

# The Billboard

JANUARY 15, 1955 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Background Music Comes to the Front

Fills John Doe's Ears at Work or Play; Opens New Avenues to Juke Operators

By BOB DIETMEIER

At work or play, music's the thing.

John Q. Public and American business has found that to be true, and so has the nation's juke box operators. Background music made it possible.

The growth of background music (no newcomer to the music world and standard furniture in many restaurants for years) was sparked by the introduction last year of long-playing magnetic tape equipment which virtually opened up all business locations for background music.

The juke box operator hasn't been caught napping. Operators, whose business once was mainly in bars and cafes, are broadening their musical horizons and selling their services to retail establishments—such as supermarkets and drugstores—industrial plants and office buildings.

### New Income

While the juke box is certain to remain the mainstay of the operator's business, operators pioneering with taped and wired music, in addition to juke box background units, have opened the door to a new source of income.

These background music units available from juke box manufacturers, and the long-playing magnetic tape equipment made available last year by at least five major tape music firms, have provided operators the opportunity to supply tailor-made music to fit any business.

The trend has just begun, but already a number of operators across the country are successfully using all the various forms of supplying recorded music.

A virtually unlimited market has opened up to the juke box operator, with music equipment enabling him to expand with locations wanting music but unable to use a juke box. Since neither tape nor wired music is selective, neither is competitive with the juke box.

### Lots of Customers

Every retail outlet—supermarkets, drugstores, barbershops, bakeries, banks, etc.—has now become a potential customer for music, besides industrial plants, office buildings and institutions, which until now have been supplied with background music chiefly by such functional music firms as Muzak.

## George Gobel Eyes TV Film

HOLLYWOOD, Jan. 8.—The George Gobel Show will join the trend toward film next season if an experimental pic, for which network execs have given their okay, shows that the program can be done as well or better on film than live.

Feeling among members of Gobel's production crew is that if the comic can put himself over on celluloid, the many advantages accruing, such as residual possibilities, freedom of movement, and ability to edit the show before it goes over the air, will dictate the change.

## EDDY ARNOLD CUTS HIS OWN TV FILM PATH

NEW YORK, Jan. 8.—Eddy Arnold's new TV film venture is unique, in that the country and western star is wholly financing the series himself, with the Walter Schwimmer company in only on a straight distribution deal.

When William Morris first made it known that Arnold was interested in doing a film series, two major producer-distributor outfits offered to finance it partially or completely. However, Arnold rejected both offers on grounds that the terms were too stiff, e.g., 35 per cent off the top, and another 35 per cent from the remaining 65 per cent for the firms, leaving Arnold only 30 per cent of the gross, out of which he would have had to pay agent and management fees.

Consequently, he hired his own producer-director-writer Ben Park and has already completed five full half hours, and opening and closings on 21 additional segments, under the banner of Eddy Arnold Productions. His enterprise may have set a precedent for TV film activities of other musical stars. At any rate, Patti Page recently announced plans to finance her own TV

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## New Income Studies Face Publishers as Sheet Music Drops

Performances' Future, Multi-Split Pie Pose Need for a Re-Appraisal

By PAUL ACKERMAN and JOE MARTIN

NEW YORK, Jan. 8.—The nation's No. 1 pop song in 1954, according to The Billboard's Honor Roll of Hits, "Little Things Mean a Lot," written by Edith Linderman and Carl Stutz and published by Feist, sold about 280,000 copies of sheet music.

The tune, which skyrocketed into fame via a Decca record by Kitty Kallen, had a run of 26 weeks and during much of this period occupied top position on the Honor Roll. The position on the Honor Roll is predicated upon record sales, sheet sales and performances.

### Bygone Days

For the music business, this brief history is meaningful. For it highlights the fact that even a top ballad with a much longer-than-usual run cannot rack up a sheet sale comparable to hits of some seven years ago. Lesser tunes have a sale which is "frighteningly" small. "Nothing," a publisher re-

marked, "goes to 400,000, and virtually nothing goes to 300,000." This is the measure of today's sheet music business.

For the average pop publisher and songwriter, there is only one important predictable income source—performances. Mechanical royalties are generally only sufficient to help the over-all promotional endeavor.

The downward trend of sheet sales—traditionally the most important segment of a publisher's and writer's income—has been steady for years. Thinking music men, even those whose sheet sales are relatively good because of vast standard catalogs, view the situation with a note of alarm. They feel that even the performance income at present is lush, the future of the business cannot be considered stable in the event this remains the only lucrative source of pop income.

### Re-Appraisal Needed

An urgent re-appraisal of publisher operations is necessary, one top music man stated this week, a re-appraisal which should take into consideration several factors having a tremendous bearing upon present and future income.

These factors include increasing reliance upon performances, the rapidly increasing membership of the performing rights societies—a condition which is expected ultimately to diminish the monetary value of the basic measure of performance—and, thirdly, the fast rate with which great standards are entering the public domain, thereby decreasing the value of some catalogs and posing the question of whether the business, in its present frantic pace, is geared to replace these standards.

That the business is performance-oriented has been recognized a long time. Publisher operations are based upon this premise and are logical in view of money directly accruing from this source. There is also the promotional value (and income) accruing indirectly from performances.

### Performance Status

A majority of pop publishers, however, feel that altho they do well enough on performances to

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## NEWS OF THE WEEK

### Princess Pictures Acquires 13 Features to Add to Own Output . . .

Burt Balaban's Princess Pictures has picked up 13 star-studded feature films to add to the 13 that Princess itself produced for first run on TV. The 26-picture package will henceforth be distributed by Flamingo Films. The original 13 by Princess were handled by Vitapix until it went out of active distribution in its deal with Guild Films. . . . Page 5

### ABC-TV's Chapin Takes Dim View of Spectaculars; Points to Ratings . . .

The Spectaculars haven't given sponsors the same dollar's worth of value on regular weekly series, according to Slocum (Buzz) Chapin, ABC-TV sales veepee, who claims that their ratings so far have more than borne out his point of view. . . . Page 2

### Top Pop Singers Follow Rhythm And Blues Trend With 'Ko Ko Mo' . . .

The manner in which rhythm and blues song material has taken over in the pop record field was further demonstrated this week when a tune called "Ko Ko Mo" was quickly recorded by Perry Como, the Crew Cuts, the Hutton Sisters and the Betty Clooney-Bill Darnell duo. . . . Page 33

### Record Mfrs. Continue to Make Price and Discount Changes . . .

The record industry continued to announce price revisions as Decca, Coral, Capitol and Mercury came thru with their new price schedules this week while Columbia made some revisions on the schedule they had previously announced. . . . Page 32

### Nationwide Survey Finds Disk Price Revisions Taken in Stride By Juke Ops . . .

The nation's juke box operators surveyed this week generally agree record industry's price changes don't affect them much. Expect changes to speed 45 r.p.m. growth in juke industry, feel that price changes in both 78's and 45's would tend to offset each other. . . . Page 86

### Pall Mall Moves Into 3rd Place In Vending Machine Sales in '54 . . .

Marks first time in history of cigarette vending industry that a king-size brand is numbered among top three brands. Vend, magazine of automatic merchandising, reveals top sellers in advance of publication of its 1955 market data and directory edition. . . . Page 82

### Hazel Bishop Compares Rating And Costs; Wants Out on Spectacular . . .

Hazel Bishop continues to pressure NBC-TV to allow it to move out of its partial sponsorship of the Sunday night spectacular. The sponsor feels the ratings of the show haven't justified its costs. . . . Page 2

### Clyde Beatty Sells Interests To Former Ringling Executive . . .

Clyde Beatty sold controlling interest in his circus to Art Concello, former Ringling manager, in a move expected to revitalize the Beatty circus. The trainer will continue his wild animal act and keep a share in the show. . . . Page 63

### John North Changes Policy; Ringling Show to Be Televised . . .

Dress rehearsal of the Ringling-Barnum circus is to be televised in March at New York's Madison Square Garden as a result of a Havana, Cuba, conference at which John Ringling North reversed his stand which had prohibited TV cameras at the circus. . . . Page 74

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## Top Radio, TV Tunes for '54

NEW YORK, Jan. 8.—The tune with the largest radio and TV audience in the country in 1954 was "Secret Love," according to the Peatman Annual Survey of Song Hits. Second was "Young at Heart"; third, "Hey There," from "Pajama Game"; fourth, "Stranger in Paradise," from "Kismet"; and fifth, "Wanted."

In the standard category, the top tune was "Tea for Two." Second, "Just One of Those Things," and fifth, "Happy Birthday to You." In order, the next five standards were "St. Louis Blues," "Easter Parade," "Begin the Beguine," and "White Christmas."



## ABC Exec Looses Another Blast at TV Spectaculars

### Sales Veepee Cites Trendex Ratings And Points to Six Areas of Weakness

NEW YORK, Jan. 8.—Throwing a new log on the flame of controversy that's been raging over the subject of TV spectaculars, Slocum (Buzz) Chapin, ABC-TV's sales vice-president, this week again blasted away at the theory of spectaculars on six specific fronts.

Chapin's attack follows up a forecast he made last summer, before the spectaculars hit the air, that they would not give bank-rollers the same dollar's worth of advertising obtainable from a regular weekly TV series. (The Billboard, August 7.)

Now stating, in effect, that his forecast has been borne out, Chapin pointed to ABC-TV's "Disneyland" as an example of a show that has achieved success because of its adherence to the accepted principles of TV advertising. The spectaculars, he indicated, have failed because they have violated the established tenets. "In most cases," Chapin said, "the spectaculars drew smaller Trendex ratings than their competition." Also, he stated, "spectaculars have shown up poorly on a cost-per-thousand basis."

#### Six Lessons

The lessons to be learned from the failure of the spectaculars, according to Chapin, are: (1) the power of the weekly dialing habit of audiences is not to be underestimated; (2) continuity of format is highly important in building audiences; (3) sponsor identification cannot be obtained from shows following the spectacular theory of sponsorship; (4) advertisers cannot

utilize spectaculars as a merchandising aid in selling their products; (5) pretentious, large-scale productions are in conflict with TV's intimacy; (6) high budgets do not necessarily make a good show.

Trendex research figures give the five NBC-TV Sunday night spectaculars an average rating of 19.4, with a 34.6 per cent share of audience against CBS-TV's averages for the competitive time period of 30.2 rating and 53.8 share of audience. The CBS shows competing with the Sunday night spectaculars are "Private Secretary" and "Toast of the Town."

The four NBC-TV Saturday night spectaculars, the only night

on which they came out on top, delivered an average Trendex rating of 24.7 with a 45.1 per cent share of audience. The CBS-TV competition pulled in an average rating of 19.2 with a 35.0 per cent share of audience. Despite the rating lead by the spectaculars on this night, the opposition sponsors are believed to have enjoyed a much better cost-per-thousand break.

The three Monday night NBC spectaculars had a 23.2 average rating with a 37.8 per cent audience share, while the CBS-TV shows in competition averaged a 29.7 rating with a 48.5 per cent share of audience.

## DEADLOCK ON BIG SHOWS

### Bishop Pressures for Release on Spec Pact, NBC Stoutly Says Nix

NEW YORK, Jan. 8.—NBC-TV has been under continuing pressure from Hazel Bishop to relieve it of its obligation to continue its partial sponsorship of the Sunday night spectaculars on the network. So far the web has stoutly refused to let Bishop move out of its contract which runs thru the season, indications being that the advertiser will have to stay with the show.

Five spectaculars have been pro-

grammed so far on Sunday nights, whose ratings thus far have failed to justify the gigantic expenditure of money, according to Hazel Bishop. The firm's advertising is handled by Raymond Spector, who has been critical of the spectaculars since their beginning and whose yelps were partially responsible for several changes, among which was its shift from NBC's large Brooklyn studios to the Colonial Theater in Manhattan.

#### Sunday Blues

The Sunday night spectacular has given the network its most trouble. It has just received a renewal for its Saturday night extravaganza from Oldsmobile, and Monday's spectacular has hit a fairly even keel. Neither program has caught the fancy of viewers in the manner expected, but their ratings are better than the Sunday show.

The character of the Saturday and Sunday spectaculars seem to have changed since the initial shows. The first couple of shows concentrated on stars and star vehicles. Betty Hutton made her TV debut in an original musical, and Ann Sothern used "Lady in the Dark" as a vehicle. Now the shows use a cast of semi-regulars comprised of Judy Holliday, Steve Allen, Dick Shawn and perhaps several guest stars. "Good News" used these personalities plus the Ritz Brothers.

#### Still Off

Because of the switch in emphasis, much of the press criticism has been dissipated, but the ratings have not been helped noticeably. "Good News" scored a 17.3 Trendex for the three half hours as against the CBS-TV's opposition which hit a 30.6.

NBC's president, Sylvester (Pat)

## 'LUCY' LOVERS GIRDLING WORLD

NEW YORK, Jan. 8. — "I Love Lucy" is starting to catch on fire as a global video property. The Canadian Broadcasting Corporation has already cleared time for the situation-comedy on a full network of 18 stations. Heinz of Canada has bought the property for regular weekly sponsorship snatching it away from 15 other sponsors who indicated interest. The contract is for a full year.

The program has already been optioned by Lehn & Fink for all of Latin-America. Lehn & Fink just bought re-runs of the show on Sunday afternoons on CBS-TV beginning in April. And McCann-Erickson has also optioned "Lucy" for Honolulu. Options on the property has also been given in Mexico City, San Juan, P. R., Havana, and Australia.

## Kent to Drop 'Father Knows' For Live Show

NEW YORK, Jan. 8.—Kent cigarettes is dropping "Father Knows Best" at the end of its 26-week contract. The program is now in its 13th week on the CBS-TV network on the Sunday 10-10:30 p.m. slot. The advertiser has retained the time.

The film series was let go for a variety of reasons. The sponsor had a cheap live melodrama in the same spot last season and "Father Knows Best" did not better its ratings sufficiently to justify its greater cost, which is in the neighborhood of \$30,000 weekly. The cancer scare also has hurt cigarette sales.

The program was not helped, of course, by the fact that "Honestly Celeste," which preceded it for a good number of weeks, failed to pull any audiences. Kent is now in the market for a cheap live show to see if it can duplicate its success with "The Web."

## CO-OP TEST

### ABC Plans Repeat on 'Ozark' Seg

NEW YORK, Jan. 8.—ABC-TV's new co-op sales plan, which got its first successful test on the Kukla, Fran and Ollie show Christmas Day, will be tried out again on the web's new "Ozark Jubilee" stanza, which bows Saturdays, 9-10 p.m., on January 22.

The first half of the show will be offered on the new co-op basis; the second half will be sold as a regular network package. The move will enable the web to compare the coin the same show can bring in one way as against the other.

ABC's co-op plan calls for each station to set its own program cost for the stanza and to return 30 per cent of the revenue to the network.

## Terrytoons Opens Merchandise Drive

NEW YORK, Jan. 8.—Terrytoons is putting on a renewed drive in merchandise licensing. Selwyn Rauch, who heads the licensing division of the veteran cartoon producer, says he's negotiating with some 20 manufacturers right now, particularly on "Mighty Mouse." Terrytoons produces "Barker Bill's Cartoon Show" on CBS-TV, 5-5:15 p.m. daily, sponsored by General Foods.

## NBC May Sked Big Film as Spectacular

NEW YORK, Jan. 8.—NBC-TV is playing around with the notion of programming a top quality motion picture as one of its spectaculars this season. Negotiations have already been entered into between the network and several independent producers to see how important a film can be secured for a spectacular.

The idea is obviously sparked by the success experienced by General Teleradio with its "Million Dollar Movie" film package. The GT films, which include a group of top independent features, have gotten ratings which are little short of sensational considering that in most cases they are bucking network competition.

