ Simple, foolproof mechanism
\$64.00 PER CARTON OF FOUR
VARIETY IS THE SPICE OF LIFE!
Make's Jet Capsule ass. gives you a variety mixture of feature items selected from all popular charms. \$10.50 Try a sample mixture! For 500 Trial Order
Write for Catalog of New & Used Vendors, Accessories & Supplies
1/3 Deposit, Balance C.O.D.
RAKE COIN MACHINE EXCHANGE
609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

NEW, MAJOR, IMPORTANT DEVELOPMENT IN CHARMS
COLORED VACUUM-PLATED CHARMS Series #45
NEW—because it's Vacuum-Plated in brilliant Colors.
MAJOR—because it's the Newest Charm Series, the biggest assortment, the largest gimmick-like Charms.
IMPORTANT—because it's a NEW LOOK in CHARMS, a NEW LOOK in your MACHINES, a NEW JEWELRY QUALITY in CHARMS, at really and truly moderate price.
Over 100 Different Charms—Assorted Colors, Most of Them GIMMICK-LIKE in Size. \$5.50 Per 1,000
Gold, Silver, Red, Green, Blue, Fuchsia. f.o.b. Jamaica, N. Y., or at your Distributor
After years and years of the same copper and silver plated Charms, the amazing miracle of brilliant and beautiful Vacuum-Plated COLORED CHARMS is a long-awaited and strikingly different event in CHARMS.
Glad to make this possible. Glad it stimulates business at your machines.
Prompt Shipment of your order.
SAMUEL EPPY & COMPANY INC.
91-15 144th Place, Jamaica 35, L. I., N. Y.

We Have Newer CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES
send 35¢ Complete Sample Kit
Quality filled Capsules, F.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewel Rings.
National Sales Agents for ACORN CHARM VENDOR parts and accessories
PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

VICTOR'S SUPER V
1c-5c or 10c Play
Great Earning Power
Two Tone Oak Cabinet
Capacity—350 Capsules or 800-100 Count Ball Gum.
1 to 99—\$17.95 each
100 or more—\$16.95 each
CAPSULES (FILLED)
All \$10.00 per 500 All Items
Specialty Mix Police Whistles
Disney Charms With Key Chains
Press-On Emblems Spiders
Rubber Noise Makers Magnets
Colorful Iridescent Bead Bracelets
Silver Flashlights Baby Chicks
Asst. Rings Lizards Bugs
Write for Free 32-Page Vending Machine Catalog
One-Third Deposit on All Orders.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

GIVE TO DAMON RUNYON CANCER FUND
CHARMS-NEW-HOT
Increase your sales with new eye-catching gimmicks that pep up your dead stops!!
Item Packed in Bulk Per 1000 Assembled in Capsules Per 1000
Chic'n Egg \$19.50 \$25.00
Doll Baby 15.00 20.00
Ejector Knife 14.50 22.00
Magic Photo Ring 12.50 20.00
Salt & Pepper Shaker, Plastic 13.50 20.00
Salt & Pepper Shaker, Metal Top 14.00 21.00
Hunting Knife 16.50 22.00
Slingshot 12.50 20.00
Lorgnette Glasses 13.50 20.00
Stamp Pad Ring 13.50 20.00
Snap Spin Top 8.00 16.00
Wire Puzzle 7.00 16.00
Top Hat (with key chain in capsule) 8.25 21.00
Rocket Puzzle 15.00 20.00
Rocket Charm Items
Order today for immediate delivery. 25% deposit, balance C.O.D. Write for free price list of largest selection of charms in the world.
LOGAN DISTRIBUTING CO. 916 Milwaukee Ave. Chicago 22, Ill.

King to Exhibit Bulk Machs., Scales AT NAPPB Meet

CHICAGO, Nov. 20.—King & Company will show vending and service equipment at the National Association of Parks, Pools & Beaches convention at the Hotel Sherman here November 28-December 1.

Featured in King's booth, number 62, will be Northern bulk, capsule and tab gum venders, in addition to Watling Manufacturing Company's scales.

Manning the booth will be Paul Crisman and Tom King, heads of King & Company, and John Watling, president of Watling Manufacturing.



VICTOR SUPER V

4 to 99 \$17.95 ea.
100 or more 16.95 ea.

SPECIAL

4 Victor Super V \$71.80
1000 Filled Capsules 21.15

\$92.95

Cash with order.
Time payment in lots of 20 or over.

ROY TORR — LANSDOWNE, PA.

BIG SAVINGS

BALL and VENDING GUMS

New 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, 210 ct. 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.

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

R. R. WHITEHEAD
1075 Woodland Avenue S. E.
Atlanta, Georgia

SUPPLIES IN BRIEF

Filbert Output

Total production of filberts, almonds, pecans and walnuts will be slightly larger in 1955 than it was this year, according to Agriculture Department experts, who have reported gains in the output of most nuts this year. Filbert output for this year will be 9,510 tons, up 92 per cent from last year; almonds at 48,300 tons, up 25 per cent, and walnuts at 80,500 tons, up 36 per cent. The pecan crop this year was 45,626 tons, a drop of 57 per cent from a year ago, caused, the Agriculture Department says, by this year's drought. Grower prices for the short pecan crop this year are expected to average higher than last year's 17.6 cents per pound for improved varieties, while average prices will be slightly lower than last year's average of \$472 a ton for almonds, \$344 for filberts and \$412 for walnuts.

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Peanut Stocks

The supply of peanuts on September 30 totaled 317,647,000 pounds, the second largest supply of peanuts for the date since 1940, the Agriculture Department reported. The largest supply was last year when the agency reported 360,093,000 pounds of peanuts on hand. The use of shelled peanuts in making candy, salted peanuts and peanut butter in September totaled 48,351,000 pounds, down 5,798,000 pounds from September last year.

Cigarette Output

The output of cigarettes next year will be about the same as this year with a larger percentage of sales going to king-size and filter tips, according to Agriculture Department estimators. This year's output is estimated at 413 billion cigarettes compared with 423 billion in 1953 and the record 435.5 billion in 1952. Cigar consumption, both this year and next year, is expected to be about 6 billion, slightly less than last year.

Continental Gets New Chi District Manager

NEW YORK, Nov. 20.—The container division of Continental Can Company announced the appointment of Robert N. Burchinal as Chicago district manager. Miles S. Roll will assume Burchinal's former position as sales representative in Wisconsin.

Burchinal, who will headquarter in Chicago, will supervise the sale of the firm's paper container products in North Dakota, South Dakota, Minnesota, Illinois, Wisconsin and Northern Missouri, Indiana and Iowa.

Fla. Gets \$50,000 In Back Taxes on Out-of-State Cigs

MIAMI, Nov. 20.—State Beverage Department agents here have collected \$50,000 in delinquent cigarette taxes in the past two months and plan to keep up their drive against persons who buy their smokes out-of-State.

George Davis, district auditor for the beverage unit, said \$18,000 of the delinquent taxes was collected in the Miami area.

In one case, he said, a man who had bought 1,500 tax-free cartons from an out-of-State firm had to pay \$770 in back taxes.

The beverage department's new warning about its crackdown on persons who try to avoid payment of Florida's 5-cent-a-pack cigarette tax, came after Davis met with Miami Mayor Abe Aronovitz to seek city help in publicizing the campaign.

Davis said a "flood" of mail recently had come into Greater Miami soliciting business for a firm in Murphy, N. C. Offering most name brands at \$1.82 a carton, the letters urged readers not to be "intimidated by State taxation."

The letters set forth there were no laws barring purchase of cigarettes in interstate commerce, and added that "under no circumstances" would buyers' names be given to State authorities.

Davis pointed out that Florida's 5-cent cigarette tax is not a tax on interstate sales, but a tax on the use of the cigarettes in the State—a type of levy which has been upheld by federal courts.

It is, therefore, no crime to buy tax-free cigarettes by mail from other States, Davis said, but it is a violation of law to possess them or use them in Florida without paying the tax.

As for the North Carolina firm's assurances that the names of out-of-State buyers would not be turned over to the federal government, Davis branded this as nonsense.

"The government positively obtains these names and addresses from cigarette shippers and turns this information over to authorities in the buyers' States," he said.

"Refusal to divulge the names is a violation of the federal law, and a Minnesota federal court recently imposed a \$10,000 fine on a shipper who declined to release the names to proper investigative authorities."

Dr. Pepper Tests Cans in St. Louis With Big Ad Push

DALLAS, Nov. 20.—Dr. Pepper is bolstering its introduction of cans in St. Louis—the first test market—with an advertising program using newspapers, radio and TV, point-of-sale material and a redeemable coupon promotion.

The campaign has begun with emphasis on Dr. Pepper's 12-ounce flat-top can, altho 6-ounce cap-top and 12-ounce cap-top cans will also be used in the test.

The first phase of the promotion calls for full-page two-color ads in both of the city's daily newspapers, 124 spot announcements—ranging from 20 seconds to one minute—on both radio and television.

St. Louis is the first market to be tested by Dr. Pepper for cans. Further tests will be made in major cities in the West, Southwest and East.

Coca-Cola Profit Trails '53 Totals

NEW YORK, Nov. 20.—While the Coca-Cola company makes a policy of not releasing sales figures, it did disclose that the firm's net profit for the third quarter of this year dipped \$900,000 from the 1953 quarter, while the nine-month total dropped by more than \$1,800,000.

This year's figures for the quarter and the nine-month period were \$9,196,206 or \$2.15 a share, and \$21,212,628 or \$4.96 a share. For 1953, it was \$10,096,916 or \$2.36 a share, and \$23,037,340 or \$5.49 a share.

Gem Charm Series Readied by Price

NEW YORK, Nov. 20.—Paul A. Price, local charm manufacturer, announced that he is currently in production on his new plastic Gem charm series.

The new series is designed for capsule and ball gum vending and may also be used for Christmas tree decorations. The charms, gem cut on both sides, come in assorted colors.



48" height, 24" width, 13" depth

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago.

MEET ME IN BOOTH NO. 62 AT THE OUTDOOR SHOW NOV. 28th TO DEC. 1st, 1954

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1 1/2 & 5 1/2 Comb.	\$12.00
N.W. #37 1 1/2 Porc.	7.95
N.W. #33 1 1/2 Porc. B.G.	6.50
Master 1 1/2 Bulk Porc.	6.50
Master 5 1/2 Bulk Porc.	6.50
Master 1 1/2 & 5 1/2 Bulk Porc.	6.95
Columbus 1 1/2 Bulk	6.50
Silver King 1 1/2 B.G. or Mds.	7.45
Silver King 5 1/2	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1 1/2 B.G.	6.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Shell	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Spanish	.30
Mixed Nuts	.55
Almonds, 400 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Lozenges	.25
Assorted Fruit Charms, 100 ct.	.42

Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. ... \$.28
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. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

NEW ... NOTHING ELSE LIKE IT!



Northwestern

SELECTIVE TAB GUM VENDER with "QUICK CHANGE" MERCHANDISE DRUM

Wire or write for details
THE NORTHWESTERN CORPORATION
EAST ARMSTRONG ST. • MORRIS, ILLINOIS

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamper-proof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

IMPROVED! SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

J. SCHOENBACH
1645 Bedford
Brooklyn 25, New York

VICTOR Vending Values FROM "BETTER BUY" BITTERMAN

Super V Outstanding capsule vendor \$17.95 ea.
Assorted filled capsules, \$20.00 per 1000.

Topper Deluxe
Operator's favorite equipment for ball gum and charms. Either glass globe or metal half cabinet \$14.25 ea.

Standard Topper
Lowest priced quality machine manufactured for ball gum and charms or bulk merchandise. Large capacity glass globe \$12.50 ea.

All machines packed and sold 4 to the case. Write for lowest prices on ball gum, charms and all vending supplies.
TIME PAYMENT PLAN AVAILABLE.

BERNARD K. BITTERMAN
4709 EAST 27TH ST., KANSAS CITY 27, MISSOURI

Record Distribs, One-Stops, Mfrs. Gear for Yule Tide

Route Conversions, Replacements Expected to Keep Op Buying Up

CHICAGO, Nov. 20.—Record distributors, retail outlets and operator one-stops began preparing this week for the annual Christmas rush.

Meanwhile, record manufacturers were ready and waiting to fire their promotional guns, aimed at putting their holiday season releases at the top of buyer lists. The fireworks should start right after Thanksgiving.

Music operators, however, were

buying Christmas records with a cautious eye, stocking only a few new tunes for sampling purposes along with their annual replacements of perennial favorites.

In the Chicago area, like most sections of the country, Christmas music will get its big push after Thanksgiving, when disk jockeys first begin to dust off their jingle bells and begin to spin the holiday spirit.

Curiously, an unwritten code

among deejays keeps seasonal music off the air until the turkey dinners have been digested.

Picture Bright

The entire record picture looks bright, with total sales during the Christmas period expected to soar past last year's figures. Two important items will keep operator buying at a level with last year and possibly exceed it.

First, operators must build their stock 45%. With more and more new machines, multi-selection equipment geared for the smaller disk, being added to established music routes, the old supply of 78's must be replaced.

Secondly, with every record manufacturer turning out new Christmas tunes, operators will be testing a large number of them before the general public and deejays make their final pick.

New records this year by major diskers include Decca's "Spirit of Christmas" by Kitty Kallen (picked as the official 1954 Christmas Seals sales song); Mercury's "Dance, Mr. Snowman, Dance" by

(Continued on page 110)

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.

November 23—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield.

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

November 28-December 1—National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

November 29—Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill.

November 29—Association of Amusement Machine Operators of Quebec, monthly meeting, Cafe Minuit, Montreal.

November 30—Los Angeles Division California Music Merchants' Association, regular meeting, Coral Room, Hotel Gaylord, Los Angeles.

December 2—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

December 6—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

December 11—Amusement Machine Operators' Association of Dade County, annual banquet, Saxony Hotel, Miami.

December 19—Associated Amusement Machine Operators of New York, annual banquet, Latin Quarter, New York.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

Deejays, Commentators Hear UMO's Youth Plan

DETROIT, Nov. 20.—The United Music Operators of Michigan played host to disk jockeys and news commentators at an afternoon get-together Thursday (18) to acquaint them with the UMO sponsored teen-age clubs.

The event stressed the need for co-operation in "setting up teen-age clubs on a community level, to provide entertainment and talent encouragement."

Roy Small, conciliator of UMO, pointed out the widespread co-operation already received from such groups as the Mayor's Committee on Children and Youth, the Police Department Youth Bureau, businessmen's and community asso-

ciations, the Detroit Federation of Musicians, the United Services Recreation Department, the Detroit Department of Parks and Recreation, and others.

It was decided at the meeting that the proposed name of the program, the 97% Clubs, would be changed, giving the youngsters the opportunity to select their own name. Publicity for the selection of a name will be done thru the press and radio.

Suggestions for a new name will be turned over to UMO and a final list of about 20 names will be selected by the sponsoring groups.

The winning name will be selected at a second mammoth teen-age party, to be given at the Michigan Fairgrounds in February, with some 8,000 youngsters as invited guests. Ticket distribution will be handled in the same manner used for the coming November 28 party, when 1,400 are expected to attend. Each police district was

(Continued on page 100)

Copeland Heads New Wurlitzer Outlet: Sierra

LOS ANGELES, Nov. 20.—Wayne Copeland, formerly the head of Copeland Distributors, AMI outlet in Oklahoma City, has taken over the reins of president of the Sierra Distributing Company, newly appointed Wurlitzer distributor in Southern California.

Partner in the new Sierra firm with Copeland is C. A. (Shorty) Culp, Wurlitzer distributor in Oklahoma City. (The Billboard, November 13.)

Ray Powers, veteran coinman, is the general sales manager of the new distributing firm, which officially took over the Wurlitzer line last Monday (15).

A formal operator open house has been scheduled for sometime around December 1.

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:

"LET ME GO LOVER," by Joan Weber, on a Columbia label, hit Chicago with a bang last week when it made its debut on TV's "Studio One." Record stores unable to meet demand, Columbia distributors likewise.

RECORD INDUSTRY ASSOCIATION of America meeting and compiling information to be presented to the government for reduction of excise tax on phonograph records.

CHRISTMAS ALBUMS AND SINGLE RECORDS beginning to sell on retail level. Classical disks to play a big part in many holiday season shoppers' buying list. Mambos and jazz also picking up.

WSM'S 29th ANNIVERSARY turns up over 1,000 deejays, top sales and artists and repertoire executives of record companies, and a host of music publishers, talent buyers, etc. Complete round-up of Nashville event.

And many other informative news stories, as well as the Honor Roll of Hits and operator charts.

237 EATERIES REPORT

69% Use Music; Jukes Head List With 50%

CHICAGO, Nov. 20.—How many of the nation's restaurants provide background music? What type of music equipment is used by restaurants which do offer background music?

Answers to these questions, based on a survey of 237

restaurants released this week by American Restaurant Magazine, revealed:

Background music was provided by 69 per cent of the restaurants surveyed.

Juke boxes are the most popular type of equipment used, 50 per cent of the restaurants, which do provide background music, reporting they used them.

Of the 165 restaurants using music, 2 per cent have tape equipment, 19 per cent FM radio, 19 per cent wired music, 19 per cent "other" which includes record

(Continued on page 100)

Indie Labels Aid Play on Milw. Jukes

MILWAUKEE, Nov. 20.—The use of independent record labels on juke boxes in the Milwaukee area is growing by leaps and bounds.

Music operators reported this week that independent labels, virtually unknown a few months ago, have pushed their way into many of the best locations, receiving heavier play than their competition.

Operators declared that the wedge for the popularity of the independents had come via disk jockey programs. Location owners and customers, hearing a new tune on the radio, quickly passed requests on to operators, who wasted no time in buying them.

Independent label hits, currently on juke boxes, include all categories. Pop numbers are in the lead, but country and western, rhythm and blues, and polkas are also meeting with favor.

In addition thru new labels, operators are becoming acquainted with a new flock of stars.

A partial list of the independent labels and the new artists doing a formidable volume of business here: "That's What I Like" by Don,

(Continued on page 100)

Al Schlesinger Named to Head MOA Op Drive

OAKLAND, Calif., Nov. 20.—George A. Miller, president and business manager of Music Operators of America, this week named Al Schlesinger, veteran coinman, to head MOA's national membership drive.

The appointment spearheads an attempt by MOA to enroll every operator in the country by March 28, when the association's national convention will be held in Chicago at the Morrison Hotel.

Miller said that additional MOA members will be named at a latter date to assist Schlesinger.

6 X 9 POSTER

Aid Scored by N. J. Op Guild

NEWARK, N. J., Nov. 20.—The Music Guild of New Jersey added a new two-fold service for operators here this week. It adopted a Hit Tune display card mailing.

The new service, according to Dick Steinberg, offers operators the opportunity to score advances in both promotional aid and in sales stimulation.

The card is six inches by nine

(Continued on page 100)

Rumor H. C. Evans Liquidation Near

CHICAGO, Nov. 20.—The H. C. Evans & Company, manufacturers of coin-operated phonographs and games, was rumored here this week to be in the process of shutting down production, paving the way for a liquidation sale.

Trade circles believed the transaction would probably take place

some time within the next two weeks.

Officials of Evans could not be reached for comment.

The firm was established in 1892 by the late Edwin C. Hood and was managed for over 30 years by R. W. (Dick) Hood, who passed away a year ago last October. The firm is presently headed by R. W. (Bill) Hood, a son of the latter.

Cleveland Ops Pick Dec. Hit

CLEVELAND, Nov. 20.—"Hit Tune for December" in the Cleveland area will be "I Just Wanna Be Your Loving Baby" by Patti Williams, the Phonograph Merchants' Association announced here this week.

Every month association members meet and select a newly released disk that they think has the potential of a hit record.

Their latest selection is a Double A recording and is backed by Joe Leahy's orchestra. It was composed by Carl Lampl, with lyrics by Buddy Kaye.

STARTING NEXT WEEK

Change the Copyright Act?

Should writers and publishers be paid for the performance of their music in juke boxes?

Or should the Copyright Act of 1909 be left unchanged, thus exempting juke box operators from any obligation for the performance of copyrighted music?

The new Congress convening in January in all probability will face legislation proposing revision of the Copyright Act. Its proponents will try for the fourth successive year to remove the juke box ex-

emption from the copyright law. And for the fourth time in as many years, the music industry will be split into warring factions.

What is the answer? How can both sides reach a sensible agreement that will benefit the entire music industry?

The Billboard will publish next week the first in a series of editorials on the copyright problem, setting forth its recommendations for equitable solution to this controversy.

this juke box

IS a

HORN

Did you ever stop to think that every musical instrument worth its salt is a HORN? The inside of the piano cabinet, the pipes of an organ, the hollow body of a violin, all the wind instruments, for ages have in their very shapes and makeup been horns. A horn is the simplest and most efficient means of expanding sound so that people can hear it with true fidelity to the sound at its source.