From an economic point of view, the idea of using a film makes a great deal of sense to NBC. The

network is spending an estimated \$250,000 per show for talent. For that sum it obviously is in a position to romance even the major film producing companies. Such a buy would also enable the hard-pressed Liebman producing unit to take several weeks off, which should also have beneficial effects in terms of rest and preparation for subsequent shows.

#### Films Available

But the most promising and most easily obtainable features are owned by David Selznick and Samuel Goldwyn's wife. The latter group of films were given to her by her husband, who produced them. Selznick's product features stars like Ingrid Bergman, Jennifer Jones, Shirley Temple, Louis Jourdain, Gregory Peck, Lionel Barrymore and others.

In the Selznick package are such moneymakers as "Duel in the Sun," "Tom Sawyer," "Spellbound," "Since You Went Away," and "The Paradine Case." These pictures were already offered to TV at an estimated \$250,000 per film, but the price at that time was considered too high. NBC has the

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## Olds Ponders Garroway Buy

NEW YORK, Jan. 8.—The Oldsmobile division of General Motors this week indicated interest in the sponsorship of the new Dave Garroway nighttime show, which would follow the Friday night fights on NBC-TV. The program would consist of interviews with celebrities at famous places in New York City, such as the Copacabana night club, Rockefeller Center skating plaza and other well-known spots.

The show would be done via remote pick-ups and consequently would offer much more than the usual interview. The format is such that the program could be expanded or contracted as is necessary to meet the demands of the time period.

## Geritol Quits On 'Stranger'

NEW YORK, Jan. 8.—Geritol this week cancelled "The Stranger" on the Du Mont network after being unable to clear enough stations. The melodrama, which is telecast on Fridays 9-9:30 p.m., was seen on only 23 stations.

The sponsor did not feel he was getting a large enough coverage and wanted to buy NBC-TV and CBS-TV affiliates on which he would have used kines. Du Mont, however, refused to go along with the idea and the cancellation followed.

## NCAA in Poll On Gridcasts

NEW YORK, Jan. 8.—The new TV committee of the National Collegiate Athletic Association was given an indication yesterday (7) of the sentiment among schools regarding college football video policy for next season. The NCAA, in an informal non-binding vote at its convention here, expressed a preference for continuation of national grid telecasts, with liberalization of rules which now restrict each school to one TV appearance and prohibit local telecasts.

The NCAA TV committee will meet in March, and will set its own rules, probably after holding hearings.

## General Foods Would T'cast Ringling Show

NEW YORK, Jan. 8.—General Foods is currently negotiating with Ringling Brothers & Barnum and Bailey to present its circus on NBC-TV, Tuesday, March 29, 8-9 p.m. The circus opens its season immediately afterward at Madison Square Garden here for its annual run, which lasts about a month.

Since the circus is a three and a half hour show, the video version would obviously be composed of highlights, and backstage interviews. To cool the fears of John Ringling North that it would hurt the New York box office, the program would be packaged as a giant promotion to do just the opposite—lure customers in.

Benton & Bowles will handle the show for General Foods, the first of the GF Tuesday night presentations to come under its supervision.

## ABC-TV POT BREWING

### Winchell May M.C. New Variety Show

NEW YORK, Jan. 8.—Walter Winchell will soon blossom out as a new television personality, that of variety show emcee, if current plans being made by ABC-TV jell.

The web has blueprints in the works calling for Winchell's Sunday night quarter hour news show to add another quarter hour of variety-interview-drama fare, with expansion to a full hour seen possible. Winchell would step out of his first quarter hour role as newscaster to take on the chores as emcee of the second part of what would be a half-hour stanza.

The plans will probably be put into effect when and if Ciba, which currently sponsors the 15-

minute "Horizons" show following Winchell, bows out of the picture at the end of its current 13-week cycle. Such a move seems highly likely. The Ciba show, an outside package, has not been too successful. The web, itself, is known to have been unhappy with the stanza, which is only on 18 stations.

If the new Winchell half-hour show clicks, it might very well be expanded to a full hour when and if Revlon bows out of the 9:30-10 p.m. time slot following.

Unconfirmed rumors this week also heard the name of Frank Sinatra mentioned in the industry as being slated for a new variety show at ABC-TV.



# NBC May Re-Unite Caesar-Coca Team

NEW YORK, Jan. 8.—Efforts are being made to reunite the former team of Imogene Coca and Sid Caesar on NBC-TV. After being together for several seasons, the performers went their respective ways in 1954. Each now has a show on the network.

The half-hour Coca presentation has been in trouble since its debut in the Saturday 9-9:30 p.m. spot. All kinds of formats have been tried but none, as yet, has managed to catch the public's fancy. Caesar has been doing well after

*(Continued on page 4)*

## 'SALES AWARD ANONYMOUS'

### NBC-TV'S WAGS MAKE OWN CHOICE OF BESTS

Some NBC-TV sales department wags decided that, since this is the industry's award season, there should be some recognition of special achievements by the web's sales force. These First Annual NBC "Sales Awards Anonymous," selected this week by an anonymous board of judges, were the result:

**Lanigan Challenge Trophy:** Awarded to L. Marcy for unloading the November 9 Steve Allen show while trying to push his customer into one more Pinky Lee participation.

**English Grill Bowl:** To Jack Carson for completing another year without getting Carters Pills on the network. This is believed to be a new record for defense men.

**William Paley Cup:** Awarded annually for the most spectacular cancellation on NBC. By virtue of its outstanding press coverage and magnificent drama, the Firestone affair won in 1954, establishing an all-time high score.

**Granik Medal:** Given annually for keeping a prospect alive the longest without defaulting by getting a contract. Awarded this year to several men jointly who went the full 12-month limit with Monsanto. This ties a record held by many players no longer at NBC.

**IRT Silver Token:** Awarded to first T-H-T salesman failing to submit a voucher within 24 hours after incurring expense. Uncontested in 1954.

**Ziegler Award:** To high hurdler William Ziegler for undue intrepidity in pitching daytime TV to Hershey Chocolate. Order delayed in mail.

**Nielsen Fellowship:** To Bill Martin for landing Kelly-Springfield on U. S. Open thru unsportsmanlike audience estimate.

**Ted Cott Ashtray:** Emblematic of success in extended maintenance of options. This year presented to F. Chizzini for keeping Borden on

## TV CODE TIGHTENING

# To Get NARTB OK at Time Probe Report Is Submitted to Congress

WASHINGTON, Jan. 8.—Tightening of the TV code to meet congressional criticism will be formally okayed by the National Association of Radio and Television Broadcasters' board of directors when they meet in Hollywood, Fla., January 26-28.

The board's action will take place just about the time when the Senate Juvenile Delinquency Subcommittee hands up its report to Congress. The subcommittee, which reviewed TV programming,

the hook from June to October. New record for light tackle.

Finally, to Joe Culligan for the 1955 assault on Madison Avenue, our grand award—a pass to the NBC souvenir shop on the mezzanine.

is satisfied that the broadcasting industry is seeking to curb any "crime excesses" in TV shows. The board's upcoming action is regarded as a major step in this direction.

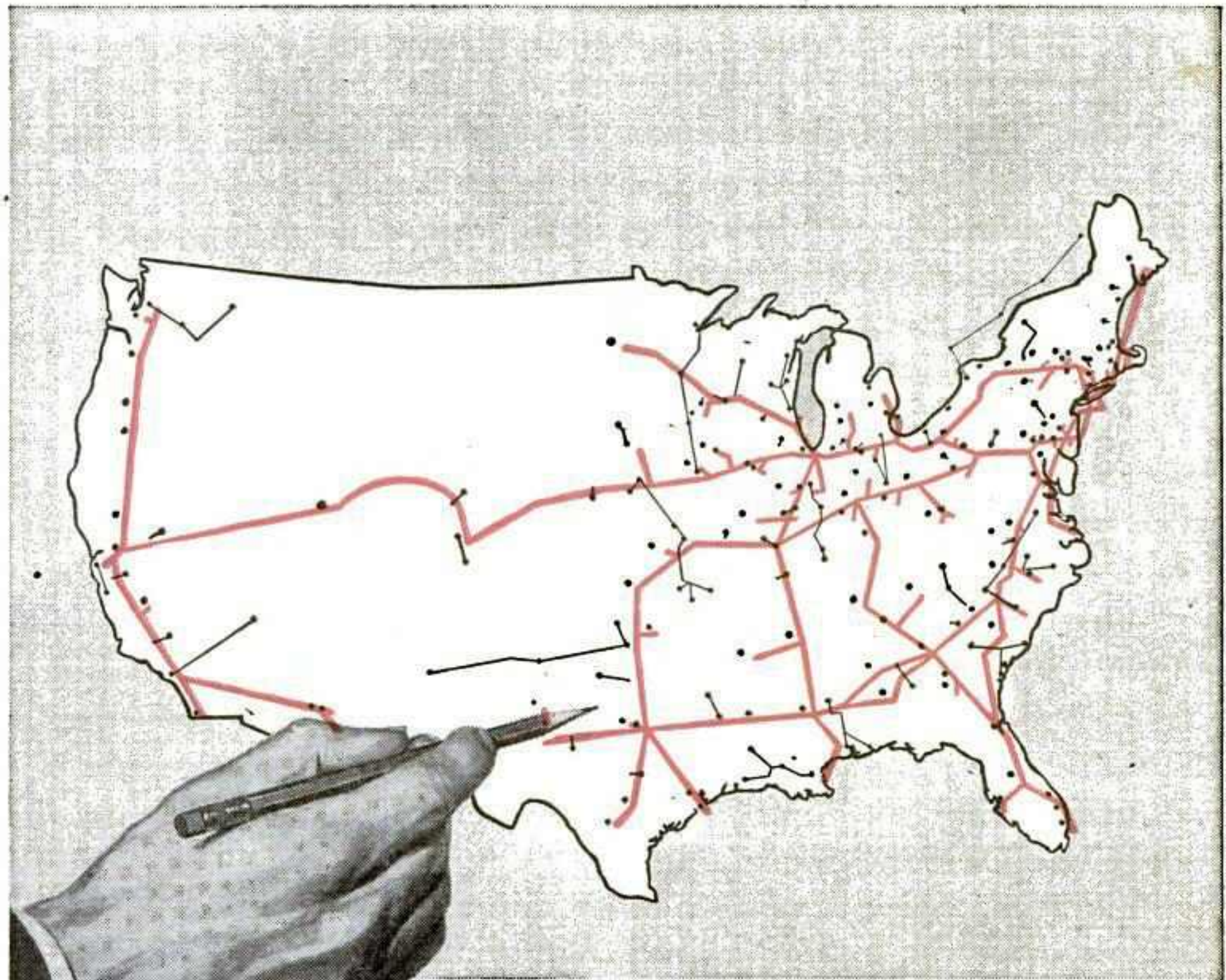
The board will give its stamp of approval to the TV Code Review Board's recently adopted recommendations to tighten the code to eliminate "the use of horror for its own sake" and to stress "avoiding material which is excessively violent or would create morbid suspense or other undesirable reactions in children."

The NARTB board's action is necessary before the code changes can become effective. It is considered likely that the board at the same time will approve widening of the code's coverage.

The TV Code Review Board will consider a plan to invite organizations allied with the TV industry to affiliate in the TV code. It is expected that a plan will be sought to make NARTB membership available to TV film producers and other related groups.

Also up for consideration will be a change in the design of the seal of good practice now displayed by TV code subscribers.

The joint TV and radio boards of the NARTB will prepare a blueprint for a full-fledged membership drive by the association this year. Also, the board will get a preliminary report from its convention committee on plans for the upcoming NARTB annual convention, which will be held in Washington week of May 22.



Red lines show the 50,000 channel miles of the television network which can carry color programs

## Color Television Network now reaches 109 cities

1954 was a big and busy year for color. Since the FCC approved the compatible system in December 1953, 50,000 channel miles of the Bell System television network have been specially adapted to carry color programs to 150 stations in 109 cities.

In addition to the big job of color conversion, the Bell System has also added 18,000 channel miles to the nationwide TV network.

Conversion of the television network to transmit color is an exacting and expensive job. New equipment must be added and hundreds of technicians must be trained in the complex color techniques in order to maintain and adjust this equipment to exact standards.

Plans for 1955 call for continued expansion of the television network—to keep pace with the industry's expanding needs.

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PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW



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# Trade Girds for D. C. Fee TV Study, But Answer Won't Come Before 1956

WASHINGTON, Jan. 8.—The long-smouldering fee TV question is at last about to get a formal going-over in Washington, but the answer won't come before 1956.

The Federal Communications Commission hopes to issue a notice next week clearing the way for filing of arguments, according to FCC insiders. This formality will lead to hearings, but deliberations will be protracted over many months.

The fate of toll television is highly uncertain. However, one thing is sure: The controversy will be blazing on many Washington

fronts. It will become a stormy issue on Capitol Hill as well as at the FCC, not to mention the various industry fronts which will be engaged in the battle with rising intensity.

Fee TV proponents, who so far have been relatively unbalked in their D. C. drive to win FCC support, now face the heaviest artillery of their opponents, who in their opening salvos are stressing the theme of "keep television free to the public."

Opponents of toll TV insist that the public should be protected in its right to view TV shows without paying a penny more than for the purchase of TV set and the servicing the set requires. It is this particular challenge which is figured surest to excite Congress' interest.

Indicative of the kind of opposition being mobilized against fee TV is a petition filed at the FCC this week by the Joint Committee on Toll-TV, a voluntary association of some three-fourths of all of the movie theaters in the nation.

### "Threat to Free TV"

The petition, signed in behalf of the movie theaters by Marcus Cohn, of the D. C. law firm of Cohn & Marks, contends that pay-as-you-see is a threat against "free television" in America. The argument is advanced that toll TV would seriously upset the nation's economy and would deprive the TV set owners of the right to choose their programs and to view their programs without cost.

This argument is considered as one which will have wide appeal on Capitol Hill. The petition contends that toll TV would undermine an investment of more than \$18 billion by the U. S. public in purchase and servicing of TV sets and that it would wreck an investment of nearly 3 billion dollars in movie theaters, to say nothing of vast investments in TV stations which might be jeopardized.

Most of today's TV set owners are people with income of less than \$5,000, Cohn argues in the petition, and a large number of them have bought their sets on installments. If the FCC announced to these people that their third largest investment (their homes and cars

are first and second) "is not what it was represented to be and that in addition to the original capital investment they must now pay in order to see programs," states Cohn in behalf of the theaters, "a hue and cry will arise in this country which will make the complaints of the 160 UHF broadcasters to the Senate and Interstate Foreign Commerce Committee sound like a muffled whisper."

### Broadcasters Vs. System

Signs are evident that the broadcasting industry will be largely against toll TV. The National Association of Radio and Television Broadcasters, in its first formal statement to the FCC on this issue, urged this week that the Commission should avoid a quick decision such as had been requested by one of the major toll TV protagonists, Zenith Radio Corporation and its subsidiary, Teco, Inc. In effect, the NARTB has emerged on the same side with the cinema houses on the fee TV issue. The Cohn petition was leveled directly against the recent request to FCC by Zenith and Teco for an immediate decision for subscription TV without hearings.

The group represented by the law firm of Cohn & Marks includes: Allied States Association, Theater Owners of America, Texas Drive-In Theater Owners of Texas, Southern California Theater Owners' Association, Kentucky Association of Theater Owners, Independent Theater Owners' Association of New York and the Metropolitan Theater Owners' Association.

The NARTB TV board of directors will take up the toll TV question at great length at the board's upcoming meeting in Hollywood, Fla., January 26.

Meanwhile, Commander E. F. McDonald Jr., Zenith president, told a national convention of Zenith wholesale dealers in Chicago that opponents of fee TV are trying to "stifle a competitor that will be able to distribute education and entertainment more efficiently and economically than they." McDonald said that subscription TV can deliver entertainment at less than one-third its present cost.

## Treyz in Pep Talk to Philly Telecast Org

PHILADELPHIA, Jan. 8.—Oliver Treyz, president of the Television Bureau of Advertising, came here this week to tell local telecasters that they've still got a big job to do on local advertisers.

Whereas national advertisers are putting three times as much of their Philadelphia money into TV as they are in newspapers, local advertisers are spending five times as much in newspapers as in TV, Treyz said in his speech before the TV Association on Wednesday (5).

Treyz presented the following figures: total TV advertising in Philadelphia during 1954 was around \$43,500,000. Of that amount, national advertisers accounted for \$36,000,000, of which \$28,000,000 was thru the networks and \$8,000,000 national spot.

Total newspaper advertising here during 1954 amounted to \$50,000,000. Of that amount, national advertisers accounted for only \$12,500,000. Local advertisers, then, plunked \$37,500,000 into Philadelphia newspapers during 1954, as against only \$7,500,000 into Philly TV stations.

## SG, Standard Brands in Talk

NEW YORK, Jan. 1.—Screen Gems this week was reported talking a deal for a vidfilm series with Standard Brands. The property the advertiser is considering is said to be "You Can't Take It With You," the Moss Hart-George S. Kaufman play.

In the event Standard Brands bought the show, it would go after a prime evening half hour. Should none be available, the program might then be nationally spot booked.

## Caesar-Coca

Continued from page 3

a few false starts and his show seems relatively secure.

Consequently, something has to be done for Miss Coca and the most likely suggestion is to team them again. But whether Caesar will go for the idea, after making out so well alone, is not known. If the plan doesn't work out, there is the likelihood that another top comedian may be brought in to share Miss Coca's show so she can again have a foil against whom she can bounce her humor.

## TvB Signs Up Memberships

NEW YORK, Jan. 8.—Oliver Treyz, president of the Television Bureau of Advertising, said this week that the board of directors, at a meeting on November 30, had approved a certain number of memberships. But he refused to say how many.

He did say that the total dues now assured TvB during 1955 totaled almost \$300,000, which is 75 per cent of its budget. The next board meeting to approve pending membership applications will be in late January or late April.

## RESTLESS PEOPLE

Mort Lewis, one of the creators of "Public Defender" and scripter for "This Is Your Life," has had his first book published, called "Freddie, the Delighted Firefly." Lewis returned to the Coast this week after spending the holidays in New York. . . . Max Jordan, formerly one of NBC's top foreign correspondents, has become a Benedictine monk and will be called Father Placid Jordan.

U. S. Steel Hour director Alex Segal and frau, and Lester and Juliet Lewis, packagers, returned Wednesday (5) from a sojourn in Havana. Segal had recently received an award of excellence from Modern Photography which resulted in his setting up all of Havana and its natives as subjects for his movie camera. . . . Dick McDaniel, former New York TV director and producer, ankleed his job of production manager at KFEL-TV, Denver, to take on duties as special investigator for Denver's district attorney. McDaniel replaces Gene Lowall, crime writer and reporter who left the D. A.'s office to join the writing staff of Erle Stanley Gardner.

Leon Kafka, formerly of the David O. Alber office, has joined George Schrier in a public relations post. . . . Ken Rockefeller, ABC-TV assistant director, has been promoted to director of the web's "Horizons" show.

Walter R. Powell, chief of the Federal Communications Commission's renewal and transfer division, will join the legal department of the National Association of Radio and Television Broadcasters, effective January 10, according to NARTB President Harold E. Fellows. Powell replaces Abiah A. Church, who left the NARTB to join the Storer Broadcasting Company. . . . Calvin J. Smith, KFAC, Los Angeles, has been elected to succeed Albert D. Johnson, formerly with KOY, Phoenix, Ariz., as director of NARTB's 16th district. Johnson's transfer to KENS, San Antonio, took him outside the 16th

## Half 'Line-Up' Time Offered By Viceroy

NEW YORK, Jan. 8.—Viceroy cigarettes this week was offering interested advertisers half its current CBS-TV show, "The Line-Up." The cigarette company is finding the cost of network TV too high, what with its heavy spot expenditures and other advertising charges. Program is on Fridays 10-10:30 p.m.

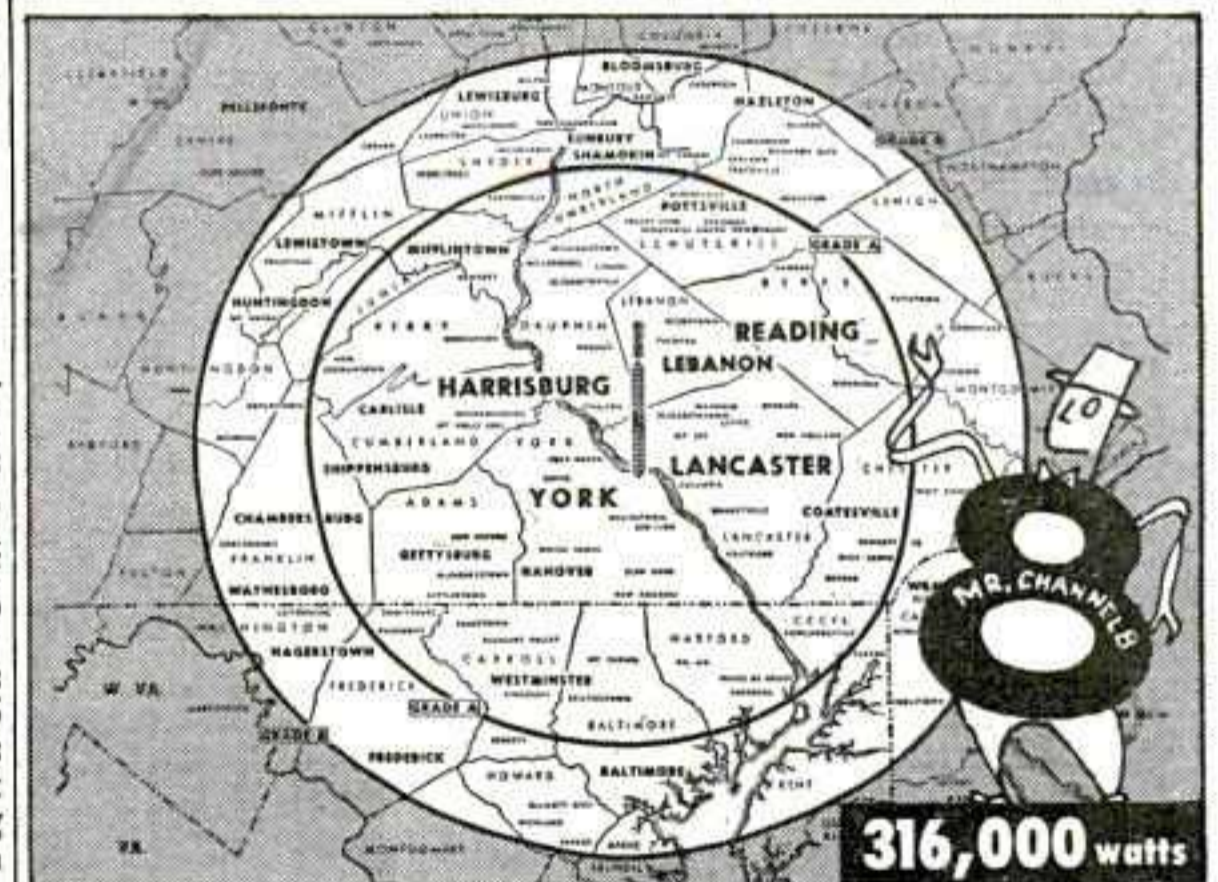
The filmed melodrama, which stars Tom Tully and Warner Anderson, has not had spectacular ratings but has done a creditable job for its sponsor. It precedes the highly rated "Person to Person," and follows "Our Miss Brooks," so that its time period has considerable value because of its adjacencies.

## 'Grouch Club' for TV

NEW YORK, Jan. 8.—NBC-TV this week was getting ready to shoot a TV kine of an old radio property, "The Grouch Club," to feature Jack Lescoulie. The program, which is ticketed for daytime will be used as a strip. It concerns itself with beefs by females. It originated on the Pacific Coast. Mort Werner is producing.

district. . . . Joseph Sitrick has been named manager of publicity and information services at the NARTB, to replace John H. Smith Jr., who has joined the Chrysler Corporation public relations staff. Sitrick was with the U. S. Information Agency.

Will Powell, son of film star William Powell, has been named co-ordinator of program development for NBC's Pacific division. . . . Robert P. Canavan, formerly with the ABC net, has joined Devney & Company, station reps, as a sales executive. . . . Ralph Kanna, production staffer at WKNB-TV, Hartford, Conn., has been upped to administrative supervisor.



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## NEWS IN BRIEF

The transfer of the license of WDTV, Pittsburgh, from Allen B. Du Mont Laboratories, Inc., to Westinghouse Broadcasting Company, Inc., for a consideration of \$9,750,000 was granted by the Federal Communications Commission last week over the dissent from Commissioner Robert T. Bartley. Commissioner Bartley said the transfer would result in "a substantial diminution of competition."

The Cherry & Webb Broadcasting Company won its seven-year fight for a TV station in Providence, R. I., last week when the Federal Communications Commission made effective a TV grant for Channel 12 originally issued to the firm in September, 1953. The grant had been held up pending hearings on a protest filed by Channel 16 of Rhode Island. C&W's first application, made in November, 1947, was caught in the TV freeze. The log-jam of cases when the freeze was lifted held up action on a second C&W application until late in 1953.

November radio and television set production established new records for the month, according to the Radio-Electronics-Television Manufacturers' Association. TV set production was 858,501 units compared with 561,237 units manufactured in No-

vember, 1953, while radio set output totaled 1,098,725, or 32,940 more units than in the same month in the previous year. Output for the first 11 months in 1954 totaled 6,513,292 TV receivers compared with 6,766,049 the year before, and 9,138,955 radios compared with 12,267,441 in a like period of 1953. A total of 1,254,305 TV receivers were equipped with UHF tuning facilities.

The Battle of Edward Lamb, owner of WICU-TV, Erie, Pa., with the Federal Communications Commission for renewal of his broadcast license took a new turn last week when his lawyer, J. Howard McGrath, asked the FCC to abandon its charges and grant Lamb's license renewal. McGrath charged that after producing 19 witnesses and 4,370 pages of oral testimony the FCC's Broadcast Bureau had not presented any credible evidence that Lamb had ever been a member of subversive organization or that he had misrepresented or concealed any facts from the Commission. The FCC ordered the hearing to start September 15 after stating it had received charges that Lamb had been a Communist party member. Lamb has repeatedly denied the charges.



## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Teens

and Their Pulse Multi-Market Ratings

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

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

Rank Order	Title and Distributor	Teens per 100 Homes	Avg. Nov. Rating
1	Cisco Kid (Ziv-TV)	34	13.7
2	Meet Corliss Archer (Ziv-TV)	28	10.5
3	Terry and the Pirates (Official Films)	27	5.7
4	Rocky Jones, Space Ranger (UTP)	26	7.1
4	Dick Tracy (Combined TV)	26	4.6
6	Annie Oakley (CBS Film)	24	14.0
6	Superman (Flamingo Films)	24	15.6
6	Wild Bill Hickok (Flamingo Films)	24	13.6
9	Death Valley Days (Pacific Borax)	23	8.0
10	Amos 'n' Andy (CBS Film)	22	11.4
10	Flash Gordon (UM&M)	22	6.6
10	Follow That Man (MCA-TV)	22	5.7
10	Foreign Intrigue (Sheldon Reynolds)	22	12.0
10	Kit Carson (Coca-Cola)	22	11.5
10	The Visitor (NBC Film)	22	4.2
16	Badge 714 (NBC Film)	21	16.5
16	Ramar of the Jungle (TPA)	21	8.9
16	Range Rider (CBS Film)	21	10.0
19	Boston Blackie (Ziv-TV)	20	10.6
20	Heart of the City (UTP)	19	3.1
20	Hollywood Half Hour (Consolidated TV)	19	5.1
20	Joe Palooka (Guild Films)	19	6.0
20	Liberace (Guild Films)	19	13.1
20	Sherlock Holmes (UM&M)	19	5.9
20	Time for Beany (Consolidated TV)	19	7.1
20	Waterfront (UTP)	19	11.5
20	The Whistler (CBS Film)	19	12.0

## CBS Film News-Sports To Give Wide Coverage

NEW YORK, Jan. 8.—CBS TV Film Sales has come up with two new shows which offer the same twist—world wide coverage—in familiar programming areas, news and sports. The syndication firm realizes that it must offer plus values in these two types of show if it is to be able to sell the series to local stations, which are programming their own news and sports shows.

Consequently, CBS Film's "Eye on the World," a half-hour show, and its quarter-hour sports show, will lean heavily on news and sports coverage around the world. "Eye on the World" will cover the five top news stories of the

week and make predictions as to their future developments. Special footage will be shot to illustrate the events. The program will also feature music, and a top name moderator. It is being prepped for a regional advertiser and will not go into syndication unless one can be found.

The sports quarter-hour will also feature a name emcee and will contain special sports footage shot in all corners of the world. Personal appearances of prominent sports figures will be emphasized. This show is also for regional sale only.

Leslie Harris is the head of CBS-TV Film Sales.

## CONNE-STEVENS ON HUNT

### Seek Plant, May Build First Studio Designed for Vidpix

HOLLYWOOD, Jan. 8.—The Ed Conne-Bill Stevens combine which headquarters at American National Studios, is looking for a new plant to house their half dozen productions, and may build the first studio strictly designed for TV filming if adequate existing quarters are not found.

The Conne-Stevens group has been doing the physical production on such shows as "Dear Phoebe," "Medic," "T-Men in Action," "Man Behind the Badge" and "Reader's Digest," with commitments running thru the summer of 1955.

The decision by the Fred Levy syndicate, which held majority interest in American National, to sell the studio to Ziv-TV apparently caught Conne-Stevens by surprise and without concrete plans as to where to continue production. The group owned 32 per cent of studio stock but apparently could not dissuade Levy from selling.

With space tight as it is, no studio could presently take on the five C-S shows as a block. There is a possibility that California Studios, with Ziv pulling out and three new stages scheduled for construction, could accommodate Conne-Stevens, or that the old 20th Century-Fox studio on Western Avenue, which has been idle for the past several years, might be

renovated. The group is reportedly seriously considering building its own facilities, however.

Estimated cost of a new plant is \$2 million. Time required would be about eight months. An agreement exists between Ziv-TV and Conne-Stevens for the latter group to remain at American National until it can find other studio space.

## MORE FILMED MUSICALS

### That's Opinion of Pic Producers After Lifting of Canned Music Ban

HOLLYWOOD, Jan. 8.—TV film producers today were in general happy that the ban against foreign canned music was lifted by the American Federation of Musicians this week altho, in practice, producers have had little trouble circumventing it anyway.

Opinion is that the new policy will result in the increase of filmed musicals, and will act as lure for some shows now live to transfer to celluloid.

Specifically, the change in AFM policy permits a producer who signs an AFM contract to use

foreign canned music in any new series he wishes, altho continuing the ban on domestic canned tracks. This makes it possible for a vidpix producer to do one series with live music while utilizing canned in others. Previously he had to use live on all shows if he wished to do so on one.

Previously policy placed signers of the AFM contract at a considerable cost disadvantage, since 5 per cent of the gross of a program using live music goes into Federation coffers.