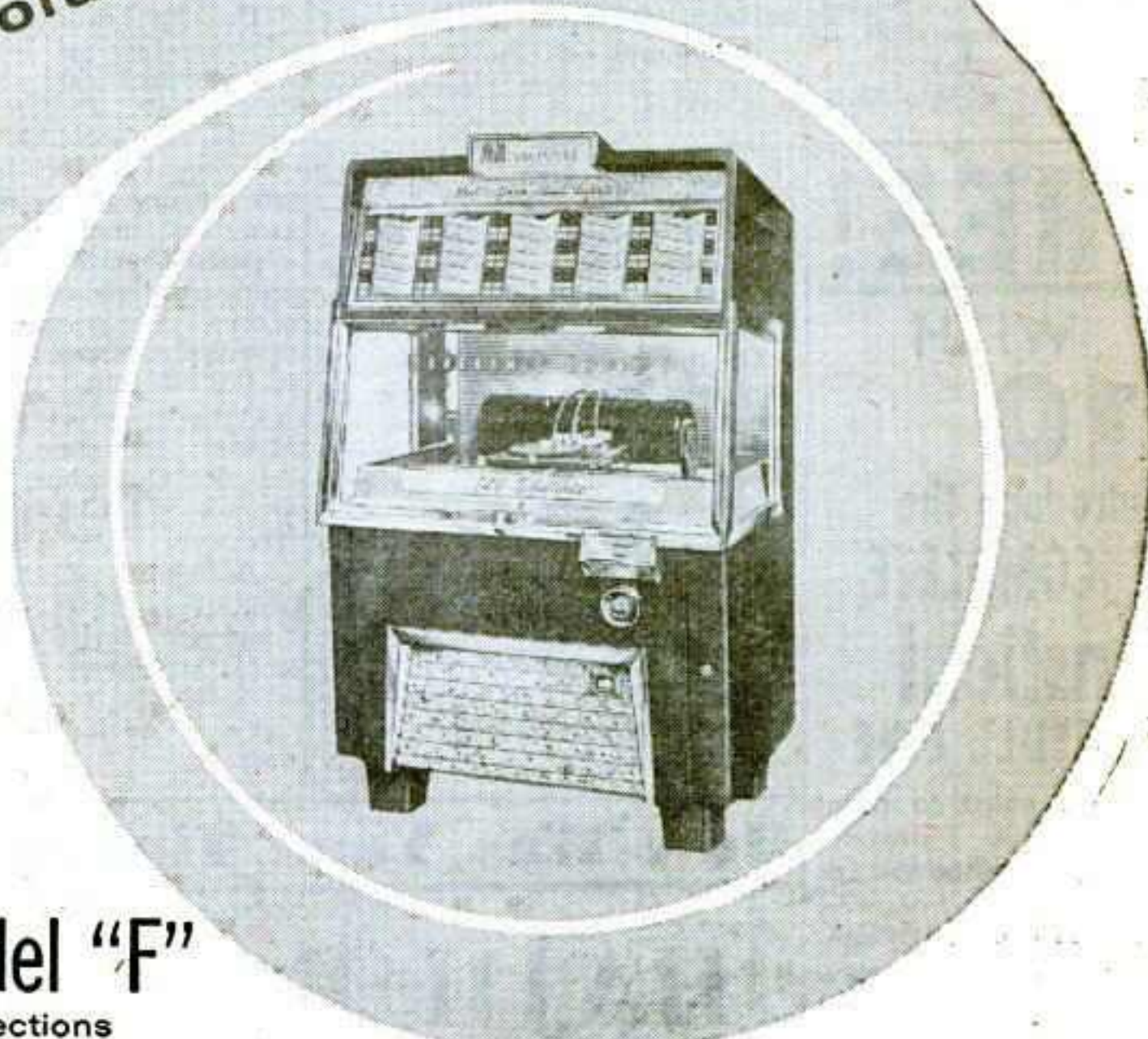
AMI is the first manufacturer to treat a juke box cabinet as a musical instrument instead of just an enclosure for the record changer and other components. This eliminated the old system of inexpensive, easy-to-make, simply baffled loudspeakers. It required turning almost one half of the cabinet into an actual horn—a bass horn equivalent to more than NINE 12 inch speakers—it seemed impossible—and yet it was done in creating the great new Model "F."

And with another horn in the cabinet at ear level for the highs. No wonder the whole music world cheers the advent of the "F," for here is a juke box that is a true High Fidelity instrument, proudly conveying to the public the great personal art of the top performers, beyond all criticism even by the performers themselves.

*ENTER THE NEW ERA IN
AUTOMATIC MUSIC*

Every "F" Operator
Is a Virtuoso in
His Own Right!

*Multi-Horn High Fidelity
Sonoramic Sound*



AMI Model "F"

120, 80, 40 Selections

Coloramic Cabinets for the New AMI Sonoramic Sound

The Most Beautiful Cabinet in the History of Automatic Music Now Comes to You in Your Choice of 8 Vivid, Exciting Colors

*Originator of the
Automatic Selective Juke Box in 1927*

**AHEAD THEN
—AHEAD NOW**

AMI *Incorporated*

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

Licensee: Jensen Music Automates

—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaeogade, Copenhagen K., Denmark

JUKE-WISE OP

3 Major Steps In Servicing Bring Results

OAKLYN, N. J., Nov. 20.—According to Bill Donaldson, head of Don's Vending Company, there are three major steps in good music machine servicing.

First, he explained, is the regular routine cleaning of equipment. It's surprising, he said, the number of compliments that come from location owners just because a little elbow grease is used.

Second, is the renovating of equipment, Donaldson points out. When the job is done regularly, he explained, operators will not find themselves looking at machines which have lost most of their trade-in value.

The job of filling location requests for particular records, Donaldson feels, should be complied with as soon as possible. This third step in his servicing program pulls increased play, and customers and location owners are all generally pleased.

Rockford Op Elected Mauh-Nah-Tee-See Prez

ROCKFORD, Ill., Nov. 20.—Louis Casola, president of the Illinois Amusement Operators' Association and head of Mid-West Distributing Company, made local headlines again this week. This time for his recent election as president of the Mauh-Nah-Tee-See Country Club.

Casola, who headed up one of the most successful operator public relations drives last year during the March of Dimes campaign, is no stranger in Rockford, regularly receiving newspaper co-operation.

1 FREE! WITH 10 To Introduce the NEW COMPLETE Pfanstiehl COIN NEEDLE LINE

Operators from coast to coast know that famous Pfanstiehl Needles cut service costs, last far longer and preserve records. Now this "1-FREE-WITH-10" special offer introduces the new complete Pfanstiehl coin needle line at regular money-saving discounts plus a generous FREE OFFER!

Now you can buy needles for any machine from one dependable source.

There is a super-durable Pfanstiehl needle to fit every make and model that uses replacement needles.

Special Quantity Discounts Plus Generous FREE OFFER! Mail Coupon Now!

Mail Coupon Now! Pfanstiehl Chemical Corp. Waukegan, Ill. Yes! Send me new Pfanstiehl Price List and Information on "1 FREE-WITH-10" Special Offer! (Offer expires December 31, 1954.) Name Address City Zone State Distributor's Name DISTRIBUTORS, NOTE: Pfanstiehl is on the move! Some profitable territories are open. Write today! Pfanstiehl Chemical Corp. Waukegan, Illinois U. S. A.

Detroit's Dime Play Promotion Begins Dec. 1

DETROIT, Nov. 20.—A promotional program to acquaint music patrons with the juke box industry's needs for dime play is scheduled to be launched about December 1 by the United Music Operators of Michigan.

Plans for the promotion were scheduled for release following the first city-wide party sponsored by the organization and other groups for teen-agers November 28.

Dating of the publicity program to explain dime play, originally skedded for early in November, was purposely deferred in order to avoid the possibility of giving the public the impression that there was a connection between the two separate activities.

The dime play promotional program is scheduled to be threefold:

- 1. Voluntary co-operation by disk jockeys, who are now eligible for UMO membership. 2. Publicity releases and statements for the local press. 3. A limited amount of advertising, which will probably include an emphasis upon point-of-purchase coverage.

Eateries Report

Continued from page 98

players, organs, live music, and 50 per cent juke boxes (totals more than 100 per cent because some restaurants have more than one means of providing music). Twenty per cent of the restaurants which did not use music indicated they intended to do so.

Restaurants not providing music gave the following reasons why they didn't: Lack of commercial value (29 per cent), too expensive (16 per cent), lack of room (23 per cent), "other" (18 per cent)—included "feel customers don't want it," "slows turnover," "doesn't fit type of operation," acoustics not right."

Of the group which indicated they intended to install music, 20 per cent said they would use juke boxes, 26 per cent tape equipment, 8 per cent FM radio, 26 per cent wired music.

Asked what feature they prefer in a background music system, 105 of the 165 restaurants which use music marked "music quality," 63 checked "music variation"; 70, "dependability"; 76, "minimum maintenance"; 146, "customer satisfaction."

ROYAL MINT BONUS PLAN AIDS JUKES

LONDON, Nov. 20.—Juke box operators thruout England have found that an incentive bonus plan for Royal Mint workers isn't hurting the music business.

In an annual report just published by the Deputy Master and Comptroller of the Royal Mint, it was revealed that the 12-sided three-penny piece, used in most juke boxes, has gained popularity and that over 450 million have now been issued.

Royal Mint workers have achieved an output increase of over 20 per cent in United Kingdom coins following adoption of the incentive bonus plan.

Atlas Opens New Building in Pittsburgh

PITTSBURGH, Nov. 20.—Atlas Novelty Company officially opened the doors of its new distributing headquarters here last Sunday (14), hosting music operators and manufacturers' representatives from all over the country.

Maurice Ginsburg, vice-president, said that the opening was the most successful event in the company's history. Flowers and congratulatory messages streamed in from operators, manufacturers, distributors and friends.

The new headquarters are in an all new modern brick building, comprising 12,500 square feet of floor space. Designed especially for the coin machine industry, the one-story building features separate display rooms for music and game equipment, a service shop, a parts department, facilities for inside loading and large modern offices. Ample parking space is provided in front and in the rear of the building.

Out-of-town visitors from Des Moines, Baltimore, Buffalo, Los Angeles, Columbus, O.; Cleveland, Detroit and Chicago were in attendance.

Among the guests were C. T. McKelvy, Charles Smith, Raymond Lingren and Al Gange, all of Seeburg; Art Garvey and Jack Nelson, of Bally, and representative of all the major factories in the Chicago area.

Oomens, ABC Tied in Chi Bowling Lead

CHICAGO, Nov. 20.—The Automatic Phonograph Bowling League wound up its 10th week here last Monday (15) with end-of-the-season predictions still anybody's guess.

The team of Walter Oomens Sons, leaders of the league since the opening session, saw a comfortable four-game margin vanish as the ABC Music #2 aggregation walked off with six straight wins, resulting in a tie for first place.

Two other teams, Mercury Records and Decca Records, are battling it out for second place. Mercury has taken five out of the last six games and stands only one game out of first place, while Decca Records grabbed four out of six and trail the leaders by only two games.

Hank Leonarczyk, of Gillette Distributing's team, stole top honors last Monday when he turned in high game for the season, 242. In the women's division, Juliet Gallet, of Paschke Phono, showed up even the professionals with eight strikes in a row and a game of 223, easily capturing high for the season in that division.

Team event honors are held by Mercury Records with a three-game total of 2,494 (highest score ever rolled in the Chicago league) and by Star Music with a 842 single game score.

Team standings after 30 games follow:

Table with columns: Team, Won, Lost. Rows include Oomens Sons, ABC Music #2, Mercury Records, Decca Records, Copal Records, Melody Music, Star Music, Western Automatic, B & B Novelty, Paschke Phono, Atlas Music, ABC Music #1, Coven Music, Gillette Distr.

The league bowls every Monday at the G & L Bowling Alleys.

6x9 Poster

Continued from page 98

inches and is to be printed every month. Steinberg said that because of the card's size, it could be easily secured inside juke boxes, on mirrors of taverns, or to any prominent spot within a location.

The cost of the poster-cards will be covered by regular dues. Steinberg explained that one card for each location would be supplied, extra cards being available at a nominal cost.

Union Labels

Continued from page 98

Dick and Jimmy, Crown label; "Mi. Sandm..." by the Cordettes, and "Naughty Lady of Shady Lane," by the Archie Bleyer orchestra, both on Cadence; "Melancholy Baby," by Willie Gibson, Benida; "Ricketty Picketty Melody," by the Satisfiers, Rainbow; "Hindustan," by Hack Swain, Cardinal, and "Teach Me Tonight," by the De Castro Sisters, Abbott.

One of the major reasons for the strong sales now being enjoyed by the smaller labels in this area is attributed to the selling job being performed by several of the active retail record shops catering to operator trade.

One of the leaders in this selling group is the downtown Radio Doctors store. Carrying approximately 250 different labels on its shelves, this firm has built up a large operator one-stop and mail record business thruout this area.

Stu Glassman, Radio's record buyer, reported that the firm was currently mailing an average of 400 order cards to operators in the State on a bi-weekly basis.

"Last week's mailing listed 25 records for the operator's consideration," Glassman said. "Only 10 were cut by major diskers." He added that an ever increasing number of operators were adding independent labels on their machines.

Another popular juke box record shop finding independent labels going up in demand is Barney Kuehn's Music Mart. The Music Mart has steadily added the smaller labels, "mainly to satisfy operator demand," according to Barney Kuehn.

Three local labels featuring polka music—Polkaland, Potter and Mono—reported sales increasing. Always a good polka market, Milwaukee operators have found that local artist, and local labels result in more plays.

Operators agreed that as long as independent labels continued to release records the public liked to hear, juke boxes would be featuring them.

Deejays Hear

Continued from page 98

given a specific number of tickets for distribution.

Prizes for name suggestions will be awarded. Grand prize will be an all-expense paid tour to New York, with an opportunity to meet top recording artists. A hundred additional prizes for suggestions are to be awarded runners-up.

Last Tuesday (16), Police Commissioner Edward N. Piggins held an informal meeting of about 100 businessmen interested in sponsoring club work for youngsters. The commissioner indicated his belief that the UMO program could also be used to good advantage by the sponsoring groups to reactivate their own youth programs.

It was evident at the Tuesday meeting that the planned youth program would become much wider than originally hoped.

At both meetings, full endorsement of the UMO program was given. A committee to act as a city-wide co-ordinating group, with one representative from each group interested, was established as a result of the gatherings.

How Was Your Timing on . . .

"HAJJI BABA"

NAT (KING) COLE CAPITOL 2949

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

OCTOBER 26, 1954

Title Strips Ready for Top Juke Profits

OCTOBER 26, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Table with columns: Cards per Week, Cost for 3 months, Cards per Week, Cost for 3 months. Rows include 20 (400 strips), 30 (600 strips), 40 (800 strips), 50 (1000 strips), 60 (1200 strips), 70 (1400 strips), 80 (1600 strips), 90 (1800 strips), 100 (2000 strips).

Form for Sterling Title Strip Co. 2 E. 45th St., New York 17. Includes fields for Name, Address, City, Zone, State, and a request to start sending title strip cards.

LIABILITY INSURANCE For the Amusement & Entertainment Field BROADWAY BROKERS CORP. 150 Broadway, New York 38 REctor 2-2195

TIE DOWN



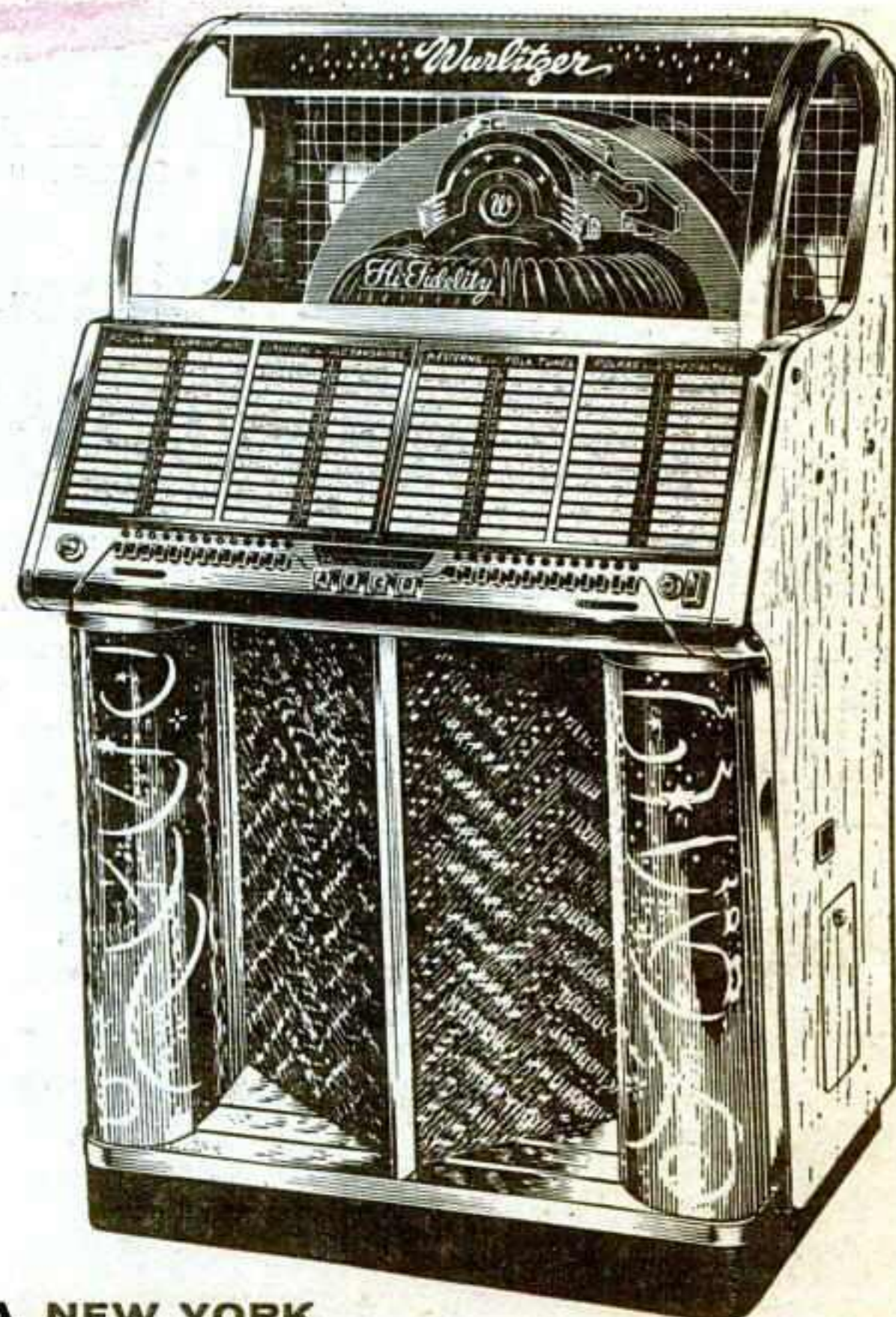
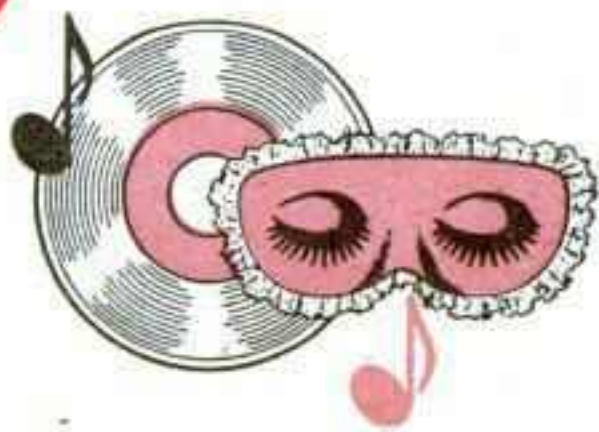
THE BEST LOCATIONS

You can stake out a beautiful route and tie down the top locations when you install Wurlitzer 1700HF Phonographs. They play better music. Please more patrons and collect more money. The sensational success of this 104-selection, high fidelity phonograph is as simple as that.

**SEE IT-HEAR IT-BUY IT AT YOUR
WURLITZER DISTRIBUTOR
TIE IN WITH THE...HIGH FIDELITY**

Wurlitzer **1700**

TAKES THE MASK OFF
THE MUSIC



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

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 Nov. 20	Issue of Nov. 13	Issue of Nov. 6	Issue of Oct. 30
AMI				
Model A	\$129.00 165.00	\$129.00 165.00	\$99.00 129.00 150.00 165.00	\$99.00 129.00 175.00
Model B	195.00 250.00	195.00	225.00	225.00
Model C	275.00		235.00	
Model D-40	325.00(2)	325.00 329.00	325.00(2)	329.00
Model D-80	329.00 375.00 450.00(2)	450.00 469.00	445.00 450.00	469.00 475.00
	469.00 475.00	475.00	469.00 475.00	
EVANS				
Constellation	240.00	240.00	150.00 240.00	240.00
MILLS				
Constellation	175.00	175.00	65.00 175.00	175.00
ROCK-OLA				
1422	49.50 110.00	110.00	59.50 110.00	175.00
1428			150.00	175.00
1434	325.00	325.00	325.00	325.00
1436 Fireball 45 RPM.....	375.00	375.00	375.00	375.00
			395.00(2)	395.00(3)
SEEBURG				
M 100-A (78 RPM)	375.00 445.00 495.00	375.00 495.00	395.00 425.00(2) 495.00	445.00
M 100 B.....	575.00		625.00	
146	89.00 110.00	99.00 110.00	99.00 110.00	99.00
147	119.00	119.00	75.00 119.00	119.00
148 M.....	149.00	149.00	149.00	149.00
148 ML.....	139.50 159.00	169.00	169.00	169.00
M 146			95.00	95.00
M 147			95.00	95.00
WURLITZER				
1015	84.50 89.50 130.00	89.50 130.00	65.00 89.50(2) 125.00 130.00	65.00 75.00 89.50 125.00
1080	99.00	99.00	99.00	99.00
1100	225.00	225.00	165.00 225.00(2)	175.00 225.00
R 1217	159.00	159.00	159.00	159.00
1250	265.00	265.00	265.00	265.00
1250 Hiway.....	149.50			
1400	395.00(2)	395.00(2)	395.00	395.00
1450	395.00	395.00		

Juke Mfrs. to Meet Diskers, But Individually

NEW YORK, Nov. 20.—A suggestion by the Record Industry Association of America to have its engineering committee meet with engineering representatives of the Automatic Phonograph Manufacturers' Association to work out a standard on record volume was turned down by APMA but with the suggestion that RIAA engineers meet with individual members of APMA.

The RIAA move was in the form of a letter to Reuben Roling, president of both Wurlitzer and APMA. Roling, in turn, suggested that APMA members be approached individually. Thus far, AMI president John Haddock had met with RIAA executive secretary John Griffin here.

RIAA engineers point out that setting a standard for metered volume would not solve the "problem" of inconsistent volume levels. They say that the listeners' impression of volume is far different from actual volume levels as shown on the sound level meter.

Minthorne Readies Service Schools In 3 Calif. Cities

LOS ANGELES, Nov. 20.—Service school sessions at the Minthorne Music Company, Southern California distributors of Seeburg, have been set for early December.

Jack LaRue, field service engineer of Seeburg, will conduct the sessions, to be held in San Bernardino December 7, in Los Angeles on December 9 and 10, and in San Diego on December 14.

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knaut
Central 6-8761

NAAPPB Show to Draw Coinmen . . .

The 36th annual convention of the National Association of Amusement Parks, Pools & Beaches, opening November 28 at the Hotel Sherman, is expected to draw a throng of visiting coin machine representatives from all parts of the nation. About 20 per cent of the exhibits are scheduled to show coin-operated equipment. (See separate story in Amusement Game Section.)

Horace De Selm, brother of Bill De Selm, United Manufacturing Company, died Friday (12) at Tucson, Ariz., after a long illness. Services were conducted Tuesday (16).

Ed Levin, Chicago Coin Machine Company, is back at his desk after a vacation in Hot Springs. Ed remarks that he received numerous orders recently for baseball games from South American countries. Sam Wolberg and Sam Gensburg have had a lot of compliments on their new Flash-O-Matic shuffle games.

Mrs. Robert Preston, daughter of John Conroe, J. H. Keeney & Company vice-president, has a new baby daughter, Janet Lee Preston. Visitors during the week at Keeney included Barney Sugarman, Runyon Sales, New York; Herman Paster, Paster Distributing, Milwaukee; Irving Kaye, New York; Ben Becker, New York, and Herb Perkins, Purveyor Distributing, Chicago.

Bob Moloney, Bill Gilroy and Ray Snyder, of Maloney Vending Company, Scranton, Pa., were other Keeney visitors. Paul Huebsch, Keeney general sales manager, launched the first Keeney gun game of 1954 this week, the Keeney Sportsman.