In practice, devices worked out

by various producers have been successfully used to get around the ban. One producer, for instance, formed two companies, one to produce a show utilizing live music, and the other for one without. Another used live music without signing a contract by having the net for which he produced the show pay the 5 per cent fee.

At least one producer has been prevented from putting a situation comedy on the air because of a musical program he was filming. Jack Denove, producer of "This Is

(Continued on page 8)

## Flamingo Distributes Princess 13 Features Made for Video

NEW YORK, Jan. 8.—After months of negotiations, Princess Pictures has finally ironed out a new distribution arrangement for its 13 made-for-TV feature films that used to be distributed by the Vitapix Corporation as the "Vitapix Feature Theater."

The package will henceforth be distributed by Flamingo Films. And Princess has now picked up another 13 pictures with such stars as Jimmy Durante, Terry Moore, James Mason, Joan Bennett and Paulette Goddard to complete a package of 26.

Bob Wormhoudt, who as executive vice-president of Vitapix had been in charge of selling the package, has joined Flamingo to con-

tinue working on this series. While under the Vitapix banner, Wormhoudt sold the 26-picture deal in close to 70 markets, including about 18 of the top 25. Nearly half of those stations have run the films as hour-long dramas in Class A time.

Burt Balaban, president of Princess, is returning to England at the end of this month to start production on three Cinemascope features for theatrical release.

### Reservations

After that he intends to produce another 13 pictures budgeted for TV, which he will also hand over to Flamingo to enlarge the present package. But in getting back into this type of production Balaban

hopes to avoid two difficulties he had this year. First, he will produce the pictures at his own pace, instead of committing himself to a schedule that required him to have six films in some stage of production all the time. Second, he will retain the right to put any of the pictures into theatrical release first, if they show the potential.

The 13 pictures that Balaban has now added to the series in turning it over to Flamingo are: "Reckless Moment" with James Mason, Joan Bennett and Geraldine Brooks, originally released in 1949; "The Sundowners," Robert Preston, Robert Sterling and John Barrymore Jr., 1950; "The Torch," Paulette Goddard, Gilbert Roland, 1950; "I Love Trouble," Franchot Tone, Janet Blair, 1947; "Journey Into Light," Thomas Mitchell, Viveca Lindfors, Sterling Hayden, 1951; "The Capture," Lew Ayres, Theresa Wright, 1950. Also, "Shadow of a Man," Paul Carpenter, Rona Anderson, 1954; "High Lonesome," John Barrymore Jr., Chill Wills, 1950; "Japanese War Bride," Don Taylor, Cameron

(Continued on page 8)

## GENERAL TELE GETS NEW STAR PICTURES

Division Reported Paying Record Price For 10-Picture Moulin 1940 Package

NEW YORK, Jan. 8.—General Teleradio's Film Division was this week reported to have contracted for another group of stellar feature films, and to have paid still another record breaking price for it. The package is the 10-picture group owned by Moulin Productions produced in the 1940's and containing such stars as Gary Cooper, Claudette Colbert and Edward G. Robinson.

This is the package which The Billboard reported on November 13, 1954, was likely to get into TV in the near future. Even at that time GT was understood to have the inside track, insofar as Tom O'Neill, president of the firm, then had a proprietary interest in Moulin by virtue of a loan to com-

plete production of "Moby Dick." Since then, O'Neill stepped out of Moulin, and the TV deal seemed to have cooled.

Seen as the stumbling block to a TV deal at that time was the re-issue contract outstanding with Nat Saland's Independent Releasing Company, which had one year to go on seven of the films, and two years on the other three.

GT will probably get those first seven on a five-year lease beginning the end of 1955. These were made by Leo Spitz and Bill Goetz and released thru International Pictures, which subsequently merged with Universal. The other three, Randolph Scott Westerns produced by Nat Holt, will be picked up by GT in 1956.

The price GT is understood to have paid is \$50,000 per picture. GT paid the Bank of America a little over \$40,000 per picture for the 30 big films it acquired last March; so the new purchase would be the most expensive yet.

The pictures in the Moulin package are "Along Came Jones," "Casanova Brown," "Woman in the Window," "Belle of the Yukon," "Tomorrow Is Forever," "The Stranger," "It's a Pleasure," "Cariboo Trail" and "Canadian Pacific."

## ALAD Acquires 30 Class A's For TV Airing

HOLLYWOOD, Jan. 8.—Thirty Class A features, most of them produced in the late 1930's, have been acquired by Arthur Lyons' Artists Distributors for TV showing.

The features, with such stars as Clark Gable and Gary Cooper, were originally filmed by independent producers, including some by David O. Selznick. Most have already had second runs in theaters.

Lyons has so far not said what he will ask for the pix, altho he is reportedly trying to peddle them as a package.

## CBS-TV-Desilu-MPC Tie Looms Thru Stock Shift

HOLLYWOOD, Jan. 8.—Closer tie-up between CBS-TV, Desilu Productions and Motion Picture Center was indicated this week when voting control of studio stock passed to Desi Arnaz and Lucille Ball.

Contrary to the policy of the two other major nets, NBC and ABC, CBS has been concentrating its vidpix production at one studio, MPC. Physical production on these shows has been and is being handled by Desilu Productions, the Lucille Ball-Arnaz corporation.

Altho such concentration indicates new thinking on the part of net execs, advantages of such lumping together of web programs is obvious. The closer relationship follows the pattern in the film syndication business where there are ties between MCA and Revue, the Ziv-TV production and distribution arms and, formerly, between Cross-Krasne and UTP, as well as Guild Films and others.

ABC-TV, which has had its various filmed programs scattered thruout Hollywood studios, reportedly would like to house them under one roof as much as possible, and has even considered moving production to its own television center, altho this would entail many difficulties.

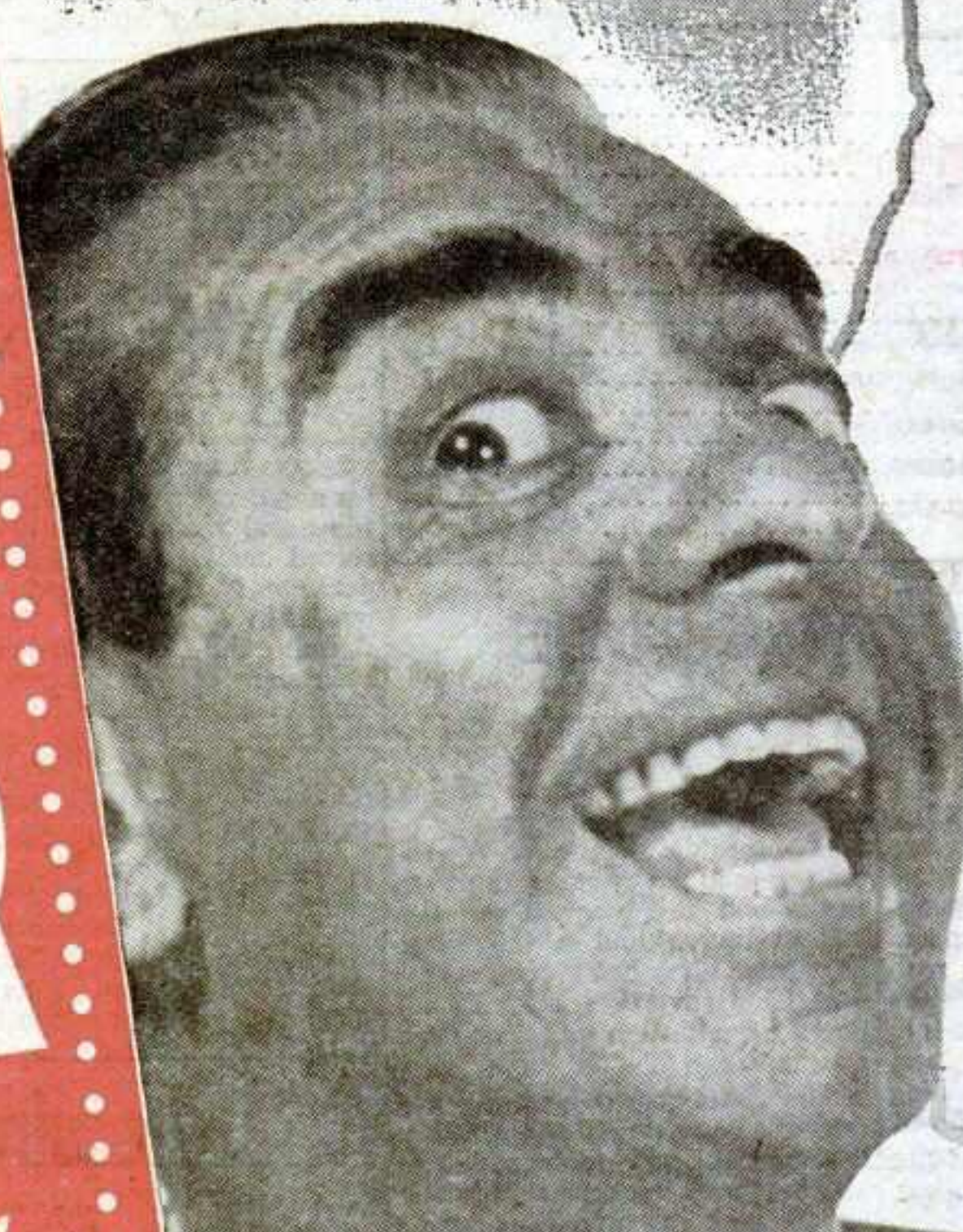
Squeeze for space is probably the principal reason for the recent affinity between the nets and certain studios, with web execs trying to assure themselves of facilities for new film programs.



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# Flamingo Distribbs Princess Features

Continued from page 5

Mitchell, 1952; "Nanook of the North," the Robert Flaherty documentary classic, 1939, and two Sherlock Holmes pictures made in England and starring Arthur Wontor.

### Film Sources

Balaban said he got these 13 from nine different sources, mostly banks. Most of the pictures were originally released by major com-

panies, tho they are all independent productions.

The 13 pictures that Princess itself made this year have such stars as Don Ameche, Lee Bowman, Marsha Hunt, Janis Carter, Jeffrey Lynn, Akim Tamiroff, Patricia Neal, Richard Ney and Peggy Ann Garner.

Princess produced its first sample film for this series in March, 1953. It made the distribution deal with Vitapix in August, 1953. Full scale production on the series started at the end of 1953 with production headquarters in Munich. After completing 11 there, the last two were done at M-G-M's studios near London.

When Vitapix stepped out of active distribution in his deal with Guild Films in October, 1954, Princess bought out its distribution contract.

## MERCHANDISING

### 'Buffalo Bill' Campaign Kicks Off

NEW YORK, Jan. 8.—On the heels of the sale of "Buffalo Bill Jr." to Mars Candy and Brown Shoe, the Mitchell Hamilburg Agency is launching an all-out merchandising campaign: on the new character. Marvin Sugarman, Hamilburg's merchandising chief, is currently working out a "BB" symbol, such as the one used to dress up all of the Annie Oakley merchandising. Further, he is preparing a line of premiums to submit to the Leo Burnett Agency, which handles the two sponsors.

Sugarman said this week he intends to move slowly in licensing manufacturers to use "Buffalo," tho he has already had inquiries from licensees of the agency's other characters, Oakley, Gene Autry, "Range Rider" and "Ramar of the Jungle." Sugarman will break his publicity on the new property in the toy and clothing trade papers within the next couple of weeks.

Sugarman pointed out that "Buffalo's" great merchandising potential stems not only from the size of the sponsor contract, which assures at least 66 episodes running in over 100 cities, but also from the nature of the show's star, young Dick Jones, who has been the featured player in "Range Rider." Jones' youthful appearance gives him natural appeal for kids. Further, he is a rodeo star, a champion athlete in a number of sports, and an experienced stunt man.

After three months' shooting on "Buffalo," which will go on the air in March, Jones is launching a personal appearance tour.

### Cunningham, Walsh Spots to Modern

NEW YORK, Jan. 8.—Cunningham & Walsh is turning all its spot TV film handling over to Modern Talking Picture Service. But the arrangement will not include Liggett & Myers. This arrangement is the result of Modern's handling of the syndicated shows Sunshine Biscuit has in four Southern markets.

Modern is now trafficking spot film—both shows and blurbs—for five of the six top ad agencies in TV billings, and 12 out of the top 20. It has deals pending with another five of the top 20.

## More Filmed Musicals Seen

Continued from page 5

Your Music," said use of live music on the comedy show would have pushed costs beyond reason, and that he has therefore had to hold off on the series.

The new policy should provide a boon to anthology producers who can now do a single show, for which live music is absolutely necessary, without having to inject it into the entire series. An entirely new area of subjects is therefore opened up.

### Dramatic Casts Down

Early signers of AFM contracts, such as Desilu Productions, are relieved that they will now be able to bring their costs down to dramatic series for which live

music is not necessary. They will be required to continue, however, to use live music on series for which it is already being utilized.

Despite the easing of the ban, producers disagree on how much additional work it will provide for musicians. Roland Reed believes that it will serve to increase music usage, pointing out that he has had to turn down a musical series because he could not have afforded to sign an AFM contract. George Stern, of Revue, on the other hand, sees no reason why his company should use live music on any of its series, and believes that the only real solution is the lifting of the ban on domestic canned music.

## 'MIL \$' SKEIN CLICKS IN D. C.

WASHINGTON, Jan. 8.—The "Million Dollar Movie" series being presented by Station WTTG (TV) is making a big hit with local viewers. Both Telepulse and American Rating Bureau's surveys during the first week of the new program estimated its audience as double the sellout seating capacity of the city's five first-run theaters. Telepulse put the number of viewers at 851,136 for "Arch of Triumph," the first film in the series. The film was presented every evening during the week.

The series is using the General Teleradio features.

## PROMOTION

### AF Offers 73 Color Films Free

NEW YORK, Jan. 8.—The Television Division of Association Films is making a special promotion of 73 color films which stations may have at no charge other than return transportation. AF has sent out a catalog of its color subjects ranging in length from 6 to 58 minutes. Most of the films are of such length that one or two of them will fill a half-hour slot. The catalog includes 27 travel films, 14 on homemaking, 6 on sports, 12 on industrial processes and 10 on health and safety. Some of them are animated cartoons.

AF is the largest distributor of industrial films, which TV stations get on a free loan basis. It also promotes these films as integrated series, the latest being "Healthfully Yours," a group of 13 including the Walt Disney cartoon for Kleenex, "How to Catch a Cold."

### Set Canada Deal On 'Blinkey' Shows

NEW YORK, Jan. 8. —Blinkey Productions has closed a Canadian deal for its "Adventures of Blinkey," show in both its radio and TV versions. The sponsor there is Ogilvie Flour Mills thru Harold F. Stanfield agency. It is picking up the radio show in 19 cities, and is due to debut the TV film series next fall, probably over the country.

### 'The Big Picture'

NEW YORK, Jan. 8.—The Department of the Army is beginning to release the 10th series in its three-year-old TV film series, "The Big Picture." The new group of half-hour films will include the combat histories of the eight divisions that fought in Korea. The public service series has had one of the widest circulations of any TV film show in distribution.

## Official's 'Robin Hood' Series Ready by April

NEW YORK, Jan. 8.—Richard Greene has signed to play the lead in "Robin Hood," the costume drama which Official Films has contracted to distribute. The half-hour film series will be produced by Hannah Weinstein's Panda Productions for April delivery. Thirty-nine films will be shot.

Panda is taking great care to get a sense of authenticity into its production. Exteriors will be shot in the Sherwood Forest and in the

town of Nottingham, the actual locale of the stories. Interiors will be shot in the Nettleford Studios. The property is being financed in pound sterling, with an American pick-up guaranteed by the distributor to pay off whatever American personnel are used in the show.