The many friends of Tony Jerard, superintendent at D. Gottlieb & Company, will be happy to hear that his serious operation at Edgewater Hospital was successful. Tony checked out of the hospital Tuesday (16).

AMOA Keglers Race Tightens

MIAMI, Nov. 20.—Advance Music swept into the lead in the AMOA Bowling League by capturing four games from Radio Center, while the high-flying Music Makers aggregation dropped into second place.

Ross Rock-Ola Distributing moved into third position by knocking off Marino Music in three games out of four. All-Coin Amusements split four games with the American Operating Company team. Standings follow:

	Won	Lost
Advance Music	19	5
Music Makers	18½	5½
Ross Rock-Ola	13	11
Acme Music	12½	11½
Marino Music	9	15
Radio Center	7	13
All-Coin	6	14
American Operating	7	17

The race at the Paradise Bowling Lounge is developing into a spirited battle, with the standings changing every week. Roy Gullo, who is in charge of the coinmen's league, said the teams were now evenly matched and every squad was a potential contender for top honors.

Six consecutive strikes by Morry Horwitz, Ross Rock-Ola Distributing, had the coinmen buzzing with excitement. Horwitz captured high individual game honors for the evening with a blazing 210, while Irv Rodich, Advance Music, posted a 492 to emerge with the highest individual set. High team game for the evening was All-Coin's 828, and high team game set was Advance's 2,180.

Veteran coinman Art Daddis rolled a sizzling 212 in his first appearance, but this was only to establish an average. Daddis is not yet affiliated with any team.

Other outstanding performances for the evening were: Leon Guss, Advance, 194; Eddie Petrocine, All-Coin, 178; Joe Mangone, All-Coin, 167, despite an injured leg; Eddie Dee, Acme, 166, and Ozzie Truppman, Advance, 164.

The Marino Music squad seems to have found its bearings after a shaky start and is expected to improve its position in the coming weeks.

N. J. Ops Back Juke Jingles

NEWARK, N. J., Nov. 20.—According to Dick Steinberg, executive director of the Music Guild of New Jersey, the North Jersey operators are enthusiastic about the possibilities of commercial jingles as a revenue adjunct to juke box play.

Steinberg scored critics of these jingles and said they should at least be given a chance—if they work out, fine; if not, forget them. He added that the only question is, will the public accept the jingles. And the only way to find out, he continued, is by trying.

He warned against any commercials that would offend public taste or morals, but added that none of the proposed commercial disks would be blatant or offensive.

Southern Skeds Ohio AMI Showing November 27-28

LIMA, O., Nov. 20.—Southern Automatic Music Company, AMI distributor, will host operators here at the Barr Hotel Saturday and Sunday (27-28) when it displays the new AMI model F.

From 10 a.m. to 10 p.m. Southern Automatic staff members will be on hand to point out the advantages of the new machine. The event will be held in the Rainbow Room and refreshments will be served.

Ready to greet operators and guests will be Sam Dieter, Sam Weinberger, Fred Allen, George Burch and Mike Nelson, all of Southern Automatic.

COIN MACHINE NEWS QUIZ

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

- **BLUEPRINT JUKE RECORD LABEL.** National Juke Box Music program outlined by George A. Miller, president of Music Operators of America, explains MOA support of Barney Young's juke box record label plan. Records to be available to all music operators, MOA members and non-members alike. MOA to receive 10 cents on every record sold. (Page 72, The Billboard, November 20.)
- **REVIEW NEW GUN GAME TREND.** Coin-operated gun games new hit in taverns and bowling alleys, as well as in Penny Arcades and amusement parks. New crop of compact shooting galleries with electrically operated .22 rifles creates biggest craze among amusement game players since the innovation of the shuffle bowling game in 1949. (Page 1, The Billboard, November 20.)
- **COIN FIRMS GET SET FOR NAAPPB show.** Apco, Inc., manufacturer of cup drink, coffee, hot chocolate and cigarette venders, will exhibit for the first time at the National Association of Amusement Parks, Pools and Beaches which opens in Chicago November 28. Scientific Machine Corporation to premiere three new coin amusement games at show. Mike Munves Corporation to debut Hindu Fortune Teller, Bike Racer and Mardi Gras Follies at the show. (Page 83, The Billboard, November 20.)

- **BACKGD MUSIC IN NEW HOMES.** Detroit Seeburg distributor, Music Systems, Inc., contracts with construction firms to install background music equipment in 570 new homes in suburban Westchester Village. Plans call for installation of Seeburg's 200 Select-O-Matic Hi-Fi unit in each home in \$450,000 deal. (Page 13, The Billboard, November 20.)
- **N. E. OHIO SWITCHES TO DIME PLAY.** Five operator associations, in as many counties, in the process of eliminating nickel chutes from all their music equipment. Members of Cleveland Phonograph Merchants' Association suddenly switched to dime, three for a quarter, on 500 of their best locations. (Page 72, The Billboard, November 20.)

IF YOU MISSED READING THE NOVEMBER 20 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

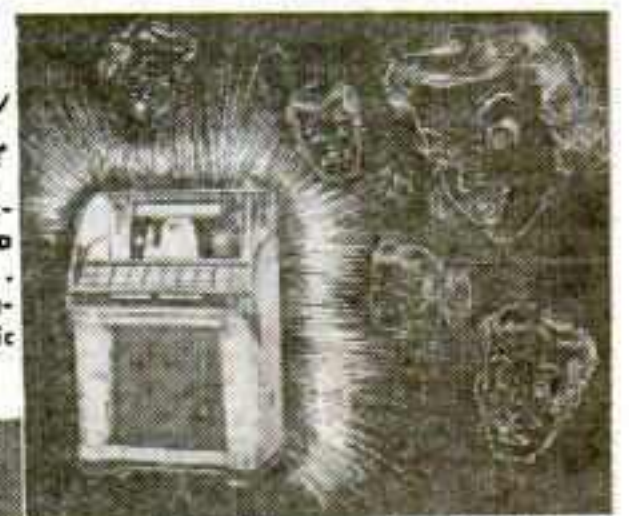
Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

Ultrasound Music Box Hi-Fi Converter

Ultrasound's new hi-fi music box conversion kit gives all Seeburg models a brilliant newsound . . . longer life . . . greater earning power. It's the operator's answer to millions of hi-fi music lovers and their ultra dollar market.



Ultra Profits and Savings

Ultrasound sells for \$59.50 . . . less than one-twentieth the cost of a new hi-fi music box. Easily and quickly installed by following printed directions. Be the first in your city with Ultrasound. For further information write:

ULTRASOUND 2845 Porter Ave. Ogden, Utah



Our Best Wishes for a Bounteous
Thanksgiving in the Great
American Tradition

ROCK-OLA

MANUFACTURING CORP.

800 N. KEDZIE AVE., CHICAGO 51, ILL.

17 Coin Firms to Exhibit At 36th NAAPPB Convention

CHICAGO, Nov. 20.—The coin machine industry will be well represented at the 36th annual convention and exhibit of the National Association of Amusement Parks, Pools & Beaches, which opens at the Hotel Sherman Sunday (28) for a four-day run.

An estimated 20 per cent of the record 97 exhibitors—or 17 firms—showing will be coin-operated game manufacturers.

At least six firms will show vending machines.

Paul H. Huedepohl, secretary of NAAPPB, called this year's meet "well balanced," with many fields represented, but none dominating the show. He said there would be greater diversification of products in the coin machine industry at this year's show.

Last year a record 23 firms showed coin-operated equipment, mainly coin-operated kiddie rides. At the first postwar NAAPPB show in 1946, there were five firms exhibiting coin-operated machines. In 1952, 11 firms.

Coin Exhibitors

Firms which will show coin-operated products include: A.B.T. Manufacturing Corpora-

tion, Chicago; Auto-Photo Company, Los Angeles; Capitol Projector Corporation, New York; Chicago Coin Machine Company, Chicago; Exhibit Supply, Chicago; Holmes Cook Miniature Golf Company, New York; Genco Manufacturing & Sales Company, Chicago; I.Q. Baseball Machine Corporation, New York.

J. H. Keeney & Company, Chicago; International Microscope Corporation, New York; King Amusement Company, Mount Clemens, Mich.; Philadelphia Toboggan Company, Philadelphia; Scientific Machine Corporation, Brooklyn; Williams Manufacturing Company, Chicago.

Vending firms include King & (Continued on page 106)

Ops to Fight Anti-Pin Move In Chattanooga

CHATTANOOGA, Nov. 20.—A group of more than a dozen city pinball game operators met November 11 to map plans for combatting a movement in the City Commission to ban the games.

Commissioners Hyatt (fire and police) and Trotter (education) have both said they favor outlawing the games on the ground that they are used illegally. Trotter has urged that the commission pass an ordinance outlawing pinballs in the city, and Hyatt supported him.

A concurring vote from either Mayor Olgiate or Commissioners McInturff or Wilcox would be necessary to put thru a measure making the games illegal. Reports received indicate that McInturff (Continued on page 105)

Lieberman to Open Omaha Sales Office

OMAHA, Nov. 20.—The Lieberman Music Company announced this week that a branch office and salesroom will be opened here December 1-2.

Harold Lieberman, top man in the organization, together with Jerry Harris and Harold Klein of the new Omaha office, will host coin machine men and their families from the Omaha area. A buffet-style dinner will be provided and refreshments served.

A Bally Manufacturing Company service school will be conducted at the new office December 2. Bally engineers Bob Breither and Paul Calamari will be in charge. The engineers will offer operating and servicing tips and cover the present Bally line of games.

MIAMI OPS' CODE

New Games, Top Service Pays Off in Coin Take

MIAMI, Nov. 20.—"To make money in the amusement game field, an operator must put out top equipment and render good service." That's the philosophy of one of Miami's leading operators, Sam Marino of the Marino Music Company.

Marino says that despite the high cost of equipment, an operator can come out far ahead if he gets the most out of every location. This Marino does by shifting equipment as the occasion demands, making sure that each piece is taking in the dollar.

With the system of minimum guarantees that prevails in this area, Marino is able to assure every location owner at least two new shuffle bowling games each year. It also enables Marino to constantly trade in his used equipment for new games. He makes

it a policy to keep equipment no longer than one year before trading it in.

Definite Advantage

There are definite advantages in this policy, as Marino points out: "An operator is just fooling himself if he keeps games longer (Continued on page 108)

United Ships New Shuffle Bowling Game

CHICAGO, Nov. 20.—United Manufacturing Company shipped to its distributors this week a new six-player shuffle bowling game, the Deluxe Mercury Shuffle Alley.

The game features a new triple match feature that carries over from game to game, and spells out "United" on the backglass, letter by letter, as matches are scored.

The player gets a chance to match his score with a number, star and clover which flash on the backglass in the 3d and 10th frames. Matching a star advances the letters on the backglass.

Extra shots are awarded for strikes and spares chalked up by the player in the 8th to the 10th frames.

Besides the Deluxe model, the game is available in a regular model without triple match. Either model is available with 10-cent or 10-cent and three-for-quarter play, and in the standard 8 by 2-foot or 9 by 2-foot sizes.

Donan Expects Big Turnout At Bally School

CHICAGO, Nov. 20.—Donan Distributing Company announced this week that advance registrations for the Bally Manufacturing Company service school to be held at Donan headquarters, December 8, indicate a large number of operators and servicemen will be present.

The visiting operators and servicemen will get new servicing tips and other valuable operating information from Bob Breither and Paul Calamari, Bally engineers, who will conduct the school.

Don Moloney, Donan, who will act as host for the school, reports that the large Donan headquarters will be readied to accommodate all visiting coin machine men.

Donan is the Bally distributor for Wisconsin and Northern Illinois.

Chi Coin Names N. Calif. Distrib

CHICAGO, Nov. 20.—Chicago Coin Machine Company announced this week that Lou Wolcher, Advance Automatic Sales, San Francisco, had been appointed distributor for the company in Northern California.

Advance Automatic will handle the complete line of Chicago Coin amusement games.

in steady growth. Besides operating a large route of games and juke boxes, he also has a television sale and service department and an appliance store. He is currently in the process of entering the background music field.

But pinball games are Stapleton's first love. And making sure they are kept in good working order is—as he will quickly confirm—a big part of successful pinball operations.

Uses Plastic Discs

Stapleton's system includes regular lubrication of moving parts, fitting of plastic discs over parts subject to hard wear, complete reseriving of all games on the route every three months, careful training of mechanics, and a methodical way of transporting games.

Lubrication, according to Stapleton, is a simple servicing method (Continued on page 106)

SERVICING WORK CHART

Name of Game _____

Checked by _____

Date _____

MECH—HEAD

- 1—Clean and check all units, lube wiper contacts . . . _____
- 2—Check all relays—points, pig tails, & etc. _____
- 3—Check—Tighten screws in all point assy. _____

MECH—UNDER PLAYING BOARD

- 1—Clean and check all units, lube wiper contacts . . . _____
- 2—Check all relays—points, pig tails & etc. _____
- 3—Check—Tighten screws in all point assy. _____
- 4—Check and tighten ball plunger _____
- 5—Check and tighten ball lift and plunger _____
- 6—Clean and check coin chute _____

PLAY BOARD

- 1—Check gate spring and rebound rubber _____
- 2—Check plastic bumpers—replace bad skirts _____
- 3—Check roll overs, to be sure ball does not hang _____
- 4—Check scoring, bumpers, roll overs, and all other scoring contacts _____
- 5—Check scoring, free games _____
- 6—Check free games, all other free game features _____
- 7—Check coin chute, free games, and coin _____
- 8—Check free game meter _____
- 9—Check tilt, be sure 5 balls _____
- 10—Check light bulbs, play board and back glass _____

CLEANING

- 1—Clean cabinet—check for drill holes _____
- 2—Clean legs, check levelers, leave locknuts loose _____
- 3—Clean playing board _____
- 4—Clean rubbers, replace where necessary _____
- 5—Check instruction cards _____
- 6—Clean glass and back glass _____

Work Chart Eases Pin Ops Servicing Costs

PHOENIX, Ariz., Nov. 20.—An efficient service department for pinball games, according to Roy Garrison and E. Glen Newell, owners of Garrison Sales Company here, must be operated systematically and with specialization.

The keystone of the system these men use in their pinball game operation is a preventive maintenance work chart they designed. It is a composite of many work charts used by other operators and ideas of their own.

The work chart is divided into four sections, three covering the segments of the machine: the head mechanisms, the mechanisms under the playing board, and the playing board itself. The fourth section covers cleaning of the game as a unit.

Each of these sections is divided into the number of operations required to put that part of the game in first-class condition. The work chart is signed at the top by the mechanic doing the work, and he initials each numbered operation as he services the game.

Before the adoption of the chart in 1950, the games were brought into the shop and "gone over" in a somewhat haphazard way. When the game was returned to the location and mechanical trouble developed because of poor workmanship, there was no way of fixing the responsibility.

Now if a pinball game develops mechanical trouble shortly after being placed on location, the mechanic can be traced by refer- (Continued on page 108)

OP'S IDEAL

Spots Games, Venders, Juke at New Ballroom

DENVER, Nov. 20. — Paul Brower, Denver operator whose routes embrace all fields, feels that he has developed "the ideal location" concurrently with the opening of the Band Box, new ballroom in midtown Denver.

Here, in the ballroom area and in a special amusement game room adjoining the dance floor, Brower has 15 coin machines—games, jukes and venders—in operation.

Drawing its crowds without alcoholic beverages of any sort, a definite innovation in the city, the Band Box has instituted a 12 by 18-foot game room—The Circus Room—a few steps off the dance floor.

The room is done in the bright stripes and spangles of a circus entrance. Included in the line-up of amusement games are four types of pinball games, hockey, ski-ball, love tester and gun games. A window opens out from the side of the checkroom directly into The Circus Room for easy change-

making, and there is plenty of space for more than a dozen players at a time.

In the ballroom area, however, Brower has a 20-selection phonograph, cigarette vender, two candy venders, two confection venders, (Continued on page 108)

MEET HOURS, NAAPPB SHOW

CHICAGO, Nov. 20.—Hours for the National Association of Amusement Parks, Pools & Beaches meet at the Hotel Sherman were announced this week by Paul H. Huedepohl, secretary.

Sunday (28) the show will be open from 10 a.m. to 7 p.m.

On Monday, Tuesday and Wednesday the hours will be 10 a.m. to 12:30 p.m. and 3 p.m. to 7 p.m.

OP's Servicing Plan Key to Route Success

SPRINGFIELD, Mo., Nov. 20.—Keeping equipment in smooth-running shape is the cornerstone of success in the coin machine operating business.

That's Emmett Stapleton's golden rule which has paid off for him

PINS NIP AT NIPPON BLISS

TOKYO, Japan, Nov. 20.—Pinball games have hit the Japanese courts—the divorce courts!

Pachinko, the Nippon name for the pinball craze, has been named "co-respondent" in eight divorce cases this year. Japanese husbands and wives complain that their mates spend too much—in time and money—at the game, which has become somewhat of a national pastime.

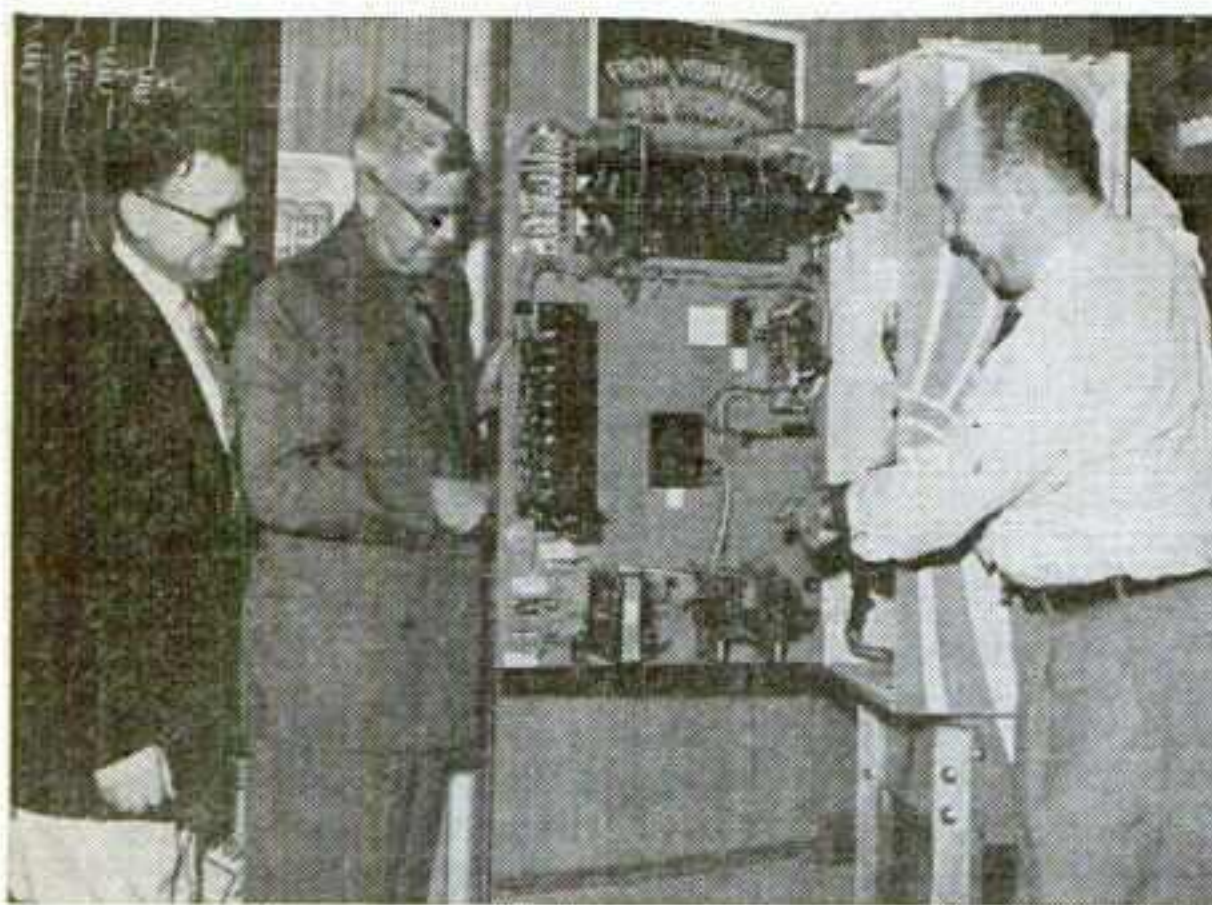
NATIONWIDE

UP Feature Views Juke Programing

FLINT, Mich., Nov. 20.—The United Press, nationwide news service, pointed out the importance of proper juke box record programing last week in a feature story covering Dick Steinberg's Hit Parade service.

The story, which was carried here in The Flint Journal, stressed the fact that music operators gave juke box customers music "they wanted, when they wanted it."

Carrying a two-column headline, the article quoted Steinberg frequently on problems confronting operators in regard to music programing, pointed out the highlights of the Hit Parade's prevue testing survey and explained the operator's problem of rising costs.



BALLY SERVICE SCHOOL for operators and servicemen in the Los Angeles area was held November 10-11 at Paul A. Laymon, Inc., Bally Manufacturing Company distributor. Bob Breither (right), Bally engineer, who conducted the school, explains the mechanism of the new Variety in-line game to Paul A. Laymon (center), who acted as host for the school. At the left is Ed Wilkes, general manager for Laymon. Breither covered other Bally equipment as well, including the Jet and Rocket Bowlers, and the two kiddie rides—Champion Horse and Moon-Ride.

Exhibit, Keeney Ship New .22 Rifle Games

CHICAGO, Nov. 20.—Exhibit Supply and J. H. Keeney & Company shipped new gun games to their distributors this week, bringing to 12 the total number of target models produced by manufacturers this year.

Keeney joins Exhibit, Genco Manufacturing & Sales Company, and United Manufacturing Company as the fourth manufacturer to take up production of .22 rifle units.

Both of the new gun games are Remington .22 rifle units operating on direct electronical contact, and both have an outdoor sports theme.

Exhibit's model, the Sportland Shooting Gallery, has targets which move at different speeds and a blackout lighting effect that has the player shooting "in the dark" at moving target lights.

The Keeney game, the Sportsman, features three sets of targets that pop up at short, medium or long range at various points in the target field, and a timing mechanism that awards quick shooters extra points.

All-moving targets are included in the Exhibit Sportland, with a

row of running rabbits paced by a row of moving ducks. When the player has shot down any five of these targets, one of three disc targets begins spinning in the background. Each of these disc targets has a light which goes on when the disc begins to spin. When hit, the lights go out and a score is registered.

The player gets 20 shots for a dime, and three bonus shots for racking up a perfect score. The disc targets score 1,000 apiece, while the ducks and rabbits are worth 100 each and the score is boosted 500 every time five are shot down.

If, after 18-20 shots, the player has not missed more than twice, the target field is automatically blacked out and the player fires 3-5 bonus shots "in the dark" at the targets, which are lighted by a red glow. In the blackout phase, the disc targets again count 1,000 each, while the bounty on ducks and rabbits goes up to 300 apiece. The game shuts off after 20 shots if the player has missed his 18-target quota. A score of 9,600 is tops.

The Sportland is equipped with a triple match feature—number, star and clover—which flashes on the backglass at the end of the game. In addition, one of two colored flags lights up if a player has scored five hits or if a perfect score is made, indicating a "amateur champion" or a "professional champion" respectively. Speed of the targets can be adjusted by the operator.

Keeney's Sportsman

The Keeney Sportsman has its targets scattered amid a realistic hunting scene. Simulated foliage partially conceals the rabbits, ducks and pheasants which pop into view one at a time at three different distances. The pheasants pop up and move from side to side until dropped, while the ducks and rabbits pop up and stay put until shot down.

The point system awards the biggest bounty for downing a pheasant—20 points—while rabbits and ducks score two and three points respectively. The player gets 25 shots for his dime and can rack up a high of 257 points. A special timing device gives the player two added points for every second saved under one minute of firing. The game will operate 100 seconds per play, however, if the shooter prefers to take his time. Timing can be adjusted by the operator.

The Sportsman is available in a de luxe model with a match number feature that lights up at the end of the game to give replays when matched with the score. Bonus points light up at the end of the game which are awarded to the player matching his score with the match number.

Both the Exhibit and Keeney gun games have targets reflected from the bottom of the cabinet onto the backglass, giving depth to the target field.

COIN FIRMS ELIGIBLE FOR NAAPPB AWARDS

CHICAGO, Nov. 20.—Four trade show awards and honorable mention citations will be presented to exhibitors at the convention of the National Association of Amusement Parks, Pools & Beaches which opens at the Hotel Sherman Sunday (28) and runs thru Wednesday (1).

The awards: John R. Davies Award for "the most meritorious display of equipment"; Henry A. Guenther Award for the "most meritorious new piece of coin-operated equipment"; Charles R. Wilson Award for "the most meritorious display of equipment and supplies," and D. S. Humphrey Award for "the most meritorious new device exhibited."

Last year, four exhibitors of coin-operated equipment and two suppliers of vending machines won awards and honorable mentions at the show. The Dodgem Corporation, Exeter, N. H., was awarded the Henry A. Guenther plaque. Chicago Coin Machine Company, Chicago, and Scientific Machine Corporation, Brooklyn, were awarded honorable mentions in the Guenther award competition.

The John R. Davies Award went to the National Amusement Devices Company, Dayton, O. Honorable mentions were received by Exhibit Supply, Chicago, and Animated Display Creators, Inc., Minneapolis.

Ops to Fight Anti-Pin Move

Continued from page 104

and Wilcox are reluctant to support such a drastic measure until the problem is further investigated. Thus, it is expected that Mayor Olgiati will decide the issue.

It was reported that the pinball operators are raising a fund to protect their interests. A spokesman for the operators stated: "We are legitimate businessmen and, since

we have investments in these games, feel we must plan the best way to defend ourselves."

Pinball games are currently licensed by the city. The City license is a \$1.50 fee, plus a \$15 permit issued annually for each game. State and county licenses bring the total to \$31.50 per game.

PURVEYOR SPECIALS! PURVEYOR

Advertisement for Purveyor Specials listing various shuffle games, sportsman, shuffleboard supplies, and bingo items with prices. Includes contact information for Purveyor Distributing Company.

Advertisement for The Market Place for the Coin Machine Industry, featuring classified advertising services and contact information.

Advertisement for Advertising Rates, detailing regular classified ads, display classified ads, and important information for advertisers.

A large advertisement section containing multiple sub-sections: Business Opportunities, Parts, Supplies & Services, Routes for Sale, Used Coin-Operated Equipment, and Wanted to Buy.

A large advertisement for 'USE THIS HANDY FORM TODAY' providing a template for submitting ads to The Billboard, including instructions and a form to fill out.

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 20	Issue of Nov. 13	Issue of Nov. 6	Issue of Oct. 30
ABC (United)	\$45.00	\$45.00	\$45.00	\$45.00
All Star (Gottlieb)	99.50			
All Star Baseball (Williams)	325.00			
Army & Navy	54.50	69.00		
Atlantic City (Bally)	115.00	115.00	115.00	130.00
	125.00(2)	130.00	130.00	140.00(2)
	135.00	140.00	140.00	145.00(4)
	145.00(2)	145.00(4)	150.00	
Basketball Champ (Chicago Coin)	99.50	129.50	109.50	175.00
	195.00(2)	195.00(4)	195.00(2)	195.00(2)
Basketball (Genco)	350.00			
Batting Practice	65.00	65.00	80.00	80.00
		95.00		89.50
Beach Club (Bally)	310.00(2)	295.00	310.00	325.00(3)
	315.00(2)	315.00(3)	315.00(2)	335.00
	325.00	320.00	325.00(2)	350.00(2)
		335.00(2)	340.00	
		350.00(2)	350.00(2)	
Beauty (Bally)	220.00	220.00	220.00	245.00
	225.00(2)	225.00(2)	250.00(3)	250.00(2)
	265.00	245.00(2)	275.00(2)	275.00(2)
		275.00(2)		
Be Bop (Exhibit)	84.50	84.50	84.50	84.50
Blue Skies (United)	49.50	49.50	49.50	49.50
Boomerang	65.00	65.00	65.00	65.00
Boston (Williams)	69.50	69.50	69.50	69.50
Bowling Champ (Gottlieb)	59.50	59.50	59.50	59.50
Bright Lights (Bally)	65.00	75.00	65.00	75.00
		85.00	90.00	90.00
		95.00	90.00	95.00
Bright Spot (Bally)	90.00(2)	95.00		90.00
Buffalo Bill (Gottlieb)	59.50	59.50	59.50	59.50
Cabana (United)	165.00(2)	165.00(2)	165.00	175.00
	185.00	175.00	185.00	195.00(2)
		200.00		
Campus (Exhibit)				84.50
Canasta (Genco)	59.50	59.50	59.50	59.50
Champion (Bally)	89.50	89.50	89.50	89.50
China Town (Gottlieb)	119.50	95.00	119.50	95.00
Citation (Bally)	15.00	15.00	15.00	15.00
Coney Island (Bally)	75.00(2)	55.00	75.00	80.00
	95.00(2)	80.00	85.00(2)	95.00(2)
		95.00(2)	100.00	
		100.00		
County Fair	75.00	75.00	75.00	75.00
Circus (United)	175.00	150.00	175.00	150.00
Cross Road (Gottlieb)		75.00		
Cyclone (Gottlieb)			65.00	
Daffy Derby (Williams)	350.00	350.00	350.00	350.00
Dallas (Williams)		150.00	195.00	69.50
Dealer				195.00
Deluxe Baseball (Williams)	175.00	325.00	119.00	250.00
	325.00	350.00	250.00	350.00
	49.50	49.50	49.50	49.50
		69.00		
Dew-Wa-Ditty (Williams)	79.50	79.50	79.50	79.50
Double Feature (Gottlieb)	59.50	59.50	59.50	59.50
Double Shuffle	79.50	79.50	79.50	79.50
Dreamy (Williams)	315.00	310.00	315.00	335.00
Dude Ranch (Bally)	325.00(3)	325.00	325.00(2)	345.00(2)
	345.00	335.00(3)	350.00(2)	350.00(2)
	375.00	345.00	365.00	375.00
		350.00(3)	365.00	375.00
		375.00		
El Paso (Williams)	59.50	59.50	59.50	59.50
Fairway		79.00	95.00	95.00
Floating Power (Genco)	49.50	49.50	49.50	49.50
Flying High (Gottlieb)			110.00	125.00
400 (Genco)	59.50	75.00	59.50	65.00(2)
Five Star (United)	50.00	50.00	50.00	50.00
Football (Chicago Coin)				59.50
Four Horsemen (Gottlieb)	99.50	39.00	99.50	99.50
Frelch (Bally)	175.00(2)	175.00(2)	175.00	185.00
	190.00	185.00	190.00	190.00
		195.00	195.00(2)	225.00
Globe Trotter (Gottlieb)				109.00
Golden Nugget	99.50	125.00	90.00	99.50
Gondola (Exhibit)	49.50			90.00
Gold Cup (Bally)	59.50	59.50	59.50	59.50
Guys-Dolls (Gottlieb)		69.50		95.00
				135.00
Havana	325.00	350.00	275.00	325.00
			345.00	350.00
			345.00	350.00
Hawaii (United)	395.00(2)	395.00(2)	395.00	435.00
	445.00	445.00	445.00	445.00
Hayburner	75.00(2)	75.00	75.00	75.00
Hit 'n' Run (Gottlieb)	109.50	109.50	75.00	109.50
Hong Kong (Gottlieb)				75.00
Ice Frolics	300.00	345.00	300.00	345.00
	365.00	385.00	385.00(3)	385.00(2)
	390.00	390.00	390.00	395.00
	395.00(2)	425.00	400.00	425.00
Jockey Club		199.00		215.00
Jockey Specials (Bally)	54.50	54.50	54.50	54.50
Joker (Gottlieb)			89.50	89.50
Jumping Jack (Genco)	90.00	35.00	65.00	90.00
		90.00	65.00	90.00
King Pin (Chicago Coin)	89.50	89.50	89.50	100.00
Knock Out (Gottlieb)	79.50	79.50	79.50	79.50
Lazy Q		109.00		
Leader (United)	75.00	75.00	75.00(2)	75.00
Lite-a-Line (Kenney)	35.00	35.00	35.00	35.00
Long Beach (Williams)	45.00(2)	45.00(2)	45.00	55.00
Lucky Inning (Williams)	59.50	59.50	59.50	59.50

17 Coin Firms to Exhibit

Continued from page 104

Company, Chicago; Watling Scales, Chicago; Apco, Inc., New York; Salerno's Magic Vend, Chicago; Steel Products Company, Cedar Rapids, Ia., and Keeney (cigarette machines).

Business Session

Coin machine manufacturers are expected to be well represented at the 30th annual session of the American Recreation Equipment Association, held in conjunction with the NAAPPB. The program will be held Monday (29) at 7:30 p.m. and will include a buffet dinner, social hour, business meeting and roundtable discussion. Membership of AREA is made up of builders of amusement rides and similar devices.

Other social highlights for coin machine representatives will be the Showmen's League of America President's Party, honoring President Carl J. Sedlmayr Jr., Sunday (28) at 7:30 p.m.; the Park Banquet, Tuesday (30), at 7:30 p.m., and the 42d annual banquet and ball in the Grand Ballroom, Wednesday (1), at 7:30 p.m.

Huedepohl reported Friday (19), a tremendous last-minute rush for room reservations for the show. About 25 requests were made Friday morning.

Altho many of the new products that will be displayed by coin machine firms will be unannounced until they are unveiled at the show products already listed for exhibit indicate a record variety of new ideas to be presented.

New Units

Mike Munves Corporation will display for the first time the Hindu Fortune Teller, Bike Racer and Mardi-Gras Follies (a six-game line). The Bike Race is a two-player, nickel-play game. Players stand side by side, with rotating wheels controlling the progress of miniature bike racers on an upright

backboard. The Hindu consists of a turbaned Oriental who places his hands on a crystal ball, looks up at the patron, runs his hands over the ball, and passes out a fortune-telling card.

Three new coin amusement units will be featured exhibits of the Scientific Machine Corporation. The main attraction is slated to be the Scientific Bing-o-Reno, a roll-down, Pokerino-type game. Instead of poker, the new game is based on bingo, with the player having the option of buying one, two or three cards at a dime each.

The International Mutoscope Corporation will debut its new Voice-O-Graph, exhibit for the first time at the show its new Drive-Mobile, and will also exhibit the Multi-Pose Photomat, which takes two, four or six-photo poses. Two previously unannounced amusement devices are also to be presented.

The first public showing of the IQ Baseball Machine Corporation's new coin-operated batting range, a completely revised unit, is expected to draw a lot of attention. The IQ machine is currently used by the Dodgers, Pirates and Cubs, of the National League baseball league.

J. H. Keeney & Company will present its new Sportsman gun game and coffee vender; Capitol Projectors will show its entire line of 3-D Movies. 3-D Pix and kiddie rides.

Apco, Inc., manufacturer of cup drink, coffee, hot chocolate and cigarette venders, will exhibit for the first time at the show, presenting its new CoffeeShopper, SodaShopper, combination CoffeeShopper-SodaShopper and Smoke-Shop line. All these Apco units were displayed for the first time at the National Automatic Merchandising Association convention last month.

	Issue of Nov. 20	Issue of Nov. 13	Issue of Nov. 6	Issue of Oct. 30
Marble Queen (Gottlieb)				\$150.00
Maryland (Williams)	\$69.50	\$69.50	\$69.50	69.50
Mexico (United)	410.00	435.00	375.00	410.00
			410.00	435.00
			435.00	
Monterrey (United)	49.50	49.50	49.50	49.50
Mystic Marvel (Gottlieb)		195.00		
Nifty (Williams)	79.50	79.50	79.50	79.50
Oklahoma (United)	69.50	69.50	69.50	69.50
Olympics			65.00	
Palisades		79.00		
Palm Beach (Bally)	135.00(2)	125.00	125.00	135.00
	140.00	145.00	145.00(2)	145.00(3)
		140.00	145.00(3)	150.00
		150.00		
Palm Springs (Bally)	345.00	350.00	345.00	350.00(2)
	355.00	375.00	355.00	375.00
		395.00	375.00	385.00
		395.00	395.00(2)	395.00(3)
Paradise (United)	49.50	49.50	49.50	49.50
Pinch Hitter (United)	59.50	59.50	59.50	59.50
Pinky (Williams)	79.50	79.50	79.50	79.50
Pin Wheel (Gottlieb)			165.00	
Poker Face (Gottlieb)	165.00	160.00	165.00	165.00
Puddin' Head (Genco)			54.50	54.50
Quarterback (Williams)	75.00	75.00	69.50	75.00
Quartette			145.00	110.00
Quintette	145.00	145.00	145.00	145.00
Rag Mop (Williams)				87.50
Rio (United)	285.00(2)	295.00(3)	295.00(2)	295.00
	325.00	325.00	325.00	325.00
Rockette (Gottlieb)	49.50	49.00	49.00	35.00
Rondeevoo (United)	49.50	49.50	49.50	49.50
Rose Bowl (Gottlieb)				65.00
Sally (Chicago Coin)	49.50	49.50	49.50	49.50
Saratoga	49.50	49.50	49.50	49.50
Screwball (Genco)	49.50	49.50	49.50	49.50
Sharp Shooter (Gottlieb)	59.50	59.50	59.50	59.50
Shindig		170.00		
Show Boat (United)			150.00	
Skill Pool (Gottlieb)			85.00	
South Pacific (Genco)	54.50	54.50		
Special Entry (Bally)	49.50	49.50	49.50	49.50
Spot-Lite (Bally)	75.00(2)	95.00	55.00	75.00(2)
	100.00	85.00	95.00	85.00(3)
		100.00	100.00	100.00
			85.00	85.00
			49.50	49.50
Stars (United)				150.00
Summertime (United)	49.50	49.50		
Super World Series (Williams)	150.00	195.00	150.00	195.00
Tampico (United)	69.50	69.50	69.50	69.50
Tahiti (United)	195.00	195.00	225.00	265.00
Texas Leaguer (Keeney)	45.00	69.50	49.50	49.50
Three Feathers (Genco)			18.50	54.40
Three-of-a-Kind	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb)	69.50	69.50	69.50	69.50
Times Square (Williams)			75.00	
Tropics	225.00(3)	225.00(2)	225.00	235.00
	245.00	235.00(2)	245.00	275.00
Tumbleweed (Exhibit)	74.50	74.50	74.50	74.50
Turf King (Bally)	25.00	99.50	25.00	99.50
Twenty Grand	49.50			75.00
Virginia (Williams)	49.50	49.50	49.50	49.50
Yacht Club (Bally)	160.00	160.00(2)	150.00	175.00
	175.00(3)	165.00	160.00(2)	195.00(2)
	195.00(2)	175.00(3)	165.00	225.00(4)
	225.00	195.00(3)	195.00(2)	
		225.00(2)	215.00	
			225.00(2)	
Zingo	65.00	65.00	65.00	65.00

Servicing Plan

Continued from page 104

that pays off a hundred-fold. Stapleton systematically lubricates the moving parts of his pinball games—especially the coil plungers and step-up units. Stapleton says this prevents excessive wear on bushings, electric motors, coil plungers, and all moving parts.

The lubricant which Stapleton finds most effective is grapholine mixed with No. 20 oil, for this mixture of grease with graphite "hangs on for life," he says. The second-choice lubricant is Lubriplate.

Another plan to keep games in top-notch condition has Stapleton mechanics using plastics to protect pinball games from wear and tear. Heavy, clear plastic discs are cut to fit around the ball-flipper buttons on the sides of the cabinet, where paint first wears off. These discs are painted on the inside to match the game. This easy operation keeps the games new and clean-looking for the entire period between service visits.

Servicing Practice

Complete reseriving on all Stapleton's games is a regular practice every three months. Ninety per cent of all minor repairs are made on location, but Stapleton believes that even when nothing is apparently wrong with a machine, regular shop servicing saves on long-run major repair costs.

Mechanics, hard to find in Springfield, are trained by Stapleton on the job. He selects a man with at least a high school education, and who seems to have the ability to meet people, then proceeds to train him. Working with experienced mechanics, trainees start out on simple projects, and at the same time go on location to learn how to work with and meet the owners.

Games are transported to the shop by pick-up trucks. Stapleton removes the rear legs, tilting the machine in the truck with the front legs intact. This is done to seat the machine more solidly on the truck and drain off any moisture on a rainy day.

Once in the shop, machines are torn down and the worn-out parts replaced. Stapleton saves on parts expenses by dismantling old games and utilizing the good parts, most of which are interchangeable in the new and used machines.

Old Games

Stapleton has no problem with servicing old games, for he removes a pinball from location after an average of three years. Some of the games are then dismantled and used in repairing new units, while others are sold to families who use them in their recreation rooms.

With such diversification, Stapleton's advertising is slanted toward the TV and appliance businesses, while the juke boxes and pinball games "take care of themselves." Stapleton says he has more calls for on-location machines than he can furnish without over-expansion.

Besides perfecting his machine-repairing techniques, Stapleton has an idea to suggest to the pinball manufacturers. Where the ball-bumper knocks the paint off the playing field, Stapleton would insert recessed plastic protection and thus keep the games looking neat for a longer on-location period.

"Every operator has trouble finding ways to cut down on overhead," says Stapleton. "But all can figure out some easy ways to save on the little annoying repair problems that can run into big repair expenses."

NEW UNITED MERCURY

COMET-SINGAPORE

BINGO-SINGAPORE

Sensational—New

CARNIVAL GUN—MOVING TARGET USED SHUFFLES

United Classic \$269.50
 United Star 10th Frame 179.50
 Chi Coin Triple Score 245.00
 Chi Coin Special Frame 229.50

GUNS

Genco Sky Gunner \$189.50
 Ex. Shooting Gallery 319.50
 Exhibit Space Gun 89.50
 Many More Used Shuffles & Pinballs.

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Detroit

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City Wide Vending New Coin Route . . .

A new cigarette vending route has been established by a new-comer to the vending field, Joseph Carra. He is operating as the City Wide Vending Company near the East Side.

Local music box operators are happy about knowing that Carl von Grunigan, of Carl's Music, is getting back into circulation again. Carl has been hospitalized for some time following an automobile accident.

Hunting is definitely in the blood of the Suave family. Arthur Sauve, of Sauve & Son Distributing Company, has gone to Gaylord, Mich., to hunt deer in the Northern woods. Son Dale is also absent from the West Side coin machine company, going even further in his search of deer past the Straits into the Upper Peninsula.

Also out in search of a buck is Russ Hosmer, of the Oakland Coin Company, Pontiac, Mich.

Frank Alluvot Jr., Frank's Music, will head the firm's newest acquisition, Ace Music Company, upon his return from hunting at Atlanta, Mich. Frank Alluvot Sr. purchased the East Side coin machine company from Frank Stankiewicz, who operated the route for over 10 years and is now going into the bar business. Frank's Music will continue to operate it under the title of Ace Music.

Another hunter on Frank's Music staff is Harley Ketchpaw, collector. He's gone up north of Newaygo to stalk his prey.

Back this week from the Los Angeles convention was Fred Chlopan, of the local Shuffleboard Association. Accompanied by Mrs. Chlopan, he had been gone a week.

Tony Sanders, who recently resigned as manager for the local branch of Miller-Newmark Distributing Company, made an up-State trip to the Saginaw territory last week. Roy Hutchinson, who operates a diversified vending route, is adding to his cigarette machine department.

Robert Stover, another diversified operator who has the Stover Vending Company, is adding extensively to his candy route, taking on new Stoner units. Bruce Enterprises is adding a number of Stoner coffee venders, expanding his already diversified operation. Ray Azar is another operator who is taking on additional locations for coffee vending, currently buying a number of machines.

Al Weidman, founder of Weidman National Sales, now at his Southern home at Vero Beach, Fla., is due back in Detroit for a visit about December 1, reports Leo Fournier, who now heads up the business here. Weidman is also doing well with his jobbing business in the coin machine field in Florida.

Thomas J. Riggs Jr., president of F. L. Jacobs Company, returned by train from New York when his plane was grounded by fog. William J. Jensen, assistant to the president, who has been spending practically his entire working week during recent months in Chicago in connection with the acquisition of Mills Industries, returned to his desk in Detroit headquarters this week.

Los Angeles

Communications to:
Joel Friedman
Hollywood 9-5831

Copeland to Head New Distrib Firm . . .

Wayne Copeland, formerly of Oklahoma City, was scheduled to arrive here last week to supervise completion of the new headquarters of the Sierra Distributing Company, recently named Wurlitzer

distributor for Southern California. Copeland, who sold his AMI distributorship to two employees in Oklahoma City recently, along with Shorty Culp of Oklahoma City, will own and operate the new firm here. Ray Powers was named sales manager some weeks ago.

Barney Sugarman, Runyon Sales Company, New York, along with Irving Kaye, visited with Bill Happel and Al Silberman at Badger Sales Company this week. It's Shugy's third trip this year. Mr. and Mrs. Charley Gaiger, Ventura music operators, were shopping for new equipment along Pico Boulevard.

Joe Lein became a member of the California Music Merchants Association this week. Jack Simon, Simon Sales Company, reports an upswing of business with the Christmas holiday season about due. John Gore, Chicago Coin engineer, arrived here this week for the opening at Minthorne Music's used game department. Gore will give operators technical assistance.