Meanwhile, Official Films this week made its first conditional sale of "The Heart of Julia Jones" to KSD-TV, St. Louis. The soap opera is being submitted to stations without a pilot film, more or less in idea form, to see whether they would buy it if it were available.

Should 40 per cent of the production cost be raised in this manner, the show will go into production. Charley Irving owns the package and will produce it. Should Official's sale of the soap work out, it would signify that local stations are ready to go into daytime video on a more ambitious scale.

Official this week hired two salesmen and opened an office in Philadelphia. Phil Mergener joined its Chicago office, after several years with MCA-TV there. And Bill Cornish moved into the New York office to cover agencies and stations. Official's Philadelphia office will be headed by Bobby Conn, who is being shifted from New York City, tho he covered the area from here previously.

## THE BILLBOARD SCOREBOARD

### TV Film Commercials In Production Since November 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials. Producers or others who desire to have their products included should send their listings to reach The Billboard's New York office no later than the 25th of each month. Listings should be for the last full preceding month.

The following symbols are used to designate types of commercials listed: LA—live action; FA—full animation; SA—semi-animation; J—jingles; S—slides.

Advertisers (and show, if any)	Products Agency	How Many	Length in Sec.	Type (C denotes Color)
<b>Academy Films, 123 W. Chestnut, Chicago</b>				
J. C. Branscombe Products—Speedy Ross—	Exerciser—A. Martin Rothbart	1	510	L
Chesty Foods—Chesty Potato Chips—Ruben Adv.	Prado Wine Co.—Melody Hill Wine—Ruben Adv.	2	60	F-L-J
Wisconsin Independent Oil Corp.—Wisco Gasoline—	W. B. Doner & Co.	2	120	L
Marks Brothers Jewelers—Cummins Power Drill—	Kit—W. B. Doner & Co.	1	30	L
Osterizer—	W. B. Doner & Co.	1	30	L
Cory Heaters—	W. B. Doner & Co.	1	30	L
Clock Radios—	W. B. Doner & Co.	1	30	L
Dormeyer Mixers—	W. B. Doner & Co.	1	30	L
Club Aluminum Cookware—	W. B. Doner & Co.	1	30	L
Toasters—	W. B. Doner & Co.	1	30	L
Trav-Ler Phonographs—	W. B. Doner & Co.	1	30	L
Indiana Fur Co.—Fur Coats—Branch Adv. Prod.	Regan Baking Co.—Regan Rolls—Branch Adv. Prod.	1	60	L
<b>All Scope Pictures, Box 16813—46, Hollywood</b>				
Chets Frozen Foods—Frozen Foods—	Ryder & Ingram, Ltd.	26	10	—
California Prune & Apricot Growers—Sunsweet	Punes—Long Advertising, Inc.	5	60	(C)
Mattel Toys, Inc.—Prince Valiant Toys—	J. Walter Thompson	1	60	—
S.O.S Corp.—Tuffy Scouring Pads—	McCann-Erickson	4	60	—
Table Products, Inc.—Duchess Salad Dressing—	Foote, Cone & Belding	5	60	—
<b>American Film Producers, 1600 Broadway, New York 19</b>				
Crosley-Bendix (Doug Edwards & the News)	Bendix Washing Machines—Earle Ludgin & Co.	1	—	L
U. S. Army—Army Recruiting—	Dancer, Fitzgerald, Sample	2	60	L
U. S. Army—Nurse Recruiting—	Dancer, Fitzgerald, Sample	2	60	L
<b>Animated Productions, Inc., 1600 Broadway, N. Y.</b>				
Chunkynut (Abbott & Costello) Candy—Peck Adv.	Power House Candy—Franklin Bruck Agency	2	20	L & F
Juicyfruit—Kelly-Nason		4	60	A
<b>Filmack Corp., 1327 South Wabash Ave., Chicago</b>				
Bendix—Bendix—Earle Ludgin	Dr. Pepper—Dr. Pepper—Grant Adv.	4	20	S
Hardware Mutual Life Ins.—Insurance—	Roche, Williams & Cleary	2	60	S
Kroger Food Stores—Food—Ralph H. Jones Co.	Sears, Roebuck—Xmas Parade—Bonsib Adv.	2	20	S
Greyhound Bus—Beaumont & Hohman	Ice Capades—Schwimmer & Scott	4	60	L
Volunteers of America—Xmas Campaign	Robin Hood Flour—Flour—H. W. Kastor & Sons	4	20	S
Silver Skillet—Barbecue Beef—Fredk Asher & Asso.		1	20	S
<b>Hartley Productions, 20 West 47th Street, New York</b>				
Catholic Charities—Thanksgiving Appeal		1	60	L (C)
<b>Kling Studios, Inc., 601 N. Fairbanks Court, Chicago</b>				
Reelfoot Hams—Hams—Noble-Dury	Steinberg Stores—Chainstores—Grant Adv.	26	60	L
Standard Oil—Oil—D'Arcy Adv.	Gold Bond Stamps—Premiums—Eischbein Adv.	1	60	F
Home Federal Savings—Savings & Loan—	Adv. Division, Inc.	10	.60 & 20	F
Chevrolet—Cars—Campbell-Ewald	Frigidaire—Refrigerators—Foote, Cone & Belding	2	60	L
Electric Cooking—Stove—Kesley TV	Forman Motors—Packards—Olian & Bronner	1	40	L
Hamilton Mfg.—Washers & Dryers—Brady Co.	Ohio Bell Tel.—Service—McCann-Erickson	3	20	F
Gem City Bldg. & Loan—Building Loans—Adv. Div.	Kellogg Company—Sugar Snacks—Leo Burnett	1	60	L
1st Federal Savings—Savings & Loan—Reeves Adv.	Miles Laboratory—Tabacin & Nervine—	10	.20 & 60	F
United Wallpaper—Wallpaper—Ruthrauff & Ryan	Light Crust Flour—Flour—Tracy-Locke	1	10	F
<b>Lalley &amp; Love, Inc., 3 East 57th St., New York</b>				
Whitehall Pharmacal (Doug. Edwards) Anacin—	Blow Co.	—	20	L & S
Procter & Gamble—Dash—Compton Adv.	Lentheric, Inc.—Various Products—	6	.60 & 20	L
Westinghouse (Studio One)—Portable Food Mixer & Coffee Maker—McCann-Erickson		2	20	L
<b>Loucks &amp; Norling Studios, 245 W. 55th St., New York</b>				
Goodyear—Tires—Young & Rubicam	Gillette—Razors—Maxon Co.	1	60	F
<b>Ray Patin Productions, 6650 Sunset Blvd., Los Angeles</b>				
Pan Am. Southern—Super Permolube—	Fitzgerald Adv.	1	12	F
Albers Milling—Flapjack Min—Erwin Wasey	Blue Plate Foods—Salad Dressing—Fitzgerald Adv.	3	.20 & 60	F
General Foods Corp.—Instant Postum—	Young & Rubicam	4	.30 & 75	F
Olympia Brewing Co.—Beer—	Botsford, Constantine & Gardner	3	.20 & 60	F
Carnation Co.—Friskies Meal & Cubes—	Erwin-Wasey	4	.20 & 60	F
Richfield Gasoline—Gasoline—Hixson & Jorgensen	Green Giant Co.—Kounty Kist Prods.—	2	.10 & 20	F
Leo Burnett Co.		4	.20 & 60	F
<b>Screen Gems, Inc., 233 W. 49th St., New York</b>				
Eastman Kodak—(Norby) Cameras—J. W. Thompson	Richard Hudnut (Hit Parade)—Quick Home	11	.30 & 60	L (C)
Permanent—Kenyon & Eckhardt	Gorham Dealers—Sterling Silver—Kenyon & Eckhardt	3	.60	L
Anso—Camera & Film—Blow Co.	Geritol—Kletter Adv.	1	10	L & F
Nabisco Second Series (Rin Tin Tin)—	Kenyon & Eckhardt	13	.30, 60 & 90	L
<b>Vidcam Pictures, 240 E. 39th St., New York</b>				
General Electric (Joan Davis)—Refrigerator—	Young & Rubicam	10	.90 & 48	L & F
Fedders—Air Cond.—BBD&O	Standard Oil (Esso Reporter)—M&P Agency	4	.75	L
N. Y. Telephone Co.—Yellow Pages—BBD&O	Whitehall Pharmacal—Hopper Home Facial—	2	60	L
BBD&O		2	60	L



## TV Film Series in Production Since November 1

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Name & Type of Show	Running Time	No. Planned (C Denotes Color)	No. Comp.	How Selling
Hartley Productions, 20 West 47th St., New York				
The Marion Palmer Workshop (Woman's)	12:30	14 (C)	5	—
Hollywood Tele. Productions				
"Travel" (Travel)	60:00	26 (C)	4 (C)	N:tl. Spot
KLING Studios, 601 N. Fairbanks Court, Chicago				
Eddy Arnold Time (Folk)	30:00	26	3	Synd.
NBC Film Division, 30 Rockefeller Plaza, New York				
His Honor, Homer Bell (Comedy)	26:00	39	—	Spnd.
Public Service Network, Inc., Box 83, Princeton, N. J.				
Consumer Sleuth Reel (Educational)	12:30	26	3	Free
Building America (Educational)	12:30	26	—	Free
Patterns of Progress (Educational)	12:30	26	3	Free
Reid H. Ray Film Industries, 2269 Ford Parkway, St. Paul				
Walt's Workshop (Educational)	26:00	104	39	Synd.
Screen Gems, Inc., 233 West 49th St., New York				
Your All-Star Theater (Drama)	26:30	39	26	Synd.
Jet Jackson Flying Commando (Child.)	26:30	39	26	Synd.
Adventures of Rin Tin Tin (Child.)	26:30	34	71	Synd.
Sportatorium, Cadiz & Industrial Blvd., Dallas				
Texas Rassin (Sports)	30:00	continuous	—	Synd.
Sportsvision, 20 N. Wacker Drive, Chicago				
Adventure Out of Doors (Sports)	12:30	26 (C)	20 (C)	Synd.
Spotlite News, 1161 North Highland Ave., Hollywood 28				
Spotlite on Hollywood (News Features)	12:30	52	13	Synd.
Television Screen Productions, 17 East 45th St., New York				
Jim and Judy in Teleland (Children)	3:25	78	52	Synd.

## NBC May Spot Major Feature As Spectacular

Continued from page 2

kind of loot kicking around to interest Selznick and beyond that has established relations with him dating from the time he produced the "Electric Light Diamond Jubilee."

In the Goldwyn group are several features that might interest the network. Among them are "The Westerner," "Dead End," "Best Years of Our Lives," and a few old pictures starring Eddie Cantor. Goldwyn's wife also experienced the same problem as Selznick when she tried peddling her pictures to TV. Both the Selznick and Goldwyn films have been re-released theatrically with varying results.

The films could either be purchased outright by NBC or leased for one showing only. The price would have to be high for an NBC spectacular, for the picture would enjoy tremendous promotion and its value to the producer would decrease accordingly. If the picture were bought, however, NBC could turn it over to its Film Division for sale on a syndication level and in that manner would certainly recover a substantial portion of its cost.

The web would naturally like to get a color film, but that may present problems. Tho many of the Selznick and Goldwyn features have been shot in good quality Technicolor, in many cases color that registers in theaters very often does not look well telecast. This obviously would be a determining factor in the selection of a film. In the event no acceptable color film is available, NBC still might buy an important black and white picture property if it thought it was strong enough to create a stir.

## Sterling Gets Atomic Series

NEW YORK, Jan. 8.—Sterling Television's Industrial Film Division is rolling a new series of 13 half-hour films titled "Atomic Energy Today." Production is being handled by Sam Orleans and Associates, veteran producer of films on the atom.

Formerly located in Knoxville and Oak Ridge, Tenn., Orleans is moving to new headquarters here for this series. It will be produced under the sponsorship of the Atomic Industrial Forum, an organization of more than 200 companies in the atomic energy field.

The first film in the series will be ready for airing in March, tho booking as an integrated series will have to wait until production is finished later in the year.

## SG Takes on Field Flack

NEW YORK, Jan. 8.—To expand service to its national clients, Screen Gems this week hired Don Garrett as its traveling press representative. Garrett will spend all his time on the road, continuously visiting TV editors and columnists to plug Screen Gem shows.

It will be the first time that an independent TV film producer and distributor has employed such additional press personnel. Garrett joins Screen Gems from David O. Alber Associates. He formerly was with WPIX.

NEW YORK, Jan. 1.—While setting plans for filming a TV soap opera penned by Mona Kent, the newly established Jamaican Film Center is negotiating deals for feature film production with Walter Wanger and Paul Gregory. The latter has "The Naked and the Dead," which he could probably make for 30 per cent less in Jamaica than in Hollywood. Wanger has three properties for which he is hunting studios.

## THE BILLBOARD SCOREBOARD

### Pilot Films in Production Since November 1

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Name & Type of Show—Star—(C Denotes Color)	Running Time	Shooting Date	How Selling
ANIMATED PRODUCTIONS, INC., 1600 Broadway, New York			
Animated Puzzles—Child.—(C)	15:00	1/1/55	Synd.
3D Puppets—Child.—(C)	15:00	1/1/55	Synd.
Drawing Lessons—Child.—(C)	15:00	1/15/55	Synd.
KLING STUDIOS, 601 N. Fairbanks Court, Chicago			
Circus Sideshow—Child.	30:00	Completed	—
The Hal and Jean Show—Comedy	15:00	Completed	—
SCREEN GEMS, INC., 233 West 49th St., New York			
Celebrity Playhouse—Drama	26:30	1/1/55	Synd.
Jungle Jim—Adven.—Johnny Weismuller	26:30	1/1/55	National
You Can't Take It With You—Comedy	26:30	1/1/55	National

## THE BILLBOARD SCOREBOARD

### Other Films in Production Since November 1

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Name and Type of Program—Star (C Denotes Color)	Running Time	Date Running	How Selling
KLING STUDIOS, INC., 601 N. Fairbanks Court, Chicago			
Parafined Carton Res. Assoc.—Animated Child.	10:00	1/1/55	—
American Bakers Assoc.—Educational	3:30	1/1/55	—
TELEVISION SNAPSHOTS, INC., 54 Park Ave., New York			
Friend of the Family—(C)	5:40	—	Free
Fiesta—(C)	8:40	—	Free
Tale of a Tea Bag—(C)	5:30	—	Free
No Dishes Tonight—(C)	4:30	—	Free
Iced Tea Time	3:30	—	Free
More Room at Home—(C)	9:07	—	Free
Fragrance for Living and Giving—(C)	6:15	—	Free
Report From New York—(C)	8:00	—	Free

## Nealis, Rowland Team Up to Produce Telefilms in Mexico

HOLLYWOOD, Jan. 1.—Advantage of cheaper production costs in Mexico as well as promotional value accruing to Rosarito Beach has led Edward Nealis, Rosarito Beach hotel operator, and William Rowland, veteran Hollywood producer, to announce formation of a company to build two sound stages at the Baja, Calif., resort and begin production of TV films next spring.

Stages will be 50 by 125 feet each. First two productions planned are "The Avenger," a series based on the adventures of Joaquin Murietta, and "Rosarito Beach Nights," a musical production.

Nealis, former Hollywood producer, will put up half the \$300,000 capital with Rowland's new World Productions furnishing the remainder. Rowland, a veteran

producer-director, has released theatrical pix thru Paramount and RKO.

Producers still face the problem of luring American talent south of the border and may run into trouble from industry labor organizations and guild's.