Scaffolds at the Paul Layman Company will be there for awhile. The roof of the building is being repaired. Glen Knudsen, San Bernardino operator, was in town this week; also Ken Wolf, of San Diego, and C. B. Ellison, of Lancaster.

Miami

Communications to:
Al Denny
83-3698

Horwitz Cited for Juke Donation . . .

The good deeds which coinmen do not only benefit the community in which they live but also bring to the donors much personal satisfaction. A few weeks ago Morry Horwitz, Bishop Amusement Company, gave a reconditioned juke to the Hialeah-Miami Springs Optimist Club. This week Horwitz received a citation signed by the club president, J. R. Tomlinson, expressing thanks for the gift.

Dave Engel, County Amusements, is another operator who lends a receptive ear to requests for assistance from needy organizations. He loaned a music machine to a civic group which staged a fund-raising drive for charity.

The women folks are turning out in larger numbers every Monday night at Paradise Bowling Lounge to watch coinmen bowl. Cheering the Ross Rock-Ola Distributing team the other night were Jean Guberman, bookkeeper, and Virginia Heineman, receptionist. Others watching the proceedings with interest were Evelyn Friedman, Vivian Godwin and her daughter, Patricia; Mrs. Art Daddis and Margy Revenaugh.

Harry Zimand, Acme Music & Vending, reports that business at Miami Beach is picking up just a wee bit. "The winter tourist season won't really be underway until January," he commented, "but everybody is predicting a good one." Zimand added that when Tropical Park race track ushers in the racing season November 27, the tourist influx should increase substantially.

Jack Lipsiner, Coin-Operated Service, is expanding his games and music route.

Eddie Petrocine, North Dade Amusement Company, has purchased Fidelity Music, Inc., which furnishes high fidelity background music for restaurants, cocktail lounges and similar outlets. The music is transmitted over WLRD, an FM radio station.

Out-of-town coinmen are being reminded that the annual banquet and dance of the Amusement Machine Operators' Association will be held December 11 at the Saxony Hotel. AMOA President Willie Blatt pointed out that since Miami Beach becomes winter headquarters for the nation's coinmen, he is again expecting a host of visitors. Reservations may be made by writing to the AMOA business office at 811 S.W. Eighth Street.

Ann Lemlich has left her position as secretary at Bush Distributing Company to await the stork. Her hubby is Irvin Lemlich, formerly a coin machine operator.

Barney (Shugy) Sugerman, Runyon Sales Company, New York, who is AMI distributor in his territory, was in town with Irving Kaye, formerly in the coin machine business but now a manufacturer of electric hand driers. Sugerman went from here to Chicago, then planned to visit the West Coast. He assured Willie Blatt that he would return to Miami with his wife, Molly, in time for the AMOA banquet December 11.

Gene Lane, formerly an operator himself, is now employed by Taran Distributing as outside contact man.

Marvin Lieber, Pan American Distributing Corporation, is wearing a big grin these days. The reason—the abundance of hit numbers which his company now has in the juke boxes and in the retail record outlets. Two such tunes, he says, are the Fontaine Sisters' "Hearts of Stone" (Dot) and the DeJohn Sisters' "No More" (Epic).

Arnold Rogan, Juke Box Company, notes a slight pick-up in collections in downtown Miami. "A sure sign of the impending season," he says. J. T. Elkins is the new manager of the Jacksonville branch of Taran Distributing, succeeding H. N. (Herb) Gorman. Elkins for nine years was associated with Southern Music Company.

Eli Ross, sales manager of Taran Distributing, has ordered a carload of the new United Mercury De Luxe six-player shuffle alley. "We already have orders for 20 pieces," he said. Ross said he also had ordered a large quantity of the new Genco gun game, Big Top. On the music side of the picture, Ross announced that the new Rock-Olas were moving faster than ever.

Sam Taran, owner of Taran Distributing, returned home after a trip to Jacksonville where he installed the firm's new manager, J. T. Elkins, and then proceeded to Chicago for conferences with manufacturers the company represents.

All the teams in the AMOA Bowling League are now completely outfitted with shirts. American Operating's shirts are white with "American All Stars" emblazoned in red letters; All-Coin Amusements has aqua shirts with attractive green lettering; Music Makers' keglers sport blue shirts with red lettering; Acme Music's is gray with red lettering; Radio Center trots out to the floor with gray shirts and red lettering spelling out "Radio Center Hi Fi's." Advance Music, currently in first place, has blue shirts with white and red lettering and the Wurlitzer phonograph symbol. Ross Rock-Ola Distributing's shirts are white with red lettering; Marino Music's are white with black lettering and fancy bars.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Kwik Kafe Expects Top Sales Year . . .

James Bowen, manager of Kwik Kafe of Washington, continues to have more requests for his coffee and hot chocolate machines than he can handle. Alternating warm and cold days have kept business from picking up as rapidly as he hoped it would, but it still looks as if 1954 will be a banner year.

Evan Griffith, secretary of the Washington Music Guild, announces that the Guild will hold its regular monthly meeting November 22 at the Ambassador Hotel here. Evan's Pioneer Novelty, which he operates with brother, Roger, is doing a steady business. He recently bought some more new Wurlitzers.

Jack Edgar, manager of the local Canteen Company, says he likes

(Continued on page 110)

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(higher profits—lower service costs)

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- ✓ Worn parts replaced
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147 119	1400 395
148M 149	1450 395
148ML 159	H1217 159

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D-40 \$329 D-80 \$469
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Seeburg 3W2-L56, 5c, 3 wire . . .	6.95
Wurlitzer 2140, 5c	3.95
Wurlitzer 3031	3.95
Wurlitzer 3020	9.95
Wurlitzer 3025, 5c	5.95
Wurlitzer 219 Stepper	14.95
Wurlitzer 4204, 104 selection . . .	49.00
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The Sensational
New
**A.M.I.
MODEL
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**BARR HOTEL
LIMA, OHIO**
ON
**SATURDAY
and SUNDAY,
NOVEMBER
27th and 28th**
from
10 A.M. to 10 P.M.
in the
RAINBOW ROOM

Also on Display—
The Newest Games

**SOUTHERN
AUTOMATIC
MUSIC CO., INC.**

Work Chart

• Continued from page 104

ence to the work chart. Even the smallest and seldom used parts are listed on the chart. Garrison Sales believes that "There are no unimportant parts in a pinball game."

The servicemen in the pinball game department of the Garrison Sales Company are specialists in their fields. The serviceman who works in the shop is an expert in all phases of servicing the game. He works exclusively in the shop, and only on pinballs.

The routeman is the "trouble shooter" of the pin game operation. He must not only be a good mechanic; he must keep relations between the company and the location owner running smoothly. He must be willing to answer service calls at late hours when the occasion demands. Like his co-worker in the shop, he services only pinball games.

The collector plays a small role in keeping the pin games repaired. If, on his rounds, he sees some minor adjustment is needed, he does it. He is seldom called upon to enter the field of servicing, because the Garrison Sales Company's service department operates on the principle of preventing maintenance thru the application of system and specialization.

Op's Ideal

• Continued from page 104

popcorn machine, comb vender, and a carbonated beverage vender.

With 15 units in operation nightly, the group represents probably the largest collection of coin machines to be operated in any one spot in Colorado, other than at Arcades. Brower, who does all of his own servicing, calls three to five times a week at the Band Box to clean up the machines, check them, and keep these varied amusements in top shape. During the first month the coin take set a record for his operations, Brower reports.

Impresarioed by Clifford Mitchell, formerly advance agent for leading orchestras, the Band Box provides a different type of dancing thru most nights of the week, including teen-age parties, square dancing, an "over-30" night, and a Sunday afternoon tea dance.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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.

	Nov. 20	Nov. 13	Nov. 6	Issue of Oct. 30				
ABT Challenger.....	\$20.00	75.00	20.00	25.00	\$20.00	25.00	\$20.00	25.00
Air Raider (Keeney).....	90.00	145.00			90.00			90.00
Atomic Bomber (Mutoscope).....		125.00			150.00			150.00
Barrel Roll (Jennings).....		125.00			125.00			125.00
Baseball (Scientific).....	75.00(2)	79.50			79.50			79.50
Bat-a-Score (Evans).....	150.00	165.00	165.00	175.00	125.00	165.00	125.00	165.00
Bat-a-Score Sr.....		195.00			195.00			195.00
Big Bronco (Exhibit).....	350.00	395.00	350.00	395.00	295.00	350.00	295.00	350.00
					395.00	495.00	395.00	495.00
Big Inning (Bally).....	150.00(2)		150.00					150.00
Blow Ball.....		90.00						
Champion Horse (Bally).....		395.00			395.00			395.00
Chicken Sam (Seeburg).....	99.50	110.00			99.50			
Criss Cross.....		15.00			15.00			15.00
Dale Gun (Exhibit).....	55.00	60.00	55.00	65.00(2)	55.00	65.00(2)	55.00	65.00(2)
		65.00		89.50		89.50		89.50
Deluxe Card Vender (Exhibit).....		50.00			50.00			50.00
Derby, 4 Player (Chl. Coin).....	150.00	195.00	175.00	195.00	175.00	195.00	175.00	195.00
Drivemobile (Mutoscope).....		165.00			165.00			165.00
Flash Hockey (Coinex).....		75.00			75.00			75.00
Flying Saucer (Mutoscope).....		149.50			149.50			149.50
Goalie (Chicago Coin).....	49.50	90.00	95.00(2)	99.50	95.00	99.50	99.50	100.00
		100.00			100.00			100.00
Grandma Fortune Teller.....		125.00			125.00			125.00
Gun Club.....		129.00			115.00			125.00
Gun Patrol (Exhibit).....	175.00	185.00	175.00	185.00	175.00	185.00	160.00	175.00
								185.00
Heavy Hitter (Bally).....		40.00			40.00	69.50	40.00	69.50
Hi-Ball (Exhibit).....		75.00(2)			75.00			75.00
Jet Gun (Exhibit).....	145.00	195.00	129.00	145.00	145.00	195.00	135.00	145.00
								195.00
Lite League.....		75.00			75.00	89.50	75.00	89.50
Mercury Counter Gripper.....		20.00			20.00			20.00
Metal Typer (Harvard).....		150.00			150.00	275.00		150.00
Metal Typer (Standard).....		275.00(2)			265.00	275.00		275.00(2)
Midget Movies.....	165.00	185.00	125.00	165.00	165.00			165.00
					185.00(2)	185.00(2)		185.00(2)
					195.00	195.00(2)		195.00
Musical Merry-Go-Round (Lee).....						495.00		495.00
Midget Skee Ball (Chl. Coin).....					165.00	165.00		
Night Bomber (Kirk).....					150.00			150.00
Night Fighter (Genco).....					225.00			225.00
Panoram (Mills).....		225.00						
Pee Wee (Genco).....		20.00			20.00			20.00
Photomatic Deluxe (Mutoscope).....		350.00						
Photomatic (Mutoscope).....		250.00			250.00	425.00	250.00	425.00
		595.00(late)			650.00(late)	575.00		650.00(late)
					595.00(late)	650.00(late)		650.00(late)
Pistol Pete (Chicago Coin).....	44.50	75.00(2)	75.00	90.00	75.00	90.00	75.00	90.00
		95.00		99.50	95.00	99.50	95.00	99.50
Pitch 'Er & Bat 'Em.....		150.00			145.00			185.00(2)
					185.00(2)			
Play Poker.....					19.00			19.00
Pop Up.....					22.00	24.00	22.00	24.00
Q Ball Pool Table.....		125.00			125.00			125.00
Quizzer.....	90.00	95.00			95.00(2)			95.00(2)
Rapid Fire (Bally).....					95.00			95.00
Scoring Units (Genco).....								95.00
Shocker (Acme).....		24.50			24.50			24.50
Shoot the Bear (Seeburg).....	150.00(3)		150.00(3)		150.00(4)		150.00(4)	
	175.00	195.00	175.00(3)		175.00(2)		175.00	195.00
					195.00			
Shipman Art Show.....		49.50						
Silver Bullets (Exhibit).....		100.00			125.00			125.00
Silver Gloves (Mutoscope).....		125.00			185.00			185.00
Silver Skates.....					59.00			75.00
Six Gun Rifle Range (ABT).....		550.00			550.00			550.00
Six Shooter (Exhibit).....	69.50	125.00	99.00	125.00(2)	125.00(2)		125.00(2)	125.00(2)
	135.00	145.00	135.00	145.00	135.00(2)		135.00	145.00
					145.00			
Skee Ball (Genco).....					275.00			
Skee Ball (Wurlitzer).....		150.00			150.00			150.00
Ski Roll (Evans).....		95.00			95.00			95.00
Skill Gun (ABT).....		20.00			20.00			20.00
Sky Fighter (Mutoscope).....					125.00			125.00
Sky Gunner.....	165.00	189.50			175.00(2)		175.00(2)	175.00(2)
		195.00(2)			189.50		189.50	190.00
		210.00			195.00(2)		195.00(2)	210.00
					210.00			210.00
Space Gun.....		195.00			195.00			195.00
Space Invader.....		125.00			125.00			125.00
Space Ship (Bally).....		295.00			285.00			295.00
Space Ship (Dece).....								295.00
Star Series (Williams).....		89.50			59.00	89.50		89.50
Sub. Gun (Keeney).....	90.00	95.00			110.00			110.00
Super Bomber (Evans).....		125.00			150.00			150.00
Target Skill Gun.....		18.00			18.00			18.00
Telequiz.....	74.50	115.00			115.00(2)		69.50	115.00
		125.00(2)			125.00(2)		125.00(2)	125.00(2)
Three Way Gripper (Gottlieb).....					18.50	24.50	18.50	24.50
13-Way Athletic Scale (Mercury).....		75.00			79.50	80.00	79.50	80.00
Twin Shoe-Shine.....		150.00			150.00			150.00
Undersea Raider.....		125.00			125.00(3)		125.00(2)	125.00(2)
Voice-o-Graph (Mutoscope).....		495.00(2)			495.00	525.00	495.00(2)	525.00
					595.00	595.00(late)	595.00(late)	595.00(late)
Wizard.....		18.50			18.50			18.50

Miami Ops' Code

• Continued from page 104

than a year. He finds it becomes expensive to constantly replace parts and otherwise maintain an old game. The games depreciate rapidly after the first year.

Marino commented that his experience has proved that "the best way to insure a profit is to turn over equipment and get top play."

Marino says he makes it a point to give good service around the clock. Day or night, the location owner can expect to see a serviceman within the hour of his call, according to Marino.

When a Marino routeman makes a routine call on a location, he cleans the backboard of the shuffle game, underneath the pins, and checks for burned-out bulbs.

In addition to his shuffle game operations, Marino has an extensive juke box route, and whenever possible, tries to spot a phonograph and a shuffle alley in the same location to facilitate servicing.

Six-player shuffle alleys are currently doing the most business, says Marino. "They have stimulated interest in games to a greater extent than anything in the past several years," he adds.

CRAZY MAN PRICES

BINGO SPECIALS

- Nevada . . . \$404.50
- Surf Club . . . 384.50
- Hawaii . . . 364.50
- Palm Springs . 324.50
- Ice Frolics . . 294.50
- Dude Ranch . 284.50
- Beach Club . . 274.50
- Bally Beauty . 184.50
- Yacht Club . . 154.50
- Palm Beach . 124.50
- Atlantic City . 94.50
- Spot Light . . 44.50

One third deposit with order.

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45 R.P.M. Automatic Record Changer. Holds 12—7" records. F.O.B. New York . . . \$79.95

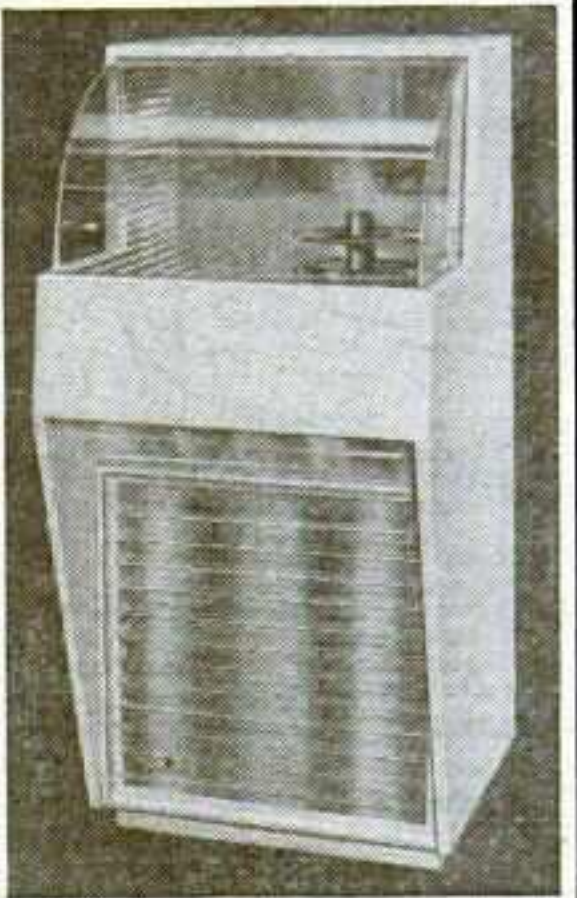
3-speed Automatic Record Changer. Holds 10—12" or 12—10" records. F.O.B. New York . . . \$89.95

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- GENCO MATCH POOL . . . \$300.00
- GENCO SHUFFLE POOL . . . 200.00

- BINGO**
- Variety WRITE
- Surf Club \$425.00
- Ice Frolic 360.00
- Palm Spring 350.00
- Dude Ranch 315.00
- Beach Club 300.00
- Beauty 225.00
- Atlantic City 145.00
- Coney Island 100.00

- SHUFFLE GAMES**
- Victor Bowler, NEW WRITE \$335.00
- Imperial 310.00
- Royal 350.00
- Team 3/25 210.00
- Classic 185.00
- Clover 155.00
- Chicoin Dbl. Score 155.00

- ARCADE**
- Gen. 2-Plr. Basket B., NEW. WRITE
- Jet Fighter WRITE
- Del. Carnival Gun WRITE
- Delx. Photomatic \$575.00
- Muto. Voicegraph 495.00
- Shoot the Bear 175.00
- Sky Gunner 175.00

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ASCME

* All State Coin Machine Exchange

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READY for LOCATIONS

Op Tests Theories

Continued from page 94

relations, for example. Three of the four staff men have been with the firm more than 10 years, one for 14 years. "Our theory is that the man must like the job in order for our firm to realize the fullest benefit from his work," said Miller. He cited an example.

For several years Miller "rotated" routemen every six months. Currently, each routeman has his own route.

"We experimented with the rotation system because we felt that if the routeman was periodically given a new territory, new faces, and what amounts to a change of environment every six months, he would enjoy the job better.

"Actually, we found that the friendship and familiarity built up on a cigarette route are too valuable to make a periodic change. Many location owners developed a liking for the routeman and tell us that they co-operate because of long dealings with the same man."

Colder Opportunity

Another part of the answer for Miller's success in developing a route which is equal to one cigarette machine for every 280 persons, is the fact that he did see a golden vending opportunity in Phoenix.

He first entered the coin machine field in 1934 in El Paso, Tex., later moved to Phoenix for his health. He saw then that Phoenix was fast becoming a winter resort capital. And he started building his cigarette business in 1937.

And despite the fact that Phoenix is now pretty well known as a winter season town, Miller—again testing a theory—experimented with leaving machines on location during the summer, too, and found that Phoenix has enough permanent residents to make it worthwhile.

One of the main reasons why Andress Automatic has built an excellent reputation with location owners thruout the city can be found in Miller's willingness to supply machines for any logical purpose. For example, during the Arizona State Fair, which draws visitors thruout the State, he furnishes machines, has them serviced once or even twice a day if required.

Fair operators are pleased, and his machines usually sell 700 to 800 packs over a period of several days.

Besides, Miller has made many friends thru this short term fair operation and has latched onto good locations because of it.

Cole Appoints

Continued from page 94

Coast territories. County Sales, headed by Larry Granfield Sr., will continue to handle Bert Mills hot beverage machines, Fred Hebel ice cream venders and Dari-O-Matic's milk and canned drink machine.

Mid-Atlantic (new firm name) headed by Bayne E. Phipps and headquartered in Washington, D. C. (900 F Street, N.W.), was a Spacarb distributor for over 12 years. It will handle complete stocks of Cole Spa machines, parts and accessories.

Jess Brewbacker, Cole factory representative for the last five years for Virginia and West Virginia, will continue covering that area under Phipps.

County Sales plans December showings of Cole's Deluxe and new "Special" cup vender lines at its main headquarters in San Diego and branch offices in Los Angeles and San Francisco. Complete stocks of Cole machines, parts and accessories will be carried at the three offices plus a fourth in Santa Ana.

Cole stated that local financing will be available on its equipment sold by County, including its \$695 to \$799.50 "Special" series in single, three and four flavors.

Table listing Genco Sky Gunner, Exhibit Shooting Gallery, Exhibit Space Gun, Genco Night Fighter, and Western Distributors contact info.

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Main table of shuffle game prices with columns for Issue of Nov. 20, 13, 6, and Oct. 30. Lists various games like Advance Bowler, Big League Bowler, Bonus Bowler, etc.

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

Table of arcade and miscellaneous machines with prices and write options. Includes items like ABT Rifle Range, Chicago Coin Basket Ball Champ, etc.

WE HAVE A COMPLETE SELECTION OF ALL MAKE SHUFFLE ALLEYS. IT WILL PAY TO CONTACT US FOR THE BEST PRICES & QUALITY EQUIPMENT. ALL GAMES CLEANED AND CHECKED. LARGER KING SIZE PINS CAN BE INSTALLED FOR \$10.00 EXTRA ON EACH GAME. One-third deposit on all orders.

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MUTOSCOPE Leading Money Makers for Amusement Parks and Penny Arcades. The New VOICE-O-GRAPH The New DRIVEMOBILE The New PHOTOMAT and many others. See These Outstanding Machines BOOTHS 2 AND 3 NAAPPB OUTDOOR AMUSEMENTS EXPOSITION Hotel Sherman, Chicago, Ill. NOVEMBER 28-DECEMBER 1, 1954. INTERNATIONAL MUTOSCOPE CORP. WILLIAM RABKIN, Pres. 44-02 Eleventh Street, Long Island City 1, N. Y. Stillwell 4-3800

IT'S IN THE BAG! OPERATE KEENEY'S SPORTSMAN. J. H. KEENEY & COMPANY INC. 2600 W. FIFTIETH ST. • CHICAGO 32, ILLINOIS

SEEBURG M-100-B. \$575.00 Write for Illustrated Catalog of Other Late Model Phonographs Shaffer Music Co. Cincinnati, Ohio 1200 Walnut St. MAIN 6310 Columbus, Ohio 849 N. High St. KLondon 4614 Indianapolis, Ind. 1327 Capitol Ave. MELrose 4-3571

COINMEN YOU KNOW

Continued from page 107

his new position and location. Edgar, a Texan, assumed his present duties about four months ago. Business is good, he adds.