## Keever Named To Cron Post At NBC Film

NEW YORK, Jan. 8.—H. Weller Keever, former Central sales supervisor of the NBC Film division, this week was named its national sales head to replace Jack Cron, who resigned. Cron, one of the pioneer employees at the division, has been with it for seven years, during which it has grown into an organization which sold between \$5,000,000 and \$6,000,000 worth of film in 1954. He has not announced his future plans.

Keever has been one of the Central division's sales bulwarks, having compiled an impressive record since he joined it in 1951. His first move was to promote three of his executives: Leonard F. Warger moved upward from sales supervisor to sales manager of the Eastern sales force; Dan Curtis, from acting supervisor to sales manager of the Central sales force, and Clifford Ogden from supervisor to sales manager of the Western sales force, with headquarters in Hollywood.

## Ziv-TV Shoots More 'D.A.'s

HOLLYWOOD, Jan. 8.—Ziv-TV this week started production on the second group of 39 segments of "Mr. District Attorney" at its new studios here, formerly the American National Studios. This follows the signing of Carter Products to sponsor the show in 40 markets for the second year, effective April 1.

Among the cities in which Carter carries "D.A." are New York, Philadelphia, Los Angeles, Chicago, Detroit, Cleveland and Washington. David Brian will continue to play the title role.

Carter's agency is Sullivan, Stauffer, Colwell & Bayles.

## Fourth Block of Republic Features Bought by WCBS

NEW YORK, Jan. 8.—WCBS-TV this week bought its fourth package of Republic full-length features from the Hollywood Television Service, Republic's video subsidiary. The package consists of 26 films which include among its stars Susan Hayward, Eve Arden, Eddie Albert, Alan Ladd and Judy Canova. Most of the pictures were produced during the forties.

WCBS-TV's first buy from Republic was two packages of 52 films each, and its second was of 26 films. The exact price paid by the station is not known, but it was a good one. WCBS-TV also bought three pictures starring Tom Conway from National Telefilm Associates and another film, "The Sullivans," from Hygo Productions.

## TPA Franchising 'Lassie' Articles

NEW YORK, Jan. 8.—The TPA Merchandise Division is going to issue a few merchandise licenses or "Lassie," which Television Programs of America sold to Campbell Soup. One franchise has been issued so far. It went to Smiles, Inc., which will make a line of stuffed dogs in four or five sizes to retail from \$1 to \$7.

Advertisers (and show, if any) Products Agency	How Many	Length in Sec.	Type (C denotes Color)
Reid H. Ray Film Industries, 2269 Ford Parkway, St. Paul, Minn.			
Deere & Company—John Deere Farm Equipment	6	60	L
Geo. A. Hormel Co.—Food Products—BBD&O	1	20	L
Northern Pacific RR—Vistodome Service—BBD&O	8	60	L & F
Jacob Schmidt Brewing—Beer—BBD&O	20	60	L
Speed Queen Corp.—Appliances—Geer Murray Co.	6	15 & 30	L
Toro Manufacturer—Power Mowers—BBD&O	5	60	L
Jack Denove Productions, Inc., 7142 Sunset Blvd., Hollywood 46, Calif.			
Pacific Tel. & Tel.—BBD&O	3	50 & 115	L
General Electric—BBD&O	2	90 & 180	L

# QUALITY IS OUR BUSINESS

For COMPLETE FILM PROCESSING

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Now Celebrating our 25th ANNIVERSARY

ROUND THE CLOCK SERVICES

- Negative Developing
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- 16 mm and 35mm Release Printing
- Title Department
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### MOVIELAB FILM LABORATORIES, INC.

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starring  
in **"HIS**





A new syndicated TV series

# Gene Lockhart

## HONOR, HOMER BELL"

You feel its heartwarming humanity and enjoy its happy twists of plot. And no one in all the world of the theatre so captures that "feel of America", makes it live so lovably, so genially, so memorably as Gene Lockhart.

Through 39 half hour episodes, he lives to the full the home and professional life of a fine engaging man. And he creates a warm response for your name and your product.

### NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

30 Rockefeller Plaza, N. Y. 20

Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif. •

In Canada: RCA Victor, 225 Mutual Street, Toronto; 1551 Bishop Street, Montreal



# The Billboard's Non-Network ARB Film Ratings

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

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

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

All films shown are sold on a syndicated basis unless they are designated by a dagger

(f), in which case they are nationally spot booked. Stations are VHF unless the call letters are preceded by the letter "u" in which case they are UHF

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

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

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

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

1. Jackie Gleason, WCAU.....61.1	6. Dragnet, WPTZ.....39.2
2. Toast of the Town, WCAU.....46.2	7. This Is Your Life, WPTZ.....38.7
3. Talent Scouts, WCAU.....43.5	8. I've Got a Secret, WCAU.....37.5
4. Groucho Marx, WPTZ.....42.7	9. Two for the Money, WCAU.....37.5
5. I Love Lucy, WCAU.....42.1	10. What's My Line? WCAU.....37.3

1. Superman (Adv.), Flamingo Films.....WCAU-M, 7:00-7:30.....24.2.....Award Theater, 15.0	11. I Led Three Lives (Adv.), Ziv TV.....WCAU-W, 7:00-7:30.....14.6.....Award Theater, 11.1
2. Waterfront (Adv.), MCA-TV.....WCAU-Su, 6:30-7:00.....23.3.....Janet Dean, R.N., 7.5	12. Mr. District Attorney (Mys.), Ziv TV.....WPTZ-T, 10:30-11:00.....13.5.....Mystery Hour, 11.1
3. Liberace (Music), Guild Films.....WPTZ-S, 11:00-11:30.....20.8.....Ford Playhouse, 9.8	13. Hopalong Cassidy (West.), NBC Film.....WFIL-M to F, 5:00-6:00.....12.8.....Pinky Lee, 11.1
4. Boston Blackie (Mys.), Ziv TV.....WCAU-Th, 7:00-7:30.....18.3.....Award Theater, 12.9	14. Follow That Man (Mys.), MCA-TV.....WCAU-S, 6:00-6:30.....12.7.....Ramar of the Jungle, 11.1
5. Foreign Intrigue (Adv.), Sheldon Reynolds.....WCAU-S, 7:00-7:30.....17.1.....Hopalong Cassidy, 11.5	15. Wild Bill Hickok (West.), Flamingo Films.....WPTZ-W, 6:00-6:30.....12.1.....Ramar of the Jungle, 11.1
6. Annie Oakley (West.), CBS Film.....WFIL-Su, 6:00-6:30.....16.7.....Omnibus, 6.6	16. Hopalong Cassidy (West.), NBC Film.....WFIL-S, 7:00-7:30.....11.5.....Foreign Intrigue, 11.1
7. Badge 714 (Mys.), NBC Film.....WCAU-F, 7:00-7:30.....15.8.....Award Theater, 15.4	17. Greatest Fights (Sports), Munnie Baum.....WPTZ-F, 10:45-11:00.....11.2.....Person to Person, 11.1
8. Cisco Kid (West.), Ziv TV.....WCAU-S, 5:05-5:30.....15.8.....Pro-Basketball, 5.0	18. Ramar of the Jungle (Adv.), TPA.....WFIL-M to F, 6:00-6:30.....10.7.....Early Show, 11.1
9. Gene Autry (West.), CBS Film.....WCAU-S, 5:30-6:00.....15.8.....Rex Trailer, 2.3	19. Range Rider (West.), CBS Film.....WPTZ-M, T & F, 6:00-6:30.....10.7.....Early Show, 11.1
10. I Led Three Lives (Adv.), Ziv TV.....WCAU-W, 7:00-7:30.....14.6.....Award Theater, 11.1	20. The Falcon (Mys.), NBC Film.....WPTZ-W, 10:30-11:00.....10.4.....Best of Broadway, 11.1
11. Death Valley Days (West.), Pacific Borax.....WCAU-Th, 10:30-11:00.....13.7.....Mystery Hour, 11.1	21. Ramar of the Jungle (Adv.), TPA.....WFIL-M to F, 6:00-6:30.....10.0.....Early Show, 11.1
12. Mr. District Attorney (Mys.), Ziv TV.....WPTZ-T, 10:30-11:00.....13.5.....Mystery Hour, 11.1	22. Ramar of the Jungle (Adv.), TPA.....WFIL-S, 6:00-6:30.....10.0.....Follow That Man, 11.1
13. Hopalong Cassidy (West.), NBC Film.....WFIL-M to F, 5:00-6:00.....12.8.....Pinky Lee, 11.1	23. Kit Carson (West.), Coca-Cola Co.....WPTZ-Th, 6:00-6:30.....9.4.....Early Show, 11.1
14. Follow That Man (Mys.), MCA-TV.....WCAU-S, 6:00-6:30.....12.7.....Ramar of the Jungle, 11.1	24. Dangerous Assignment (Adv.), NBC Film.....WFIL-S, 7:30-8:00.....9.2.....Beat the Clock, 11.1
15. Wild Bill Hickok (West.), Flamingo Films.....WPTZ-W, 6:00-6:30.....12.1.....Ramar of the Jungle, 11.1	25. Abbott and Costello (Comedy), MCA-TV.....WPTZ-S, 6:00-6:30.....7.9.....Follow That Man, 11.1
16. Hopalong Cassidy (West.), NBC Film.....WFIL-S, 7:00-7:30.....11.5.....Foreign Intrigue, 11.1	26. City Detective (Mys.), MCA-TV.....WFIL-M, 7:00-7:30.....7.7.....Superman, 11.1
17. Greatest Fights (Sports), Munnie Baum.....WPTZ-F, 10:45-11:00.....11.2.....Person to Person, 11.1	27. Janet Dean, R.N. (Drama), U M & M.....WFIL-Su, 6:30-7:00.....7.5.....Waterfront, 11.1
18. Ramar of the Jungle (Adv.), TPA.....WFIL-M to F, 6:00-6:30.....10.7.....Early Show, 11.1	28. Tales of Tomorrow (Drama), Tee Vee Co.....WPTZ-S, 7:00-7:30.....7.3.....Foreign Intrigue, 11.1
19. Range Rider (West.), CBS Film.....WPTZ-M, T & F, 6:00-6:30.....10.7.....Early Show, 11.1	29. My Hero (Comedy), Official Films.....WCAU-S, 4:00-4:30.....6.9.....NCAA Football, 11.1
20. The Falcon (Mys.), NBC Film.....WPTZ-W, 10:30-11:00.....10.4.....Best of Broadway, 11.1	30. Racket Squad (Mys.), ABC Film.....WFIL-Su, 10:30-11:00.....6.5.....What's My Line?, 11.1
21. Ramar of the Jungle (Adv.), TPA.....WFIL-M to F, 6:00-6:30.....10.0.....Early Show, 11.1	31. Drew Pearson (News), U M & M.....WFIL-Su, 11:00-11:15.....6.5.....News and Sports, 11.1
22. Ramar of the Jungle (Adv.), TPA.....WFIL-S, 6:00-6:30.....10.0.....Follow That Man, 11.1	32. Mayor of the Town (Comedy), MCA-TV.....WPTZ-M, 10:30-11:00.....6.0.....Studio One, 11.1
23. Kit Carson (West.), Coca-Cola Co.....WPTZ-Th, 6:00-6:30.....9.4.....Early Show, 11.1	33. Stranger Than Fiction (Misc.), United World.....WPTZ-Su, 6:45-7:00.....5.8.....Waterfront, 11.1
24. Dangerous Assignment (Adv.), NBC Film.....WFIL-S, 7:30-8:00.....9.2.....Beat the Clock, 11.1	34. Star and the Story (Drama), Official Films.....WFIL-F, 7:00-7:30.....5.4.....Badge 714, 11.1
25. Abbott and Costello (Comedy), MCA-TV.....WPTZ-S, 6:00-6:30.....7.9.....Follow That Man, 11.1	35. Hopalong Cassidy (West.), NBC Film.....WFIL-Su, 11:30-12:30.....4.5.....Children's Hour, 11.1
26. City Detective (Mys.), MCA-TV.....WFIL-M, 7:00-7:30.....7.7.....Superman, 11.1	36. Meet Corliss Archer (Comedy), Ziv TV.....WPTZ-Su, 6:00-6:30.....4.0.....Annie Oakley, 11.1
27. Janet Dean, R.N. (Drama), U M & M.....WFIL-Su, 6:30-7:00.....7.5.....Waterfront, 11.1	36. Ramar of the Jungle (Adv.), TPA.....WFIL-M to F, 12:15-12:45.....4.0.....Love of Life; Search for Tomorrow, 11.1
28. Tales of Tomorrow (Drama), Tee Vee Co.....WPTZ-S, 7:00-7:30.....7.3.....Foreign Intrigue, 11.1	38. Racket Squad (Mys.), ABC Film.....WFIL-W, 11:15-11:45.....3.8.....Sports; Late Show, 11.1
29. My Hero (Comedy), Official Films.....WCAU-S, 4:00-4:30.....6.9.....NCAA Football, 11.1	39. China Smith (Adv.), Nat'l Telefilm Assoc.....WCAU-F, 11:30-12:00.....3.8.....Diamond Theater, 11.1
30. Racket Squad (Mys.), ABC Film.....WFIL-Su, 10:30-11:00.....6.5.....What's My Line?, 11.1	40. Colonel March (Mys.), Official Films.....WFIL-Th, 7:00-7:30.....3.5.....Boston Blackie, 11.1
31. Drew Pearson (News), U M & M.....WFIL-Su, 11:00-11:15.....6.5.....News and Sports, 11.1	41. Sports Spotlight (Sports), Tel-Ra.....WCAU-Th, 11:45-12:00.....2.7.....Various, 11.1
32. Mayor of the Town (Comedy), MCA-TV.....WPTZ-M, 10:30-11:00.....6.0.....Studio One, 11.1	42. Racket Squad (Mys.), ABC Film.....WFIL-M, 11:30-12:00.....2.1.....Late Show, 11.1
33. Stranger Than Fiction (Misc.), United World.....WPTZ-Su, 6:45-7:00.....5.8.....Waterfront, 11.1	43. Ramar of the Jungle (Adv.), TPA.....WFIL-Su, 9:15-9:45.....1.7.....News; Faith in Action, 11.1
34. Star and the Story (Drama), Official Films.....WFIL-F, 7:00-7:30.....5.4.....Badge 714, 11.1	44. Ramar of the Jungle (Adv.), TPA.....WFIL-Su, 12:00-12:30.....0.8.....Detective Time, 11.1
35. Hopalong Cassidy (West.), NBC Film.....WFIL-Su, 11:30-12:30.....4.5.....Children's Hour, 11.1	45. Racket Squad (Mys.), ABC Film.....WFIL-T & Th, 12:00-12:30 a.m.....0.8.....Tonight, 11.1

## HARTFORD, CONN. 4 STATIONS

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

1. Toast of the Town, WNHC.....67.8	6. Television Playhouse, WNHC.....53.7
2. I Love Lucy, WNHC.....62.2	7. Life of Riley, WNHC.....49.5
3. Groucho Marx, WNHC.....57.3	8. Dragnet, WNHC.....47.0
4. Big Story, WNHC.....55.7	9. Private Secretary, WNHC.....46.8
5. Mama, WNHC.....54.1	10. Dear Phoebe, WNHC.....45.9

1. Waterfront (Adv.), MCA-TV.....WNHC-T, 10:30-11:00.....23.8.....Stop the Music, 10.3	11. My Hero (Comedy), Official Films.....KTTV-W, 9:00-9:30.....14.4.....Kraft TV Theater, 11.1
2. Mr. District Attorney (Mys.), Ziv TV.....WNHC-M, 7:00-7:30.....19.8.....Early Show, 19.0	12. Racket Squad (Mys.), ABC Film.....KTTV-F, 8:00-8:30.....10.5.....Lawrence Welk, 11.1
3. Superman (Adv.), Flamingo Films.....WNHC-T, 7:00-7:30.....19.5.....Early Show, 20.0	13. The Whistler (Mys.), CBS Film.....KTTV-F, 9:00-9:30.....10.1.....Playhouse of Stars, 11.1
4. Liberace (Music), Guild Films.....WKNB-M, 8:00-8:30.....16.0.....Caesar's Hour, 38.7	14. I Am the Law (Mys.), MCA-TV.....KTLA-T, 8:30-9:00.....10.0.....Steve Allen, 11.1
5. Range Rider (West.), CBS Film.....uWKNB-S, 7:00-7:30.....14.1.....This Is Your Life, 31.3	15. Lone Wolf (Mys.), MCA-TV.....KTTV-F, 8:30-9:00.....9.9.....Lawrence Welk, 11.1
6. Lone Wolf (Mys.), MCA-TV.....uWKNB-W, 9:00-9:30.....13.6.....Strike It Rich, 31.3	16. Star and the Story (Drama), Official Films.....KNXT-S, 10:30-11:00.....9.8.....George Gobel, 11.1
7. Your Star Showcase (Drama), TPA.....WNHC-Su, 5:30-6:00.....11.7.....Omnibus, 6.5	17. Boston Blackie (Mys.), Ziv TV.....KTTV-W, 8:30-9:00.....9.3.....My Little Margie, 11.1
8. I Led Three Lives (Adv.), Ziv TV.....WNHC-F, 11:00-11:30.....10.6.....Moonlight Theater, 4.6	18. Meet Corliss Archer (Comedy), Ziv TV.....KRCA-Th, 7:00-7:30.....8.9.....Gene Autry, 11.1
9. Tales of Tomorrow (Drama), Tee Vee Co.....uWKNB-F, 8:00-8:30.....9.2.....Mama, 54.1	19. Foreign Intrigue (Adv.), Sheldon Reynolds.....uWKNB-W, 10:30-11:00.....8.6.....Line-Up, 11.1
10. Counterpoint (Drama), MCA-TV.....WKNB-Th, 8:00-8:30.....8.6.....You Bet Your Life, 57.3	20. Hopalong Cassidy (West.), NBC Film.....KTTV-W, 7:00-7:30.....8.5.....Best of Broadway, 11.1
11. Foreign Intrigue (Adv.), Sheldon Reynolds.....WNHC-Th, 11:00-11:30.....8.4.....Moonlight Theater, 4.6	21. Mr. and Mrs. North (Mys.), ATPS.....KTTV-T, 9:30-10:00.....8.3.....U. S. Steel Hour; Theater, 11.1
12. The Passerby (Drama), Nat'l Telefilm Assoc.....WNHC-F, 7:15-7:30.....7.6.....Early Show; Weather, 11.1	22. Abbott and Costello (Comedy), MCA-TV.....KTTV-F, 7:30-8:00.....8.2.....Cavalcade of Sports; News, 11.1
13. Kit Carson (West.), Coca-Cola Co.....WKNB-Su, 6:30-7:00.....7.0.....You Are There, 11.1	23. I Am the Law (Mys.), MCA-TV.....KTLA-T, 8:30-9:00.....7.6.....Steve Allen, 11.1
14. Colonel March (Mys.), Official Films.....uWKNB-F, 9:00-9:30.....6.5.....Big Story, 11.1	24. Ramar of the Jungle (Adv.), TPA.....KTTV-Su, 5:00-5:30.....7.3.....Max Liebman Presents, 11.1
15. Badge 714 (Mys.), NBC Film.....WNHC-F, 11:30-12:00.....6.2.....Moonlight Theater, 11.1	25. Gene Autry (West.), CBS Film.....KNXT-Su, 5:30-6:00.....7.2.....Max Liebman Presents, 11.1
16. Flash Gordon (Adv.), U M & M.....uWKNB-Su, 7:00-7:30.....5.9.....People Are Funny, 11.1	26. Cowboy G-Men (West.), Flamingo Films.....KABC-F, 7:00-7:30.....7.2.....Cavalcade of Sports, 11.1
17. China Smith (Adv.), Nat'l Telefilm Assoc.....uWKNB-M, 9:00-9:30.....5.4.....I Love Lucy, 11.1	27. China Smith (Adv.), Nat'l Telefilm Assoc.....KTTV-S, 5:30-6:00.....7.0.....Double Barreled Theater, 11.1
18. Dangerous Assignment (Adv.), NBC Film.....uWKNB-W, 10:30-11:00.....5.2.....Best of Broadway, 11.1	28. Captured (Mys.), NBC Film.....KTTV-W, 8:00-8:30.....6.6.....Disneyland, 11.1
19. Royal Playhouse (Drama), MCA-TV.....uWKNB-Su, 9:30-10:00.....2.2.....Television Playhouse, 11.1	29. Cisco Kid (West.), Ziv TV.....KTTV-Su, 6:30-7:00.....6.1.....Lassie, 11.1
20. Inner Sanctum (Mys.), NBC Film.....uWWLP-Su, 10:30-11:00.....1.6.....What's My Line? 11.1	30. Range Rider (West.), CBS Film.....KRCA-T, 7:00-7:30.....6.0.....Annie Oakley, 11.1
21. City Detective (Mys.), MCA-TV.....uWWLP-T, 9:30-10:00.....1.6.....Danger, 11.1	31. Your Star Showcase (Drama), TPA.....KTTV-T, 8:30-9:00.....6.0.....Steve Allen, 11.1
22. Liberace (Music), Guild Films.....uWWLP-S, 9:30-10:00.....1.6.....Texaco Star Theater, 11.1	32. Follow That Man (Mys.), MCA-TV.....KNXT-F, 10:30-11:00.....6.0.....Regal Theater, 11.1
23. Frankie Laine (Music), Guild Films.....uWGTH-Th, 10:30-11:00.....1.6.....Lux Video Theater, 11.1	33. Follow That Man (Mys.), MCA-TV.....KTLA-T, 9:00-9:30.....5.7.....Meet Millie; Fireside Theater, 11.1
24. Drew Pearson (News), U M & M.....uWWLP-Su, 11:00-11:15.....1.1.....Sunday News Special, 11.1	34. The Falcon (Mys.), NBC Film.....KNXT-Th, 10:30-11:00.....5.5.....Lux Video Theater, 11.1
24. Foreign Intrigue (Adv.), Sheldon Reynolds.....uWWLP-Th, 9:30-10:00.....1.1.....Ford Theater, 11.1	35. Scotland Yard (Mys.), Du Mont.....KNXT-T, 10:30-11:00.....5.5.....Channel 9 Theater, 11.1
26. Bill Corum Sports Show (Sports), Nat'l Telefilm Assoc.....uWWLP-M, 7:30-7:45.....0.5.....Tony Martin, 11.1	36. Beulah (Comedy), MCA-TV.....KABC-M, 7:00-7:30.....5.2.....My Hero, 11.1
27. Tales of Tomorrow (Drama), Tee Vee Co.....uWWLP-M, 10:30-11:00.....0.5.....Studio One, 11.1	37. Liberace (Music), Guild Films.....KCOP-W, 7:30-8:00.....5.1.....Disneyland, 11.1
27. Duffy's Tavern (Comedy), U M & M.....uWWLP-Th, 8:30-9:00.....0.5.....Burns and Allen, 11.1	38. Gene Autry (West.), CBS Film.....KNXT-Su, 5:30-6:00.....7.2.....Max Liebman Presents, 11.1
27. Flash Gordon (Adv.), U M & M.....uWWLP-Th, 6:00-6:30.....0.5.....News; Early Show, 11.1	39. Cowboy G-Men (West.), Flamingo Films.....KABC-F, 7:00-7:30.....7.2.....Cavalcade of Sports, 11.1

## BAKERSFIELD, CALIF. 6 STATIONS

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

1. Dragnet, KERO.....56.8	6. *Badge 714, KERO.....48.5
2. Toast of the Town, KERO.....53.5	7. *Range Rider, KERO.....47.4
3. *Waterfront, KERO.....50.9	8. *I Led Three Lives, KERO.....45.0
4. Groucho Marx, KERO.....49.4	9. Cavalcade of Sports, KERO.....45.0
5. Private Secretary, KERO.....49.1	10. *Harry Owens, KERO.....44.7

1. Waterfront (Adv.), MCA-TV.....KERO-Th, 8:30-9:00.....50.9.....Justice, 8.8	11. My Hero (Comedy), Official Films.....KTTV-W, 9:00-9:30.....14.4.....Kraft TV Theater, 11.1
2. Badge 714 (Mys.), NBC Film.....KERO-S, 9:00-9:30.....48.5.....Two for the Money, 7.9	12. Racket Squad (Mys.), ABC Film.....KERO-Th, 7:00-7:30.....47.3.....Death Valley Days, 5.3
3. Range Rider (West.), CBS Film.....KERO-Th, 7:00-7:30.....47.3.....Death Valley Days, 5.3	13. I Led Three Lives (Adv.), Ziv TV.....KERO-Su, 7:30-8:00.....45.0.....What's My Line? 10.0
4. I Led Three Lives (Adv.), Ziv TV.....KERO-Su, 7:30-8:00.....45.0.....What's My Line? 10.0	14. Follow That Man (Mys.), MCA-TV.....KNXT-F, 10:30-11:00.....6.0.....Regal Theater, 11.1
5. Private Secretary, KERO.....49.1	15. Follow That Man (Mys.), MCA-TV.....KTLA-T, 9:00-9:30.....5.7.....Meet Millie; Fireside Theater, 11.1
6. *Badge 714, KERO.....48.5	16. The Falcon (Mys.), NBC Film.....KNXT-Th, 10:30-11:00.....5.5.....Lux Video Theater, 11.1
7. *Range Rider, KERO.....47.4	17. Scotland Yard (Mys.), Du Mont.....KNXT-T, 10:30-11:00.....5.5.....Channel 9 Theater, 11.1
8. *I Led Three Lives, KERO.....45.0	18. Beulah (Comedy), MCA-TV.....KABC-M, 7:00-7:30.....5.2.....My Hero, 11.1
9. Cavalcade of Sports, KERO.....45.0	19. Liberace (Music), Guild Films.....KCOP-W, 7:30-8:00.....5.1.....Disneyland, 11.1
10. *Harry Owens, KERO.....44.7	20. Times Square Playhouse (Drama), Ziv TV.....KCOP-W, 8:30-9:00.....4.8.....My Little Margie, 11.1
11. My Hero (Comedy), Official Films.....KTTV-W, 9:00-9:30.....14.4.....Kraft TV Theater, 11.1	21. Paris Prequel (Drama), UM&M.....KTTV-F, 9:30-10:00.....4.7.....Our Miss Brooks, 11.1
12. Racket Squad (Mys.), ABC Film.....KERO-Th, 7:00-7:30.....47.3.....Death Valley Days, 5.3	22. Files of Jeff Jones (Mys.), CBS Film.....KTTV-Su, 8:30-9:00.....4.6.....Toast of the Town, 11.1
13. I Led Three Lives (Adv.), Ziv TV.....KERO-Su, 7:30-8:00.....45.0.....What's My Line? 10.0	23. Frankie Laine (Music), Guild Films.....KTTV-Su, 10:00-10:30.....4.5.....Loretta Young, 11.1
14. Follow That Man (Mys.), MCA-TV.....KNXT-F, 10:30-11:00.....6.0.....Regal Theater, 11.1	24. Hans Christian Andersen (Child), Interstate TV.....KTLA-Th, 7:30-8:00.....4.4.....Name That Tune, 11.1
15. Follow That Man (Mys.), MCA-TV.....KTLA-T, 9:00-9:30.....5.7.....Meet Millie; Fireside Theater, 11.1	

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Nov. ARB Rating	Top Opposition & Rating
5. Life of Riley (Comedy), NBC Film.....KERO-F, 8:00-8:30.....41.2.....Movie Time, 9.7	22. Star and the Story (Drama), Official Films.....uKBAK-T, 7:00-7:30.....13.0.....Football Hi-Lies, 11.1			
6. Annie Oakley (West.), CBS Film.....KERO-S, 6:30-7:00.....39.7.....Fights; Football Scores, 7.7	23. Jackson and Jill (Comedy), Consolidated TV.....uKBAK-W, 7:00-7:30.....10.6.....Blue Ribbon Boots, 11.1			
7. Racket Squad (Mys.), ABC Film.....KERO-T, 7:30-8:00.....38.5.....Stop the Music, 6.5	24. Favorite Story (Drama), Ziv TV.....uKBAK-M, 9:00-9:30.....10.0.....City Detective, 11.1			
8. Lone Wolf (Mys.), MCA-TV.....KERO-Th, 7:30-8:00.....31.8.....Gene Autry, 16.8	25. Range Rider (West.), CBS Film.....KRCA-T, 7:00-7:30.....8.2.....Hollywood Half Hour, 11.1			
9. Death Valley Days (West.), Pacific Borax.....KERO-Su, 6:30-7:00.....31.5.....Frontier Theater, 11.2	26. Gene Autry (West.), CBS Film.....KNXT-Su, 5:30-6:00.....7.4.....Movietime, 11.1			
10. Mr. District Attorney (Mys.), Ziv TV.....KERO-W, 8:15-8:45.....30.3.....Disneyland; My Hero, 25.0	27. Mr. District Attorney (Mys.), Ziv TV.....KNXT-M, 10:00-10:30.....7.1.....Studio One, 11.1			
11. Stories of Century (West.), Hollywood TV Serv.....uKBAK-M, 7:30-8:00.....28.8.....Studio One, 11.1	28. Amos 'n' Andy (Comedy), CBS Film.....KNXT-F, 7:00-7:30.....7.1.....Cavalcade of Sports, 11.1			
11. Liberace (Music), Guild Films.....KERO-M, 7:00-7:30.....28.5.....Studio One, 11.1	29. Inner Sanctum (Mys.), NBC Film.....uKBAK-W, 9:00-9:30.....6.5.....Kraft TV Theater, 11.1			
13. Meet Corliss Archer (Comedy), Ziv TV.....KERO-Su, 6:00-6:30.....27.7.....Frontier Theater, 11.1	30. Public Prosecutor (Mys.), Consolidated TV.....uKBAK-F, 7:15-7:30.....5.9.....Cavalcade of Sports, 11.1			
14. Boston Blackie (Mys.), Ziv TV.....uKBAK-M, 8:00-8:30.....26.5.....Monday Movie, 11.1	31. Death Valley Days (West.), Pacific Borax.....KNXT-Th, 7:00-7:30.....5.3.....Range Rider, 11.1			
14. City Detective (Mys.), MCA-TV.....KERO-M, 9:00-9:30.....26.5.....I Love Lucy, 11.1	32. City Detective (Mys.), MCA-TV.....KNXT-M, 10:30-11:00.....5.3.....Studio One, 11.1			
16. The Whistler (Mys.), CBS Film.....KERO-T, 9:30-10:00.....25.9.....Circle Theater, 11.1	33. Wild Bill Hickok (West.), Flamingo Films.....KABC-Su, 6:00-6:30.....5.0.....Meet Corliss Archer, 11.1			
17. Heart of the City (Drama), MCA-TV.....KERO-F, 9:30-10:00.....23.2.....Our Miss Brooks, 11.1	33. Front Page Detective (Mys.), Consolidated TV.....uKBAK-Su, 7:00-7:30.....5.0.....Private Secretary, 11.1			
18. China Smith (Adv.), Nat'l Telefilm Assoc.....KERO-S, 10:00-10:30.....18.2.....Star and the Story, 11.1	35. I Am the Law (Mys.), MCA-TV.....KTLA-T, 8:30-9:00.....4.7.....Milton Berle, 11.1			
19. Gene Autry (West.), CBS Film.....uKBAK-Th, 7:30-8:00.....16.8.....Lone Wolf, 11.1	35. Star and the Story (Drama), Official Films.....KNXT-S, 10:00-10:30.....4.7.....China Smith, 11.1			
20. My Hero (Comedy), Official Films.....uKBAK-W, 8:30-9:00.....13.5.....Mr. D. A.; Music Hall, 11.1	37. The Falcon (Mys.), NBC Film.....KNXT-Th, 10:30-11:00.....4.1.....Premier Theater, 11.1			
21. Hollywood Half Hour (Drama), Consolidated TV.....uKBAK-T, 7:00-7:30.....13.0.....Football Hi-Lies, 11.1	38. Scotland Yard (Mys.), Du Mont.....KNXT-T, 10:30-11:00.....3.5.....People Are Funny, 11.1			
22. Star and the Story (Drama), Official Films.....uKBAK-S, 10:00-10:30.....12.4.....China Smith, 11.1	39. Hollywood Half Hour (Drama), Consolidated TV.....uKBAK-Su, 9:30-10:00.....2.9.....U. S. Steel Hour, 11.1			
23. Jackson and Jill (Comedy), Consolidated TV.....uKBAK-W, 7:00-7:30.....10.6.....Blue Ribbon Boots, 11.1	39. Dateline Europe (Adv.), Sheldon Reynolds.....KRCA-M, 7:00-7:30.....2.9.....Liberace, 11.1			
24. Favorite Story (Drama), Ziv TV.....uKBAK-M, 9:00-9:30.....10.0.....City Detective, 11.1	39. D. Fairbanks Presents (Drama), Assoc. Artists.....KRCA-W, 10:30-11:00.....2.9.....Big Town, 11.1			
25. Range Rider (				



Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Nov. ARR Rating, Top Opposition & Rating. Lists various TV programs and their ratings.