The Dr. Pepper-Tru Ade Company is doing a good business despite the usual cool weather

slump," says manager Norman Hayter. Mrs. G. L. Sinclair, of the Northern Virginia Music Company, says business is looking up a little and should end on a happy note this year.

The G. B. Macke Corporation is

doing a slow but steady business, reports Beyer Gelfand. Hirsh de La Vriez, owner of Hirsh Machines, is buying a lot of new juke boxes. Collections have been good so far this year, he says, but not spectacular.

Westway Vending, headed by Sid Lotenberg, has made installations in several small locations. Sid believes the outlook for 1955 is bigger and better than ever, but he hopes a way can be found to solve the ever-increasing problem of too many cigarette brands for vending machines. Converting machines to handle king-size cigarettes and the higher-priced filter tips costs venter operators thousands of dollars, and Sid thinks something should be done to level off the situation.

Milwaukee

Communications to:
Benn Oilman
Uptown 3-6018

Local Ops Meet To Discuss Games...

Biggest turnout this year of operators for a meeting of the Milwaukee Phonograph Operators' Association gathered at the Joe Deutsch restaurant Wednesday evening (17). About 30 coinmen were in attendance.

The session was called to discuss some of the regulations concerning operation of game equipment. Among those signing the roster were Rod Whiskerchen, Eddie Pankonen, Erv Carnitz, Casey Namowicz, Joe Pelligrino, Bob Puccio, Ludwig Novasel, Eddie Puzia, Sam Hastings, Harry Gromacki, George Schroeder, Les Reder, Chris Le May, Harold Summerfield, Clary Smith, Erv Beck, Joe Beck, Carl Tercher, Clyde Nelson, Ken Kulow, Doug Opitz and Red Jacomet.

The mounting number of factory layoffs in West Allis territory has been cutting into music and games cash box receipts, according to Mrs. Ray Lax, of Ray's Amusement. Eddie Fisher's waxing of "I Need You Now" and the new Gaylord number of Mercury, "Pupalina," are doing a good business.

Trade showing of new holiday premium merchandise goods at the Sam Hastings Distributing Company, November 6-7, pulled record crowds. Checking back on the books, says Sam Hastings, revealed that the month of September pulled the biggest grosses of the year thus far. Totals were also quite a bit ahead of last year's September receipts.

Johnny O'Brien, of Major Distributing Company, is looking for a replacement office girl. Phyllis Kappenman is now handling the office chores single handed due to the marriage last week of Lorraine Meyers. Top disks this week on the operators lists, according to O'Brien, are Mercury's Dick Contino "Yours" and the Sarah Vaughan version of "Make Yourself Comfortable."

Attracting a lot of operator interest is the new United Carnival Gum game. Sales have been well ahead of expectations, according to Sam Cooper, who heads the Paster Distributing Company office. AMI juke box sales have continued at a gratifying pace, Cooper adds.

Red Jacomet expects to be among the several thousand sportsmen who will be populating the north woods this weekend when the deer hunting season kicks off. New routeman at the Red's Novelty Company establishment is Don Bishop.

With Harry Jacobs Jr., enjoying his Wurlitzer prize-winning trip to Bermuda, the United, Inc., office is in the capable hands of Harry Jacobs Sr. Reggie A. Tetting, coinman who runs routes in the Oconomowoc lake region, along with his father, Walter C. Tetting, just returned from a vacation swing several States. One of the most interesting stops he made, according to Tetting, was at the AMI

7 Vender Mfrs. at Show

Continued from page 94

eral offered a bonus deal whereby discounts were offered on multiple sales. Manning the booth were E. A. Terhume, president, and Dewey Raylman.

Mills Industries, Chicago, bowed its new three-selection bottle venter, with a price of \$461. The unit may be adjusted for 6, 8 or 10-ounce bottles.

Pepsi Unit

Dimensions are 26 3/4 inches wide, 28 3/4 inches deep, 7 1/2 inches high. Weight is 495 pounds. Developed for Pepsi-Cola bottlers, the venter has a capacity of 123 bottles, with another 42 in the pre-cool compartment.

Mills also displayed its sing'e-

selection Coca-Cola and Pepsi-Cola venders. At the Mills booth were J. W. O'Connor, sales manager; Frank Kyhos, service engineer; M. E. Long, Southeast regional sales manager, and John L. Bergin, New York State sales manager.

The Central Tool Company, Inc., Hartford, Conn., displayed for the first time its three-flavor bottle venter, which will list for \$420.

Gravity Feed

Dimensions are 28 inches wide, 25 inches deep and 73 inches high. Weight is 550 pounds. Operating on a gravity feed delivery mechanism, it holds 106 bottles in vending position and has a pre-cool capacity of 135. It will vend any size bottle up to 12 ounces.

Central Tool also exhibited its C&C Super Soda Bar, a cap-top can venter, and its four-selection Choice-Vend bottle venter. At the Central booth were Max Miller and Lou Zarchem, partners, and George Vaughn, Herb Buff and Dick Phelps. George Herald, in charge of C&C Vending Sales, was also at the Central booth.

The Ideal Dispenser Company, Bloomington, Ill., had the first public showing of its 400-B upright bottle venter, a three-selection unit to sell for \$414.50.

Mechanical Operation

Dimensions are 69 1/2 inches high, 38 inches wide and 25 inches deep. Weight is 581 pounds. Capacity is 144 in the vending rack and 24 in pre-cool. Except for the electrical coin mechanism, the unit operates mechanically.

Ideal also had on display a series of coin changers designed and manufactured for the firm by the A.B.T. Manufacturing Corporation, Chicago. These penny refunders return from one to four pennies, thus allowing sales of 6, 7, 8, or 9 cents. Cost is \$31 with the 400-B or \$54.10 separate.

Representing Ideal at the convention were Fred Dean, president; T. G. Thompson, general manager; E. C. Salisbury, vice-president; Jim Colmer, advertising manager; Bob Gladden, production head; Walter Park, parts and service, and M. M. Maurer, Stan Brittingham, David Smith, John Van Pelt, Dee Walters, Phil Mills and Keith Larabee.

Junior Champion

The Champion Vender Company, Hopkins, Minn., unveiled its new Junior Champion, which holds 50 bottles in vending position and 75 in pre-cool. List price is \$217.

Dimensions of the semi-automatic unit are 35 inches high, 41 1/2 inches wide and 21 1/2 inches deep. Weight is 270 pounds. It can vend six selections.

At the Champion booth were E. H. White, president; John C. Rieger, secretary; L. S. Watlington, Charles Deicke, Howard Tebay, E. A. (Tub) Sweat, Mern Ballagh, W. J. Palm and Martin Singleton.

Atlas Vender

The Atlas Metal Works, Dallas, had its five-selection Varietee bottle venter on exhibit. Bouette Storey Jr., vice-president, and Ernest Powers, sales manager, were at the Atlas booth.

A modified version of the Delf Triple-Selector Vender, made by the Atlas Tool & Manufacturing Company, St. Louis, was exhibited. Listing for \$425, it features a new motor and a simplified relay box.

At the Atlas Tool booth were Glenn A. Delf, president; Robert Delf, sales manager, and Frank Parker, service engineer.

National Rejectors

National Rejectors, St. Louis, displayed its new electric penny refunder, with a capacity of 2,000 pennies. Representing the firm were John Gottfried, president; Ray Gottfried, vice-president; John Cleary, assistant vice-president; George Kuechler, secretary-treasurer; R. C. Trieman, sales manager; Russ Penly, Atlanta branch manager, and Art Hauser, New York branch manager.

Tom Hungerford, merchandising director, National Vendors, Inc., St. Louis, was at the convention in an unofficial capacity.

Distrib Gear

Continued from page 98

the Crew Cuts, and "Dig That Crazy Santa Claus," by Ralph Marterrie and Lola Dee; Coral's "Christmas Alphabet" by the McGuire Sisters, and London's "Santo Natale" by David Whitfield.

Columbia's newest additions to the Christmas line are "I Saw Mommy Dø the Mambo" by Jimmy Boyd, and "White Christmas" by Rosemary Clooney; Capitol adds "White Christmas" by Frank Sinatra, and Cardinal, altho an independent label, is finding favor with operators on its new "Silent Night, Holy Night" by the Mulcays.

Majors List Big

Each of the majors are known to be issuing a host of others, and along with the many independent labels concentrating on the holiday season, the operator s expected to really be kept busy trying to decide which to buy.

As usual, the perennial favorites—"White Christmas"; Rudolph, the Red-Nosed Reindeer"; "Jingle Bells," "Silent Night," "Winter Wonderland," and many more—will be restocked by operators. In fact, record distributors and one-stops in the Chicago area report that standards are already being purchased.

Estimates by record outlets as to the rise of 45's put this year's purchases at about a 50-50 split, altho a few extreme predictions placed the 45's on the heavier side by about 70-30.

All associated with the record business agree with a little cold weather this year's sales will surpass the '53 season.

factory in Grand Rapids, Mich. Tetting and his wife concluded the sojourn with several enjoyable days in the Windy City.

Mr. and Mrs. Clyde Nelson, of General Novelty, report that the beautiful fall weather this region has been enjoying enables them to obtain greater enjoyment from their weekends spent at their cabin on the Wolf River near Fremont, Wis.

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

Some 50 operators from Minnesota and Iowa were dinner guests of Irv Sandler and Arnold Golden of the Sandler Distributing Company, Minneapolis and Des Moines, the week-end of the Minnesota-Iowa football game.

Among those from Iowa were Al Lamberti of Alkeny; Bob Gerdes of Fort Madison; D. C. Williams of Creston; Ed Melkert of Clinton; C. V. Wilkinson of Iowa Falls; Mr. and Mrs. Art Skram of Mason City; Junior Kramer of Ottumwa; Vince Jorgenson of Mason City; Jack Wood of Des Moines; Bob Stratman of Davenport; Les Chapman of Carroll, and Curt Siemens of Waterloo. From Minnesota were Jack Tomar of Two Harbors; M. M. (Doc) Berenson of Minneapolis and Mr. and Mrs. Clayt Norberg of Mankato and Gordon Stout, of Pierre, S. D., the only "neutral" in the crowd. Bob Crosby, Sandler service manager of the Des Moines office, also attended.

Charlotte Simmons, office manager, and Ray Scisson, service-

(Continued on page 112)



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Bally VARIETY
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FIRST-Conditioned

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HAVANA\$325
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TROPICS 225
LEADER 75

SHUFFLE GAMES

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CLOVER 185
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CASCADE 175
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DELUXE 6 PLAYER 85
6 PLAYER w/larm 75

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SUPER FRAME, 10/25c.....\$355
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TRIPLE SCORE 189
DOUBLE SCORE 149
SIX PLAYER 85

KEENEY

BONUS (Match),
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CARNIVAL 175
6 PLAYER, Jumbo Pins
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BIG LEAGUE BOWLER 65

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SHUFFLE MATCH POOL\$295
SHUFFLE POOL 215

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COINMEN YOU KNOW

Chicago

Stanley Levin and Mickey Schaffer report that they are pleased with the fine volume of business their new distributing firm is landing. The two teamed up to form the All State Coin Machine Exchange.

Wally Finke, First Coin Machine Exchange, says visitors turned up this week from Illinois, Indiana, Michigan, and other parts. First is getting good response on the new Exhibit Sportland Shooting Gallery, which it handles for Exhibit in Illinois. Finke reports that every operator receiving a sample of the gun game has reordered.

The staff at First, including Joe Kline, Sam Kolberg, Fred Kleinman, and Finke, will be at the NAAPPB show, helping out at the Chicago Coin and Exhibit Supply booths.

Supplies in Brief

Orange Juice

With a larger crop of oranges in prospect for the 1954-'55 season, Agriculture Department experts are predicting a further increase in the production of frozen orange juice for next year. Output of frozen juices of all kinds this year will probably be 15 to 20 per cent higher than last year, with frozen orange juice and lemonade concentrate showing the largest gains. Stocks of frozen orange juice in cold storage October 1 totaled 22,600,000 gallons, up 63 per cent from a year ago.

Sugar Supplies

Sugar deliveries to beverage makers were up 20 per cent and deliveries to canners, bottlers and frozen food products were up 14 per cent in the first nine months of this year, according to the Agriculture Department. Total deliveries of sugar by primary distributors during the period, however, were 3 per cent below last year, with major drops occurring in deliveries to hotels, restaurants and government agencies. Total sugar stocks held by primary distributors on September 30 were 115,000 tons more than on the same date last year.

Candy Sales

Manufacturers' sales of confectionery and competitive chocolate products totaled \$102,836,000 in September, a jump of 57 per cent from August but 2 per cent below September a year ago, according to the Commerce Department. Reports from a selected group of large manufacturers showed that poundage sales for the first nine months this year were 2 per cent below last year's total while dollar sales remained unchanged. Poundage sales of bar goods were down 4 per cent and sales of package goods retailing above 50 cents per pound were up 2 per cent compared to last year.

Glascok Shows

Continued from page 94

baked enamel finish and stainless steel and chrome trim.

Cup capacity is 500. Refrigeration is provided by the Frigidaire 7/32 h.p. meter-miser compressor and a specially designed flash cooling system with built-in reserve refrigeration capacity.

The cup magazine operates on a gravity principle, with no power required for cup transfer. The illuminated plexiglas sign on the cabinet, which says "refresh yourself," was designed by Raymond Loewy. The venter operates on a 110-volt a.c. outlet.

Coca-Cola Aid

John Drum, Glascok executive, said the unit was devised with the assistance and co-operation of Coca-Cola and that, for the time being, all production will go to Coca-Cola bottlers. He said production will get under way by January 15.

The tie-up between Coca-Cola and Glascok began in 1924 when the Muncie firm began making coolers for the soft drink concern. The cup drink venter, the first ever made by Glascok, has been field-tested for 38 months by Coca-Cola bottlers, Drum said.

Drum added that the bottler response on the cup venter has been excellent, and he figured that the demand among Coca-Cola bottlers will be sufficient to take care of the entire production run for some time.

He said the possibility of the firm's going into a multi-selection cup drink venter for the operator trade is remote.

200,000 Students

Continued from page 94

the nutritional ruling against carbonated beverages and the direct Federal aid on milk and State aid on school lunches discouraged school officials from giving too much thought to automatic merchandising.

Col. Harvey Allen, who is in charge of the school lunch program for the city, was out of town and could not be reached for comment.

Free Freezers

The current system on ice cream is to have the suppliers of ice cream supply the freezers at no cost, with the installing firm getting all the ice cream orders.

The school system last year bought freezers for the city's junior high schools and discovered that savings of more than 10 per cent in the purchase of ice cream could be effected by competitive bidding.

Bottles Vs. Cans

Continued from page 94

for the consumer as well as for the merchandiser.

Cheney said that 50 bottlers out of 5,500 went into can operations this year, and some of them are in trouble. He cited the sanitary, flavor-protecting and visual qualities of bottles.

Also an important factor, said Cheney, is price. He charged that the cost of cans whittle down the retailer's profit or force him to charge a higher price for his product.

Deathless Prose

Continued from page 94

off the brim of a paper cup in numerous delicious flavors.

"And for the nose anything? No doubt there are machines somewhere which in gratitude for a nickel's stimulation will spray your handkerchief with eau de cologne.

"A man can play games, get St. Augustine's Confessions or a sandwich from a machine. He can have coffee with or without cream, two sugars or none. Get his shoes shined, his lungs cleansed with pure oxygen, his picture taken, his name stamped in metal, his fortune or character analyzed, his weight measured and his grip tested.

"The very scope of such operations makes a mere man wonder that there are salesmen left selling anything but vending machines."

The editorial then included a reference to penny weighing machines, particularly those which allow the patron to exercise his gambling instinct by pre-setting the weight in the hopes of getting a free weight.

It pointed out that some subway patrons are prone to take advantage of this device and get weighed over and over while waiting for a train—all for the same penny.

It added that "persons of mystic temperament could have for the same penny which delivered a statement of their gravitational importance, laudatory comments on their abilities and virtues."

Youngsters, it stated, are as natural enemies of the venter as cats are to rats, with every venter, particularly the weighing machine, a simple challenge to the untended moppet.

The editorial pointed out that if they sprinted half the length of the subway station "and landed with all their as-yet unestablished weight" on the scale, there was a good chance of getting a free play. And, it follows, once the running jump worked, the machine was due for repeated assaults.

Once a customer gets something for nothing in a vending machine, the editorial went on, they will often try for repeats. This accounts for the youngsters—and grown-ups—walking down subway platforms flipping tab gum levers. Somewhere in the past they got gum for nothing, and they have never forgotten the experience. After thousands of futile flips, the habit may be broken by final disillusion.

Vending May Play

Continued from page 94

tation is that their edge over the vending operator disappears in such an operation.

The vending operator and the bottler both buy their sirup from the same source—at the same price—with the bottler forced to invest money in expensive cup drink equipment. In fact, the edge actually goes to the vending operator, who is more apt to get the location by offering a package vending installation.

That doesn't mean, tho, that bottlers are eschewing cup machines. The profits at a high-traffic location are sometimes too attractive to pass up and, in many cases, a bottle venter just won't handle the volume.

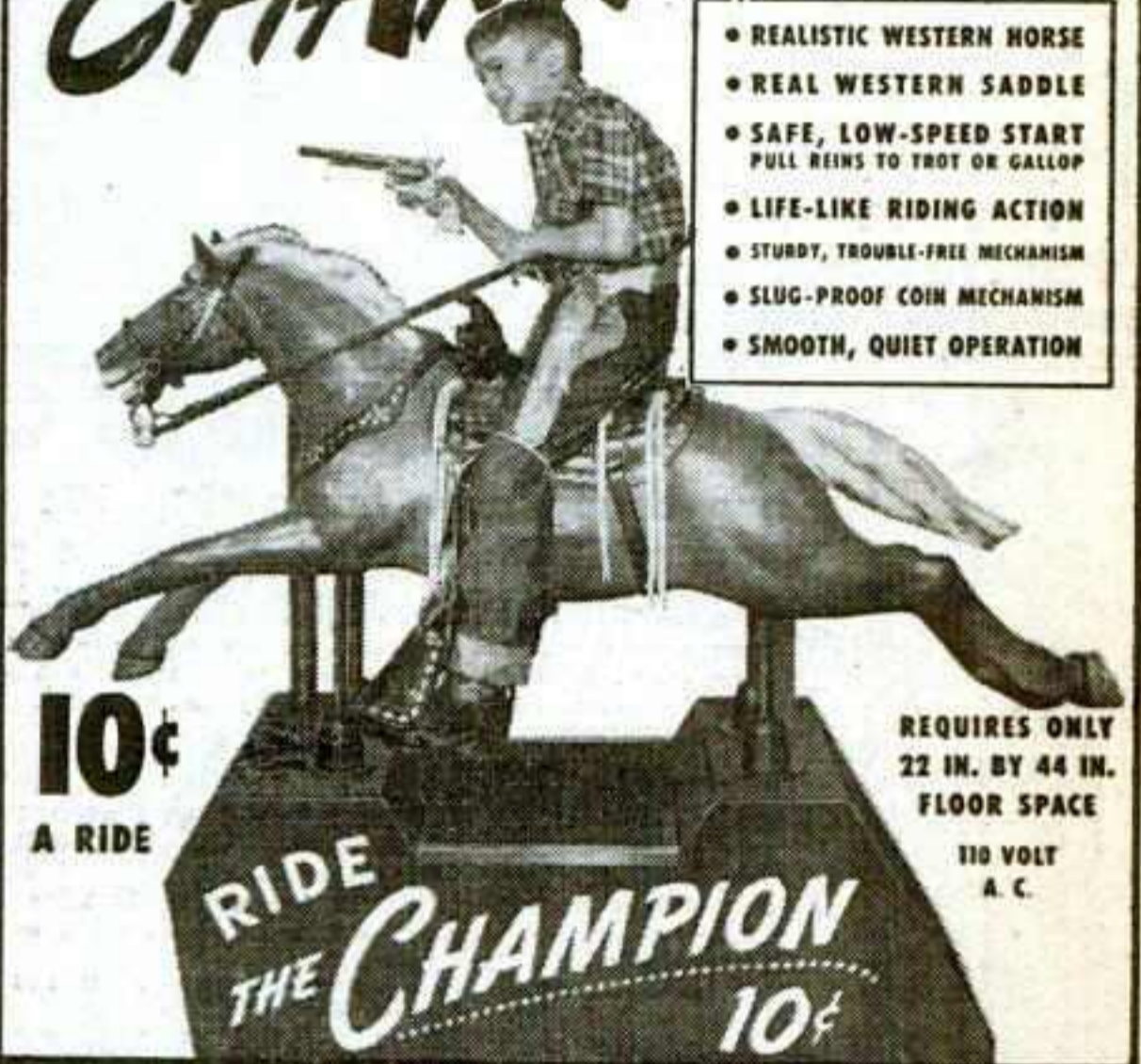
According to a vending manufacturer, the bottlers would be a lot happier if there weren't any cup venders at all, but, as long as there are, they will go into cup vending on a limited scale.

On bottle vending, the cards are really stacked in the bottlers' favor. Most bottlers operate on strict territorial franchises, and if a vending operator wants to merchandise bottle drinks, he must get his supplies from the local bottler.

This, of course, gives the bottler complete control of bottle vending, and he'd like to maintain that control. The possibility of bottlers going into the cup operations and then diversifying to maintain their locations is a slim one, according to another vending manufacturer.

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| Ex. Six Shooter 125 | Un. Cascade 175 |
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| | Gen. 2 Pl. Basketball. Write |
| | Gen. Shuffle Pool \$210 |
| | Gen. Match Pool 295 |
| | Chicoin Triple Score ... 199 |
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HI-FI	\$410	NEVADA	\$445	BEAUTY	\$225
SURF CLUB	385	HAWAII	385	FROLICS	195
ICE FROLICS	345	HAVANA	315	PALM BEACH	125
PALM SPRINGS	345	RIO	275	ATLANTIC CITY	125
DUDE RANCH	345	TROPICS	225	SPOTLITE	85
YACHT CLUB	175	TAHITI	195	ONEY ISLAND	95
BEACH CLUB	310	CABANA	165	GENCO 400	75

UNITED SHUFFLE GAMES

BANNER	\$445
TEAM	325
LEADER	335
IMPERIAL	310
CLASSIC	225
STAR 6 PLAYER	125

New 1955 ACE COIN COUNTER
 Counts 1¢, 5¢, 10¢, 25¢. **\$149.50**
 Wt., 8 lbs. Only.....

PHONOGRAPHS

WURLITZER 1500	\$495
WURLITZER 1500A	575
WURLITZER 1015	75
SEEBURG 100B	575
SEEBURG 100A	445

TERMS: 1/3 Deposit, Balance Sight Draft.



Phone: Everglade 4-2300

Chicago 47
2330 N. Western Ave

Williams ALL-STAR BASEBALL \$295

INTRODUCING

Two brand new fascinating 10c money makers **LOW** in price—**HIGH** in profits!

DE LUXE HYDRO DUCK WATER SHOOTING GAME →
 Words cannot describe this first brand new idea in a decade! Fascinating player appeal. Shoot ducks out of water on shore with high pressure water Strato-Gun. Real skill required. Play for high score. LEGAL ANYWHERE.

← **AUDIO SCOPE**
 The first and ONLY 3 D FULL COLOR TALKIE (not a movie). Universal player appeal—especially for the kiddies. **LOW COST OPERATION.** Change program in three minutes. Both machines thoroughly field tested for many months before release. Rugged construction—all steel and stainless steel baked enamel cabinets—mechanically perfect. Factory guaranteed.

KIDDIE RIDES—Large assortment both NEW and FACTORY RECONDITIONED.

BLENDOW & WILSON
 (Over 50 Years of Combined Coin Machine Know-How!)
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NOW 2 LOS ANGELES LOCATIONS SERVE TERRITORY OPERATORS!

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 NEW BRANCH OFFICE: 2671-73 W. Pico Boulevard

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 Los Angeles 6, California
 Republic 4-2177

Exclusive Distributors of
J. P. SEEBURG CORPORATION and CHICAGO COIN MACHINE CO.
EXHIBIT SUPPLY • J. H. KEENEY & CO., INC. WILLIAMS MANUFACTURING CO.

BINGO SPECIALS

- Surf Club \$400
- Palm Springs .. 350
- Beach Club ... 315
- Dude Ranch... 315
- Ice Frolics 300
- Bally Beauty .. 220
- Yacht Club 160
- Frolics 175
- Atlantic City... 115

Johnson Farebox Coin Counters, 180
 slightly used—like new..

1/2 deposit with order. Write to

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Dept. R-6, 7855 Stony Island Ave. Chicago, Ill.

Phone: BAyport 1-1616 from 1-4 p.m. daily

BINGO GAMES

Atlantic City	\$100.00
Palm Beach	125.00
Yacht Club	175.00
Beauty	225.00
Beach Club	325.00
Ice Frolics	325.00
Palm Springs	350.00
Surf Club	400.00
Hi-Fi	425.00

SHUFFLE ALLEYS

Chi. Coin 10th Frame Special	\$125.00
Bally Victory Bowler	325.00

PHONOGRAPHS

AMI Model C	\$215.00
Rock-Ola Model 1422	50.00
Rock-Ola Model 1428	125.00
Rock-Ola Model 1436	325.00
Rock-Ola Model 1438	550.00
Seeburg Model 147	50.00
Seeburg Model 148ML	125.00

All machines reconditioned and ready for location, 1/3 deposit with order.

H. M. BRANSON DISTRIBUTING CO.
 811 East Broadway Louisville 4, Ky.

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 110

man for the Pioneer Distributing Company, vending operators head-quartering in Minneapolis, yielded \$1,000 to a lone bandit in an early-morning stick-up at the company office Monday (15).

Pete Weyh, of Havre, Mont., who spent three weeks in Rochester, Minn., following surgery at the Mayo Clinic, stopped in at Twin Cities distributors with his wife Wednesday (17), before returning home by train. Weyh favors universal tone level for all recordings, claiming that juke box play is hurt by the high and low level tones which send location owners scurrying to control their music machines. He reported business in his area as good. While here, Weyh also ordered some equipment.

Don Singer, representing London records, was in town to see Herb Sandel, head of the wholesale record department at the Lieberman Music Company. Singer was singing high praise for the

David Whitfield version of "Santo Natale," predicting that it would become a Christmas season standard.

Andy Benna, of Ironwood, Mich., was in the Twin Cities this week buying records and doing other shopping. Joe Totzke, of Fairmount, Minn., was on a shopping tour here this week.

Music was the prime interest of Ralph Harvey, Mitchell, S. D., on his visit. Guy Loomis of Merillan, Wis., added music to his route as result of a shopping tour to this sector.

Harry Galep, of Menominee, Wis., concentrated on games purchases during his trip to the Twin Cities. Jack Lowrie, of Lake City, Minn., bought music, as did Roy Stone, of Rice Lake, Wis., on their trip here this week.

in this moment

The prayer lingers still... across the table as Dad begins to serve... it brushes Mother's still-bowed head... it caresses Sally's fist as she reaches for the promised drumstick. The words of thanksgiving are being made real in this moment—the words of gratitude from a good provider to the Great Provider... in this time of security together.

The most precious gift we give or receive is the gift of security. Only in a land like ours are we free to choose security as a goal of living.

And through this choice we achieve another great gift. For, secure homes, one joining another, make up the security of America.



Saving for security is easy—on the Payroll Savings Plan for investing in United States Savings Bonds.

This is all you do. Go to your company's pay office, choose the amount you want to save—a few dollars a payday, or as much as you wish. That money will be set aside for you before you even draw your pay. And automatically invested in United States Series "E" Savings Bonds which are turned over to you.

If you can save only \$3.75 a week on the Plan, in 9 years and 6 months you will have \$2,137.30.

U.S. Series "E" Savings Bonds earn interest at an average of 3% per year, compounded semi-annually, when held to maturity! And they can go on earning interest for as long as 19 years and 8 months if you wish.

If you want your interest as current income, ask your bank about 3% Series H Bonds which pay interest semiannually by Treasury check.



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NATIONAL RECONDITIONED

5-BALLS

LADY LUCK	\$225
JOCKEY CLUB	210
HAWAIIAN BEAUTY	210
MYSTIC MARVEL	195
PINWHEEL	165
POKER FACE	160
GUYS-DOLLS	115

BINGOS

ATLANTIC CITY	\$135
PALM BEACH	135
FROLICS	175
BEAUTY	235
BEACH CLUB	310
DUDE RANCH	325
ICE FROLICS	375
SURF CLUB	445

SHUFFLE GAMES

UNITED IMPERIAL	\$325
UNITED ROYAL	315
UNITED CLASSIC	225
UNITED OLYMPIC	225
UNITED CLOVER	195
UNITED CASCADE	185
CHICOIN CRISS CROSS	310
GENCO SHUFFLE POOL, Reg. Play	225

NATIONAL Coin Machine Exchange
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BUY WITH CONFIDENCE

Seeburg M100A	\$425.00
Seeburg HM100A R.C. Special	425.00
Seeburg 148 (Blonde)	150.00
Seeburg 147	75.00
Wurlitzer 4851 Wall Boxes	20.00
Genco Rifle Gallery	NEW
Genco Shuffle Pool	NEW
Keeney American Bowler	NEW

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 Established 1931

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 New, in Original Crates
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AMI Model 80	595.00
AMI Model D80	450.00
AMI Model D40	375.00
AMI Model C	275.00
AMI Model B	250.00
Seeburg Model HFC	795.00
Seeburg Model C	675.00
Seeburg Model BL	575.00
Seeburg Model B	525.00
Seeburg Model A	450.00
Wurlitzer Model 1500	495.00
Wurlitzer Model 1400	395.00
Genco Sky Gunner	195.00
Seeburg Shoot-the-Bear	195.00
Exhibit Shooting Gallery	295.00
United Jungle Gun	350.00

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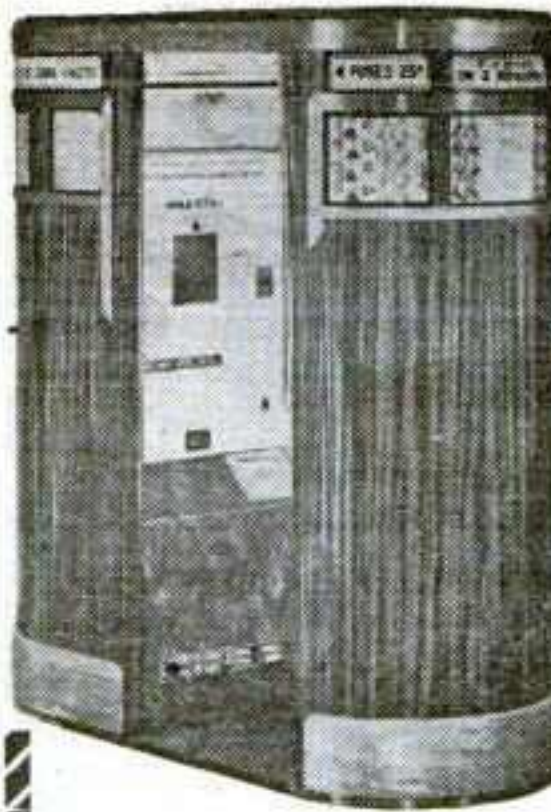
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COIN-OPERATED ELECTRIC
SCOREBOARD

- Fits Any Shuffleboard
 - ★ 15-21 Pts.
 - ★ 15-21 and/or 50 Pts.
 - ★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over
 - ★ Large METAL A.B.T. coin Rejector Box
- New Shuffle-Score is 2-faced . . . has chrome tube supports.
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- ★ 4 Different Poses for 25c
 - ★ 700% Gross Profit
- Exclusive Distributors in Illinois, Michigan, Wisconsin, Indiana, Kentucky and Ohio.

WRITE for Auto-Photo Facts!

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-BINGOS-

UNITED SINGAPORE BALLY VARIETY

Hi Fi	\$425
Surf Club	395
Ice Frolics	365
Palm Springs	350
Dude Ranch	325
Yacht Club	160
Beach Club	315
Beauty	250
Palm Beach	135
Frolics	190

GOTTLIEB

Poker Face	\$145.00
Quintette	145.00
Chinatown	119.50
Hit 'n' Run	109.50
4 Horsemen	99.50
All Star	99.50
Knockout	79.50
Double Feat.	79.50
3 Musketeers	69.50
Sharpshooter	59.50
Bowling Ch.	59.50
Buffalo Bill	59.50
Double Shuffle	59.50

WILLIAMS

Daffy Derby	\$350.00
F.S.	79.50
Nifty	79.50
Pinky	79.50
Dreamy	79.50
Maryland	69.50
Boston	69.50
El Paso	59.50
Lucky Inning	59.50
Virginia	49.50
Dew-Wa-Ditty	49.50
Saratoga	49.50

CHANGEMAKER
Dispenses 2 dimes,
1 nickel for 25c.
In stock, \$89.50

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Bright Spot	95
Coney Island	95
Spot Lite	95
Bright Lights	90
Long Beach	45
Havana	350
Ria	325
Cabana	165
Tropics	245
Hawaii	445
Mexico	410
Golden Nugget	99.50
Genco 400	59.50

GENCO

So. Pacific	\$ 54.50
Screwball	49.50
Floating Pwr.	49.50
Canasta	59.50

UNITED

Tampico	\$69.50
Oklahoma	69.50
Pinch Hitter	59.50
Monterrey	49.50
Paradise	49.50
Rondeevoo	49.50
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Blue Skies	49.50

EXHIBIT

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King Pin	\$89.50
Sally	49.50

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Ch. Basketball Champ . . . 195.00

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Telequiz & Film . . . 115.00
Muto. Flying Saucer . . . 149.50
Undersea Raider . . . 125.00

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Chicken Sam . . . 99.50

Chi. Pistol . . . 99.50
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Exh. Dale Gun . . . 89.50

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Scientific Baseball . . . 79.50
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Wms. Quarterback . . . 75.00
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UNITED COMET SHUFFLE TARGETTE	
GENCO 4 PLAYER SKEEBALL, NEW	\$369.50
United Leader, Match	\$375.00
United Team S.A., 3/25c	345.00
United League S.A., High Score	335.00
United Imperial, Match Score	325.00
United Royal, High Score	305.00
United Classic, Match Score	210.00
United Clover, Match Score	189.50
United Cascade, High Score	175.00
United Star, 10th Frame	149.50
United Super 10th Frame, 6 Pl.	139.50
United Star 6 Player, Match Score	129.50
United Super 6 Player, S.A.	119.50
United De Luxe S.A., 6 Player	79.50
United 6 Player w/Formica, 7-10	69.50
United 4 Player w/Formica, 7-10	59.50
Chi. Holiday, Match	Write
Chi. Triple Score Bowler 10th Frame	215.00
Chi. Flash Bowler, NEW	Write
Chi. Crown, Match	335.00
Chi. Super Frame	345.00
Chi. Double Score	150.00
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Genco Shuffle Pool	215.00
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Art Show & Film	49.50
ABT Challenger	75.00
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Special Entry	49.50
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I-BALLS

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FACTORY REBUILT, 25c, KING SIZE COLS.

Rowe President, 10 Col. or 8 Col.	\$155
National Model 950, 9 Col.	145
National 930, 9 Col.	130
Unedapak Model 500, 9 Col.	135
DuGrenier Model "W", 9 Col.	125

EMPIRE SPECIALS

Coon Hunt, Like New	\$345
Wms. All Star Baseball, New	425
Genco 2 Player Basketball, New	375
Exhibit Shooting Gallery, New	375
Chi. Round the World Trainer, Like New	525
Deco Space Ranger, Like New	365
United DeLuxe Jungle Guns, New	425
Eyans Saddle & Turf	295
Mighty Mike, New	895

TERMS: 1/2 deposit, balance Sight Draft or C.O.D.

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\$125

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• Second Coin STAR* Feature
Lures More Play and Extra
Money Into the Cash Box!



Operate
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- New STAR* FEATURE lets player score from 5 up to 200 replays per game!
 - Two Midget Playfields!
 - 8 "Special" when lit Rollovers!
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- Playfield Loaded With ACTION!



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Realigned and Resurfaced, 75¢ each.
Compare them with new cartridges.
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and proven, accepted

GOTTLIEB'S
Super JUMBO



- **MULTI-TILT FEATURE** Action continues for remaining players even though one or more players tilt out their own scores.
- **TRIPLE MATCH** Feature with multiple play awards.
- **MODERN MASSIVE CABINET.**
- **BURGLAR-PROOF CASH BOX.**
- **ADVANCE DESIGN SCORING UNITS!** A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning.

- 1 to 6 Rotation Sequence Awards Replay.
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- 2 Flippers.
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1-2-3 or 4
can play
at the same
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Now delivering: United's Comet, Deluxe Comet, Carnival Gun, Mercury, Singapore; Gottlieb's Jumbo, 4 Bells.

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Atlantic City \$125.00	4 Supervends, 3 sel. 1000-cup capacity, with change makers \$200.00	ABT & Gun Rifle Range \$550.00
ABC 50.00	6 Sneads, single 10-oz. cup, 1000 capacity .. 125.00	Bally Big Inning 150.00
Beach Club 315.00	3 Mills, single drink, 400-cup capacity, with change maker 150.00	Heavy Hitter 40.00
Bally Beauty 225.00	6 Hupp, single drink, 400-cup capacity .. 110.00	Goalie 100.00
Coney Island 75.00	3 Bradley Seniors, 2 selections, 1000-cup capacity 200.00	C. Coin Pistol 95.00
Cabana 185.00	6 Revco Ice Cream Cup, #400 Model .. 125.00	Evans Bat-a-Score 145.00
Five Stars 50.00	2 Craig Ice Cream Bar 125.00	Evans Ski-Roll 95.00
Hawaii 395.00	400 Cups 185.00	Ex. Dale Gun 55.00
Hi-Fi 445.00	5 Andico Coffee Venders 395.00	Ex. Gun Patrol 185.00
Ice Follies 195.00	COUNTER MACHINES	Ex. Six Shooter 145.00
Tropics 225.00	5 ABT Skill Guns .. \$ 20.00	Genco Basketball 350.00
Mexico 435.00	30 ABT Challenge .. 20.00	Lite League 75.00
Nevada 450.00	6 Genco Pee-Wees .. 20.00	Midget Movies, Latest Q Ball Pool Tables .. 125.00
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Spot Lite 75.00	Shockers, New 24.50	Sci. Pitch'm & Bat'm 185.00
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	20 Mer. Count. Grip .. 20.00	Wurlitzer Skee Ball .. 150.00
	17 Wizards, 5t 18.50	Super World Series .. 195.00
	4 Target Skill Guns. 18.00	Hayburners 75.00
	2 Criss-Cross 15.00	Country Fair 75.00
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	AMI Model B 195.00	Bat-a-Score Sr. 65.00
	Airon Manhattan .. 50.00	Ex. Deluxe Post Card 50.00
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	Evans Constellation. 240.00	Attling Practice 65.00
	125 Packard Wallboxes 6.50	AUTO PHOTO, completely reconditioned — \$1850.00.
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		CIGARETTE VENDORS
		5 & Col. Eastern Elec. \$115.00
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		1 & Col. Uneda 65.00
		All Factory Shopped—25c Chute.
		PX 9 Col. 110.00



Terms: 1/3 deposit with all orders, balance C.O.D.

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- ADVANCE BOWLERS\$300.00
- TRIPLE SCORE BOWLERS 195.00
- CROWN BOWLERS (Triple) 195.00
- 10th FRAME SPECIAL 150.00
- PACEMAKER BOWLERS (Large Pins) 195.00
- UNIVERSITY COIN MACHINE EXCHANGE**
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SPECIAL PRICE!
STANDARD SIZE
TITLE STRIPS
Reg. \$5.50 Value! **\$3** BOX OF SHEETS
Specify single or double.

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United Star—10th Frame 125.00
United Star—6 Player 115.00
United Manhattan—4 Player 125.00
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Bally Coney Island 50.00

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We crate and ship same day order received.

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

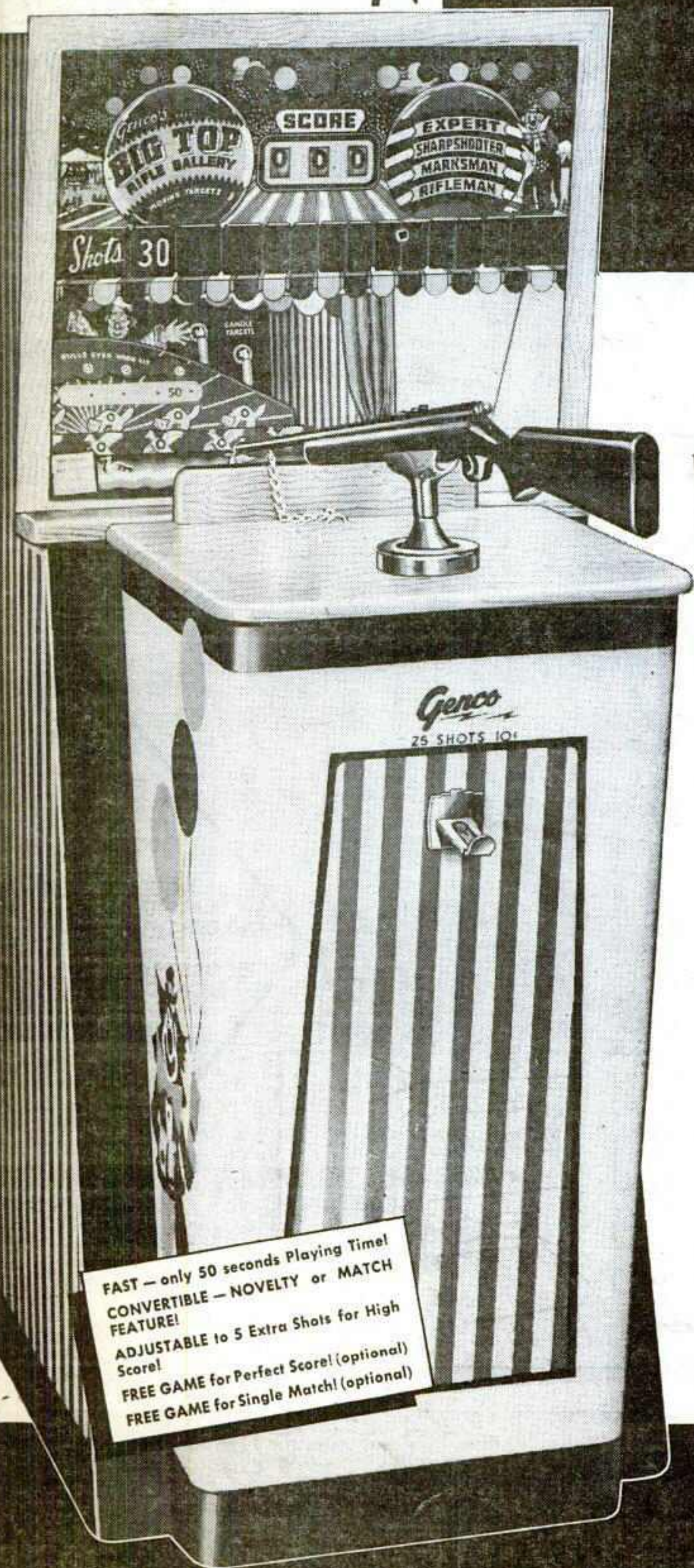
GENCO..still leading the field!



BIG TOP

RIFLE GALLERY

Featuring 2 Types of MOVING TARGETS...
Exclusive with GENCO



1

MOVING DUCKS
9 realistic ducks on moving belt—just like a real rifle range!

2

SWINGING CLOWN
Moves back and forth on pendulum... flops over when hit... resets automatically!

New CANDLE TARGETS
Player shoots out the flame (in lights)... just like a real rifle range!

PLUS — All New Fall-Over Targets

- GENUINE .22 caliber SAVAGE Rifle
- REALISTIC Gun Flash and "Kick"
- NEW STREAMLINED, Colorful Cabinet
- BRILLIANTLY LIGHTED Theatrical Effects
- SIMPLE MECHANISM... Easy Servicing

25 SHOTS 10c

CONTACT YOUR GENCO DISTRIBUTOR TODAY!

FAST — only 50 seconds Playing Time!
CONVERTIBLE — NOVELTY or MATCH FEATURE!
ADJUSTABLE to 5 Extra Shots for High Score!
FREE GAME for Perfect Score! (optional)
FREE GAME for Single Match! (optional)

GENCO MFG. & SALES CO.

2621 North Ashland Chicago 14, Illinois

The Originator of Coin Operated Guns

presents

MOVING TARGET SHOOTING GALLERY

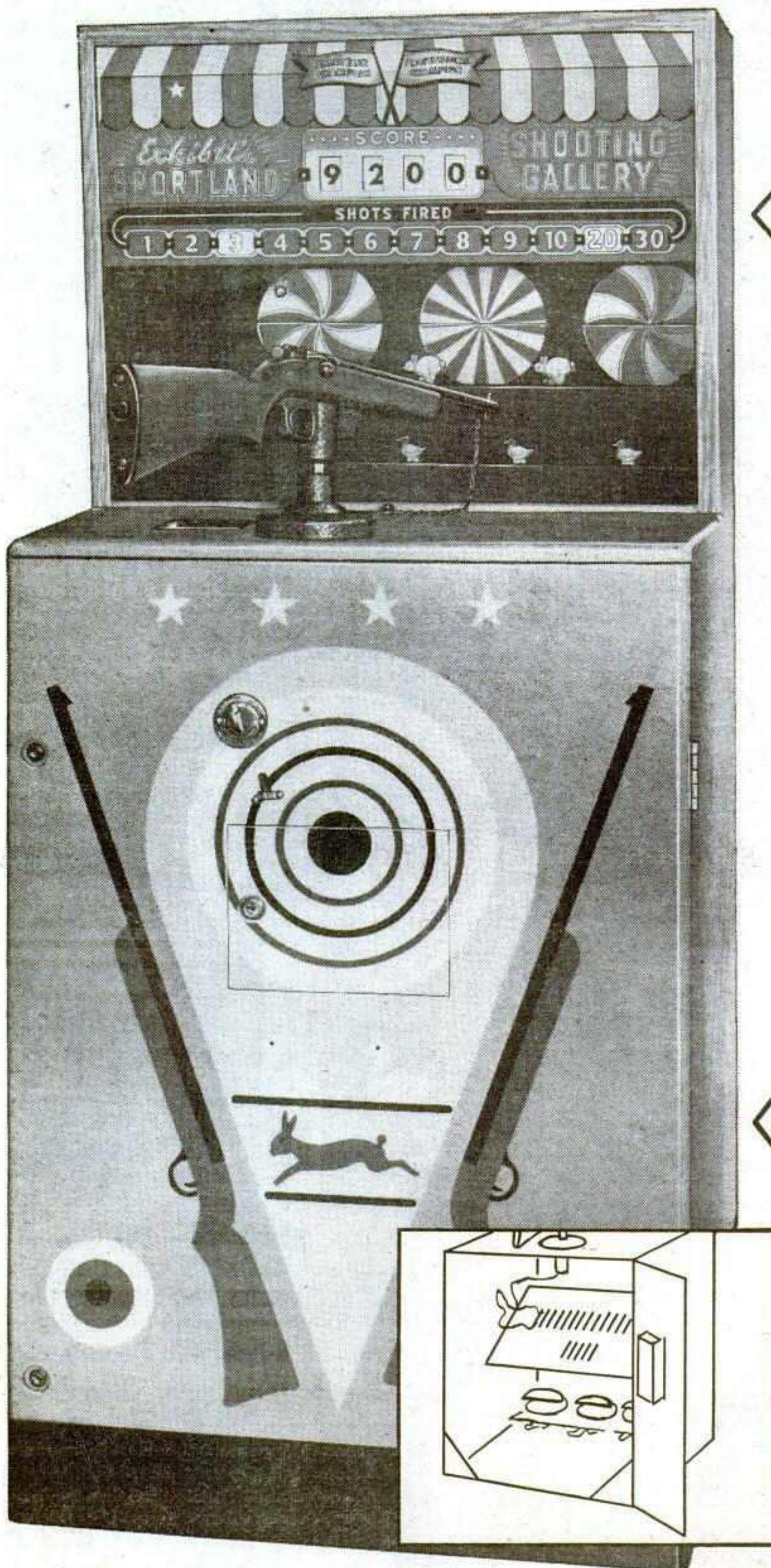
SPORTLAND
MODEL 414

ALL
MOVING
TARGETS

- LIGHT UP TARGETS
- SPINNING TARGETS
- ADJUSTABLE SPEED TARGETS
- BLACKOUT TARGETS
- STOP & GO TARGETS

ALL
MOVING
TARGETS

- REEL SCORES
- HIGH SCORES
- BONUS SCORES
- DOUBLE MATCH SCORES
- TRIPLE MATCH SCORES
- FREE PLAY AVAILABLE



JUMBO
EZ
SERVICE
CABINET

- SEPARATE DOUBLE MATCH TRIPLE MATCH AND GAME METERS
- THOROUGHLY LOCATION-TESTED BERYLLIUM COPPER CONTACT BRUSHES

JUMBO
EZ
SERVICE
CABINET

- FULL WIDTH FRONT DOOR
- OUTSIDE FRONT ON AND OFF SWITCH
- DOUBLE LOCK FRONT DOOR
- SERVICE FROM THE FRONT

ESTABLISHED SINCE 1901

EXHIBIT SUPPLY

4218 W. LAKE STREET · CHICAGO 24, ILLINOIS

chicago coin's

FIREBALL

Another FIRST in Bowling Games!



Featuring...

"Flash-O-Matic" SCORING
WITH TRAVELING SCORE LITES
IN FORMICA PLAYFIELD!



FOUR DRUM SCORING!

Players Skill Can Give
Him Top Score
of 9600

TWO
GAMES
IN
ONE!

Easily
Adjustable
from
"Flash-O-Matic"
to
Advance
Scoring!

● 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!

● The Most
Exciting and
Fascinating
Innovation in
Bowling Games
in Years!

● Available
in 10¢
3 for 25¢ Play.

chicago coin's

HOLIDAY BOWLER

Featuring New Point Credit Scoring Thrill! Player Matching Number-Star-Crown gets Added Point Credits.

Still Available!...

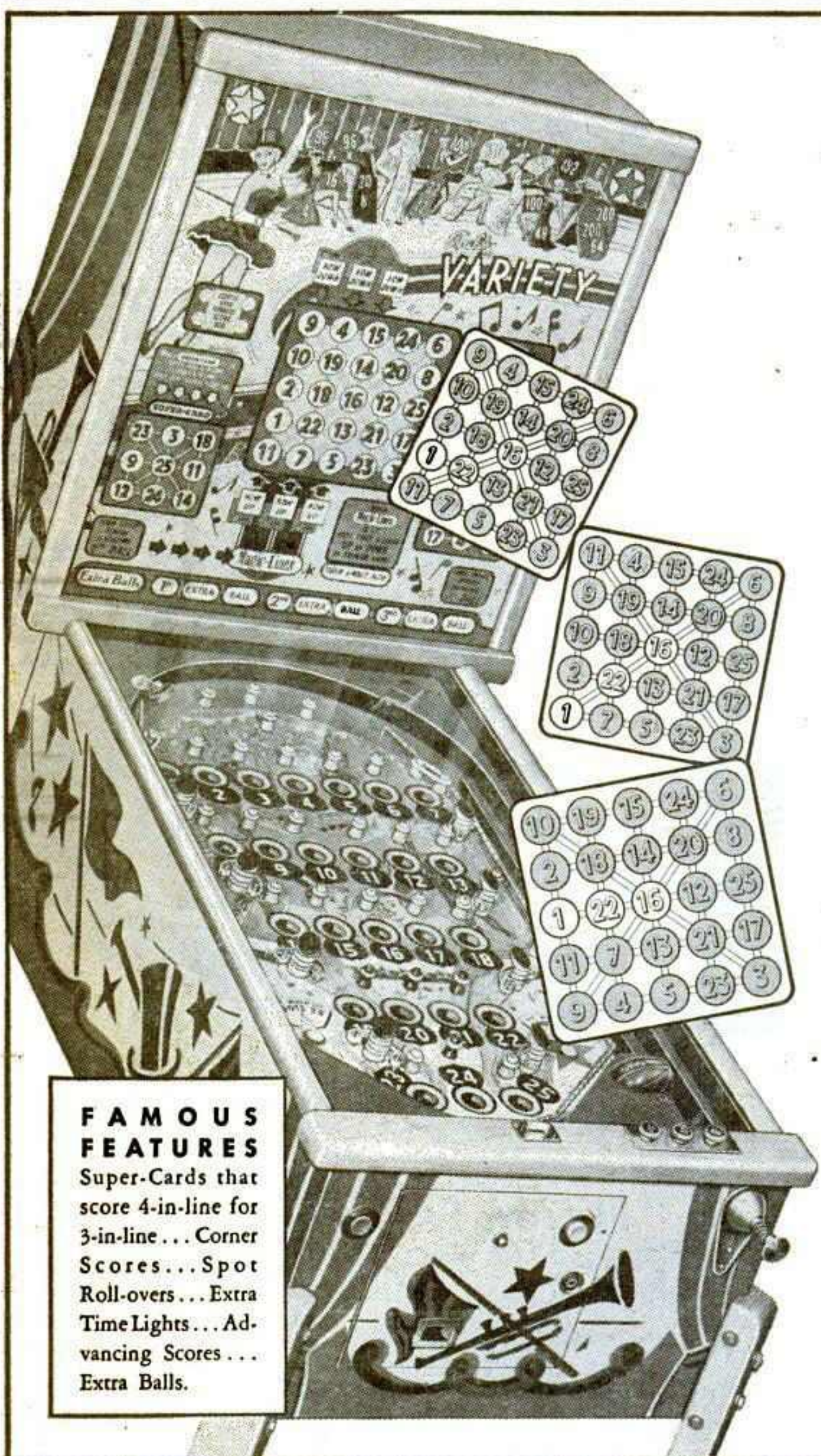
chicago coin's **SUPER HOME RUN**

6 Player Baseball Game With the Famous "Grand Stand" Home Run Feature!

chicago coin

MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14



Bally VARIETY

WITH SENSATIONAL

Magic-Lines

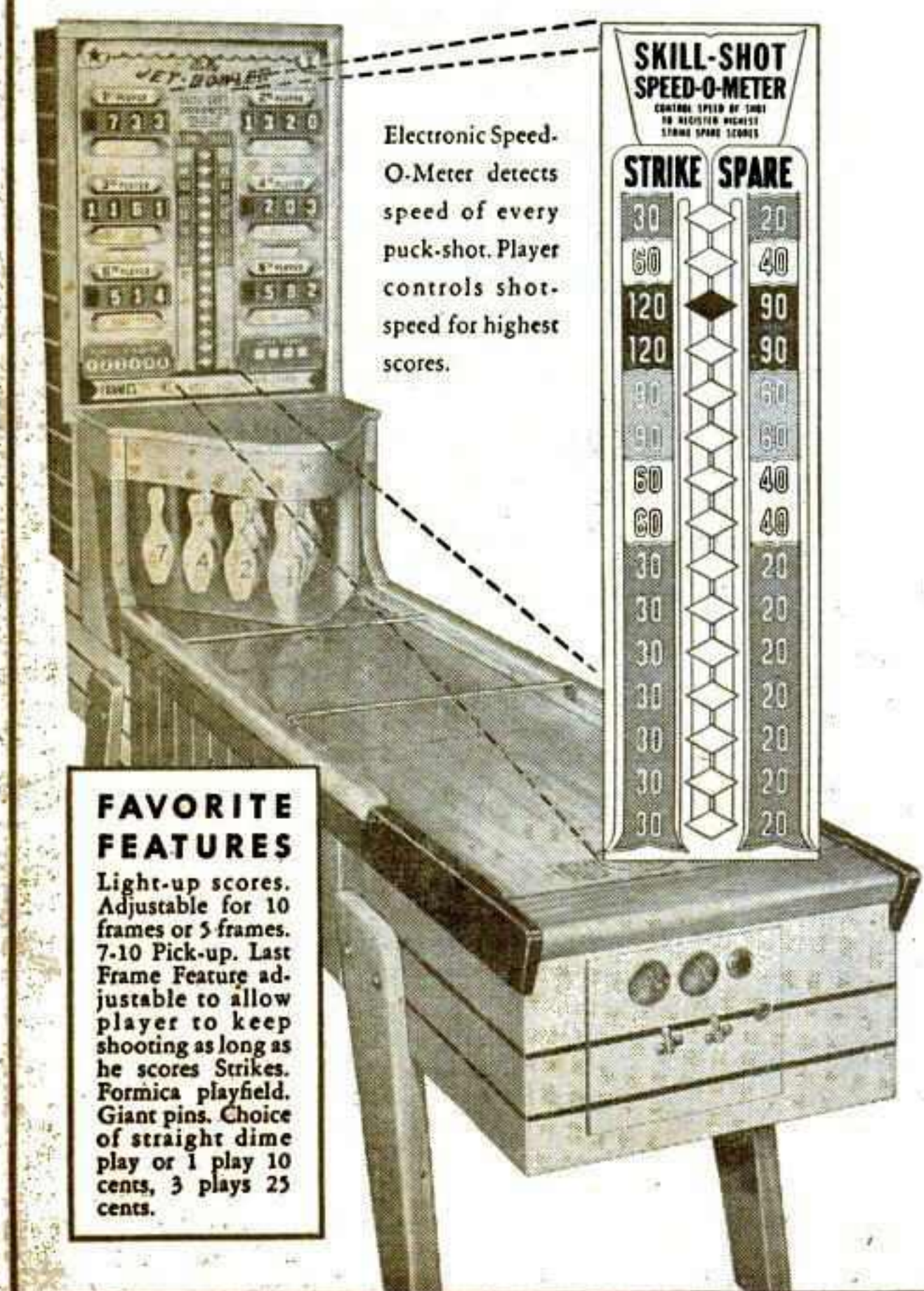
PROFIT BOOSTING FEATURE

Location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get VARIETY today.

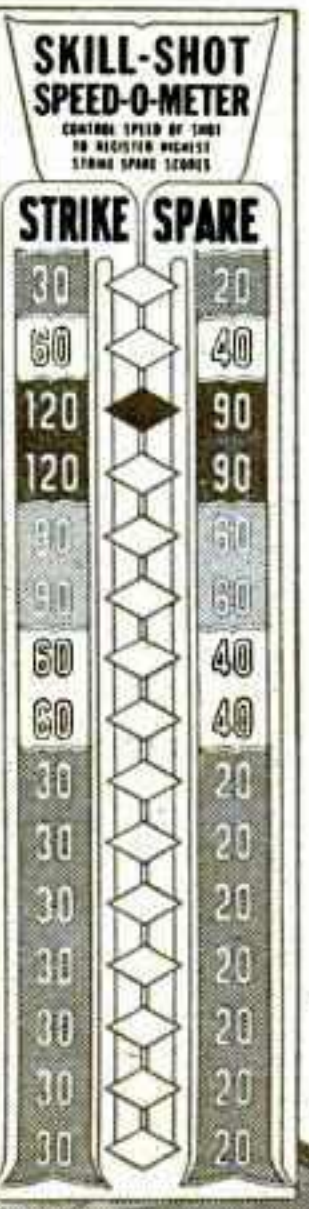
FAMOUS FEATURES

Super-Cards that score 4-in-line for 3-in-line... Corner Scores... Spot Roll-overs... Extra Time Lights... Advancing Scores... Extra Balls.

Ghost-cards above show how player moves Card-numbers UP or DOWN. Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or-DOWN. Players hail Magic-Lines as greatest extra-fun feature in years... and back up their enthusiasm with greatest cash-box approval in years!



Electronic Speed-O-Meter detects speed of every puck-shot. Player controls shot-speed for highest scores.



FAVORITE FEATURES

Light-up scores. Adjustable for 10 frames or 5 frames. 7-10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores Strikes. Formica playfield. Giant pins. Choice of straight dime play or 1 play 10 cents, 3 plays 25 cents.

Bally JET-BOWLER

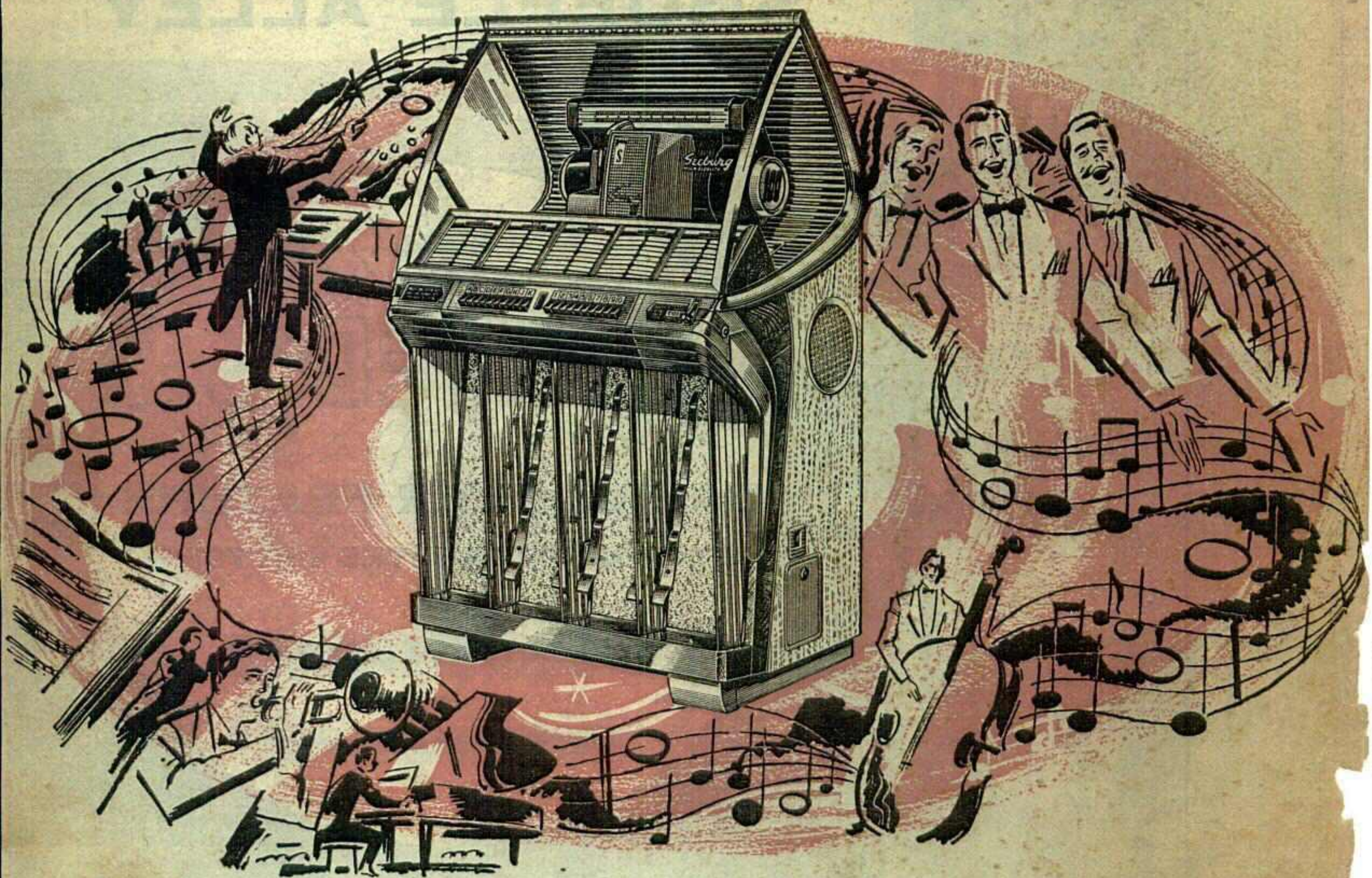
WITH MATCH-SCORE FEATURES

Rocket Bowler

WITHOUT MATCH-SCORE FEATURES

SPEED-CONTROL SKILL of skee-ball combined with AIM-CONTROL SKILL of bowling results in a bowler that really keep players coming back day after day, month after month. Get in on the big new bowler boom... get JET-BOWLER and ROCKET-BOWLER!

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois



All-Directional Sound

Another great Seeburg first!

All-directional sound is the latest Seeburg contribution to greater listening pleasure. With this amazing Seeburg development, music is beautifully and faithfully reproduced at the same tonal level everywhere in the room. To make this possible Seeburg has engineered the finest electro-acoustical system ever built into a coin-operated music system.



Mounted at the front of the acoustical chamber are two heavy-duty, 12-inch low-frequency speakers and a 5-inch high-frequency speaker. Wide-range 8-inch speakers are mounted on either side.

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois

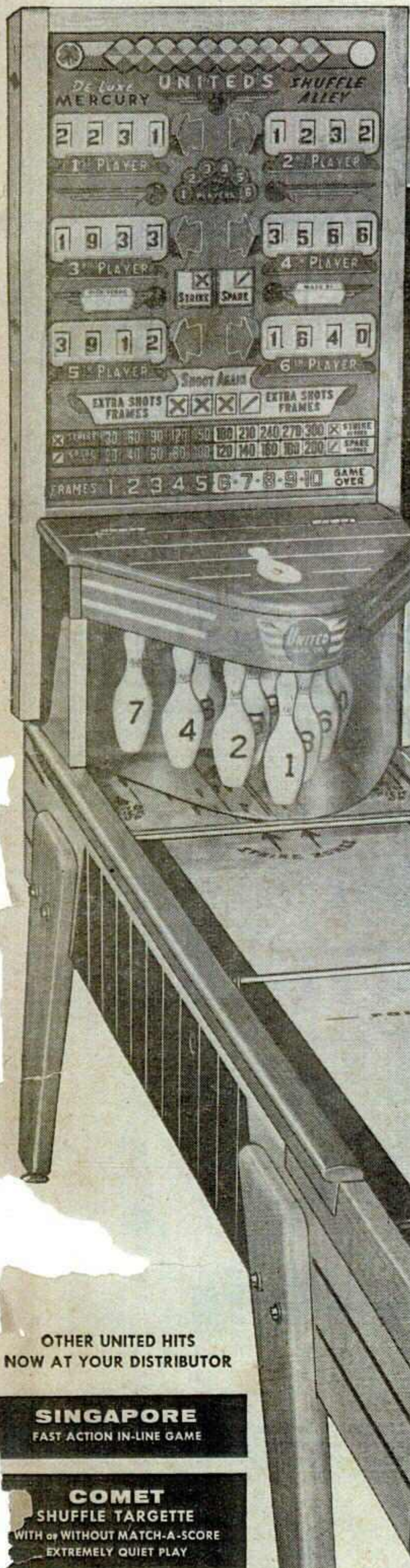


America's finest and most complete music systems

UNITED'S DELUXE

MERCURY SHUFFLE ALLEY

WITH AMAZING NEW TRIPLE MATCH FEATURE



NEW SPELL NEW

UNITED'S

NEW CARRY-OVER FEATURE NEW

STAR-NUMBER LITES LETTERS

NUMBER MATCH

CLOVER-STAR-NUMBER

NEW NEW

MATCH SCORE FEATURES 3RD OR 10TH FRAME

EXTRA SHOTS

FOR STRIKES AND SPARES
IN 6TH TO 10TH FRAMES

HIGH SCORE FEATURE

KING SIZE PINS

ONE TO SIX CAN PLAY

AVAILABLE IN
10c-3 FOR 25c MODELS

LATEST
E-Z SERVICE FEATURES

TWO SIZES
8 FT. BY 2 FT., 9 FT. BY 2 FT.,

SEE YOUR
DISTRIBUTOR NOW!

OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR

SINGAPORE
FAST ACTION IN-LINE GAME

COMET
SHUFFLE TARGETTE
WITH or WITHOUT MATCH-A-SCORE
EXTREMELY QUIET PLAY

CARNIVAL GUN
FLASHY, FAST-PLAY
SHOOTING GALLERY
WITH TIME BONUS
SCORE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



MERCURY SHUFFLE ALSO AVAILABLE
IN REGULAR SIZE
TRIPLE MAT