Table with columns: Rank Among Films, Title, (Type) and Distributor, Station, Day, Time, Nov. ARR Rating, Top Opposition & Rating. Lists various TV programs and their ratings.

COLUMBUS, O. . . . . 3 STATIONS

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

Table listing top 10 locally rated programs in Columbus, O., including 'I Love Lucy' and 'Jackie Gleason'.

Table listing various TV programs and their ratings for Columbus, O., including 'Liberace' and 'Dick Tracy'.

DAYTON, O. . . . . 2 STATIONS

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

Table listing top 10 locally rated programs in Dayton, O., including 'I Love Lucy' and 'Our Miss Brooks'.

Table listing various TV programs and their ratings for Dayton, O., including 'Badge 714' and 'The Star and the Story'.

PRODUCTION NOTES

Com D'Andrea and Hal March, who've completed the pilot for their TV series, "The Soldiers," hope to provide a new twist to the live-film controversy.

"Mayor of the Town" winds up the first 39 pix of the series on January 28 and will take a vacation for several months.

A 15-city personal appearance tour is also in the works for Reed Hadley, "Public Defender" star, if producer, network and sponsor can agree on details.

Intimate musical show featuring singer Vici Benet is planned by songwriter Jack Elliott, who has already filmed pilot.

First night club stint is on tap this month for TV comic George Gobel since his rise to national fame.

Len Simpson, of Cross-Simpson publicity firm, was knifed last week at Glendale Physicians & Surgeons Hospital.

Actor Joel McCrea turns producer for a TV series, "Las Vegas Gentleman," which he has planned.

Cornel Wilde jumps into TV with both feet when he makes his debut on "GE Theater's" "The Blond Dog."

REVOLVING DOOR

Dick Pitts, former public relations director of Theater Owners of America, has been named director of advertising for the Filmack Trailer Company.

Chadyeane M. Gooding has been appointed an assistant in the production department at Kling Studios in Chicago.

Peter Keane, Screen Gems' technical director, is off to Europe for two weeks to visit his wife's family in France.

Jo Dine and Allan Kalmus are moving their public relations firm to larger quarters in the new 430 Park Avenue building.

Betty Madigan, M-G-M recording star, has been signed for a guest appearance on the filmed Guy Lombardo series.

Hilly Rose, formerly advertising and promotion manager of the Fullerton Steel and Wire Company, has joined the creative staff of Kling Film Productions.

Morry H. Schwarz, vet industryite, joined Exploitation Productions last week as Philadelphia branch manager.

Perry "Skee" Wolff, CBS-TV's "Adventure" producer, has been named producer of "Conquest of the Air," upcoming series developed by the net in co-operation with the U. S. Air Force.

TV FILM PURCHASES

Jitney Jungle, one of the Southwest's largest supermarket chains, will sponsor "Capsule Mysteries," the Charles Michelson five-minute TV film series.

American Stores Company is now sponsoring the "Mystery Hour" feature film show over WATV, Newark, on Wednesday from 7 to 8 p.m.

ABC Film Syndication sold "The Playhouse" to WABD, New York, for multiple runs during an 18-month period.

Screen Gems, Inc., has completed a library deal covering unlimited use of "All Star Theater" for one year with KOMO, Seattle.

NBC Film Division set a record number of sales for the first three weeks of the new year. Sales include: "Badge 714," Series A, to KFSA, Fort Smith, Ark.

NBC Film's "The Falcon," was sold to WNBQ, Chicago; KLAS, Las Vegas; KEYD, Minneapolis-St. Paul; WPTZ, Philadelphia.

Station WSFA, Montgomery, Ala., purchased six shows from NBC Film Division. They are: "The Falcon," "Paragon Playhouse," "The Visitor," "Watch the World," "Inner Sanctum" and "Victory at Sea."

New contracts signed for the Telenews daily newsfilm include WFBM, Indianapolis, which returned to the INS client network on January 3 after a 13-week trial period.

WCPO Tests 'Shock' Series

CINCINNATI, Jan. 8.—WCPO-TV is staging a litmus test in film programming by scheduling the same half-hour film series across the board Mondays thru Fridays.

Ed Weston, assistant to the general manager of WCPO stations, announced the start of the program, "Shock," featuring in the initial run, "Inner Sanctum," purchased from NBC Film Division.

local channel, WKRC-TV. Weston foresees widespread use of such programming.

"Distributors not only get their money on a 39-show series in 7 1/2 weeks, but the fast turnover allows for reruns to be offered on the same show within the year," Weston said.

Weston said he has been negotiating with various film syndicators, including Ziv, MCA, NTA and Flamingo, all of whom evinced interest in this type of station sale.

Emcee on the "Shock" program is Bud Chase, who inaugurated the show this week by riding in downtown Cincinnati in a 75-year-old hearse surrounded by "Glamour Ghouls."



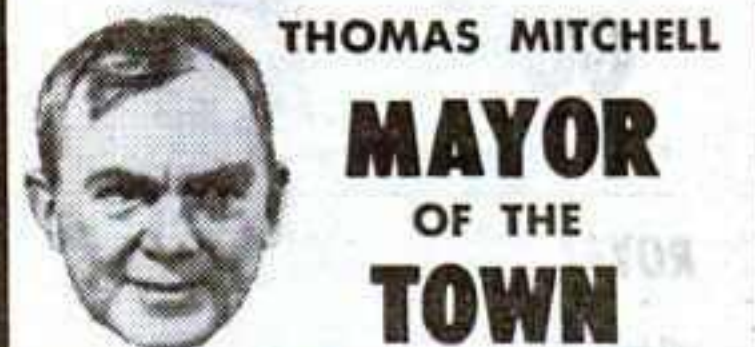
MCA-TV Film Syndication

# Biggest news in

## Only MCA-TV

Effective immediately, all United Television Programs, Inc. personnel and film properties become a part of the MCA-TV Syndicated Film Division. This makes available to TV sponsorship throughout the world the largest, most complete selection of quality TV film programs anywhere. Now the MCA-TV staff consists of 68 salesmen who offer you 22 separate filmed TV programs for local or regional sponsorship. Now, whether you want comedy, drama, music or mystery, you're sure to find the perfect show to fit your needs among MCA-TV's 22 top-rated film shows.

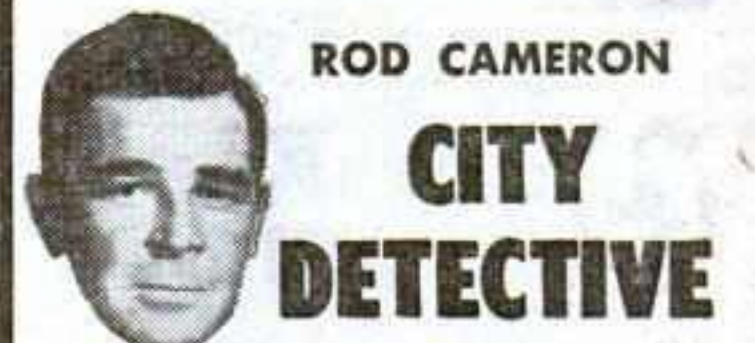
**a  
show  
for  
every product,  
every market,  
every budget!**



Thomas Mitchell stars in 39 exciting topical dramas. Consistently a top-rated radio and TV show for years. Sold in over 60 markets.



Louis Hayward stars as the world's most famous adventurer, fighting evil and intrigue everywhere... an electrifying series of 39 films.



65 half-hour mystery and adventure films, starring Rod Cameron. In its third year of successful selling for sponsors.



Charles Bickford hosts and narrates 39 half-hour thrilling, true-life dramas of law enforcement presented in documentary style.

**CURTAIN CALL**



13 encore dramas with such famous Hollywood stars as Lew Ayres, Joan Bennett, Miriam Hopkins. Available under your own title.

# MCA

# TV

*Film Syndication*

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





# EDDY ARNOLD

Celebrating ten years of outstanding  
achievement in performing America's  
Folk and Country Music for

## RCA VICTOR RECORDS

1945-1954



Now... RCA Victor releases this special anniversary album to celebrate **EDDY ARNOLD's** 10th year as one of America's greatest Country and Western recording stars





# 10 COMPLETELY NEW RECORDINGS

ONE FOR EACH YEAR WITH RCA VICTOR.

PLUS 10 PAGES OF PICTURES

AND TEXT ON "THE EDDY ARNOLD STORY"

## Shame on You

**Someday (You'll Want Me to Want You)**

**So Round, So Firm, So Fully Packed**

**You Can't Be True, Dear**

**I love You So Much It Hurts**

**(Now and Then, There's) A Fool Such as I**

**I Don't Hurt Anymore**

**Tennessee Waltz**

**Cold, Cold Heart**

**Slow Poke**

# \$3.98

Long Play (LPMX-3230) "45 EP" (EPBX-3230)

Cash in on the big nation-wide

## EDDY ARNOLD PROMOTION

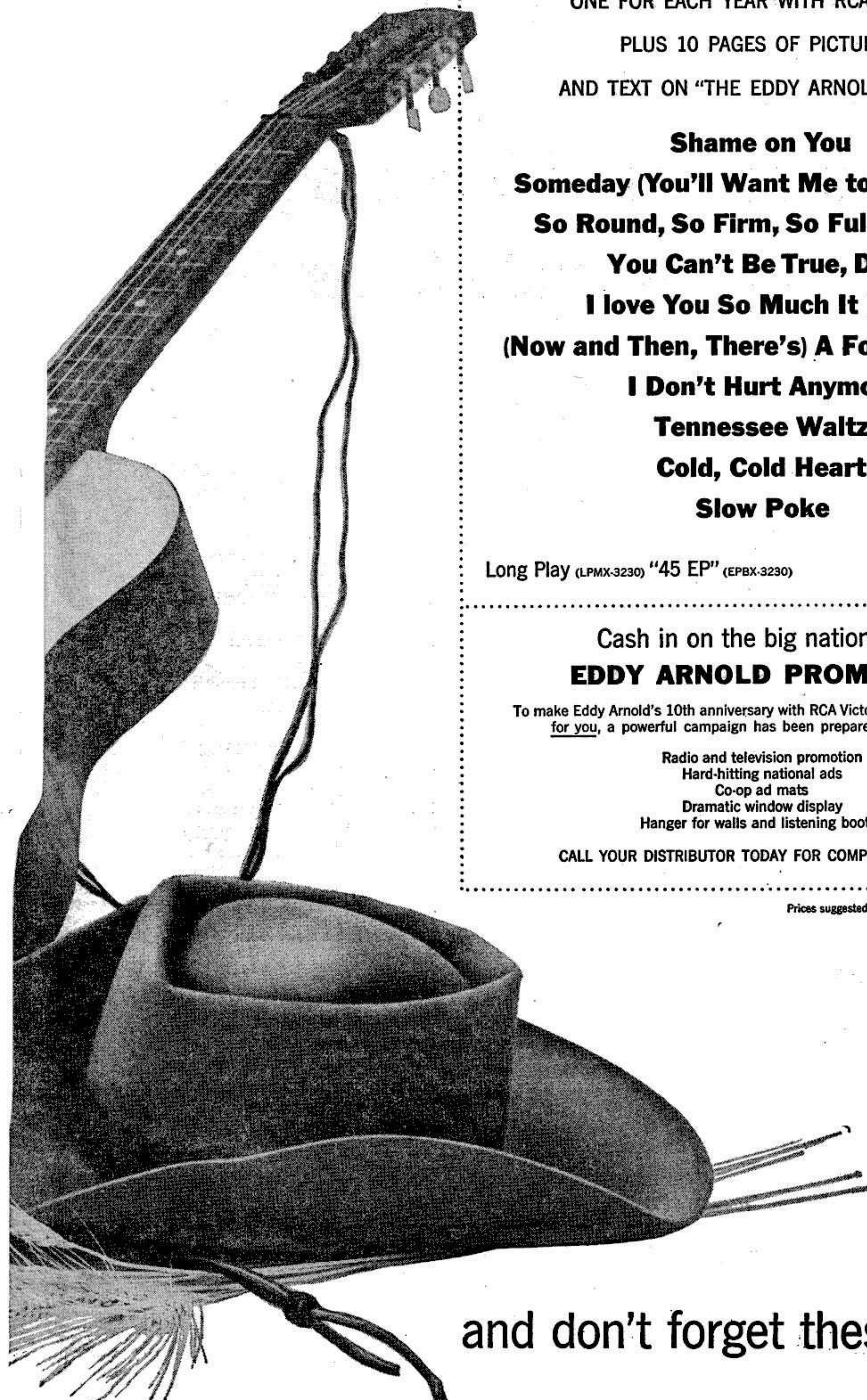
To make Eddy Arnold's 10th anniversary with RCA Victor a paying proposition for you, a powerful campaign has been prepared. Included are:

- Radio and television promotion
- Hard-hitting national ads
- Co-op ad mats
- Dramatic window display
- Hanger for walls and listening booths

CALL YOUR DISTRIBUTOR TODAY FOR COMPLETE DETAILS.

Prices suggested list, Inc. Fed. Excise Tax. Add local tax.

and don't forget these 





HIS TWO LATEST HITS...

**I've Been Thinking**  
**Don't Forget** 20/47-6000

**I Always Have**  
**Someone To Turn To**  
**It Took A Miracle** 20/47-6001

# GREAT EDDY ARNOLD SINGLES!

stock! display! sell! these great RCA Victor records!

This Is the Thanks I Get (for Loving You)  
Hep Cat Baby 20/47-5805

My Everything  
Second Fling 20/47-5634

I Really Don't Want to Know  
I'll Never Get Over You 20/47-5525

Free Home Demonstration  
How's the World Treating You 20/47-5305

Condemned Without Trial  
Eddy's Song 20/47-5108

I Wanna Play House with You  
Something Old, Something New 21/48-0476

There's Been a Change in Me  
Tie Me to Your Apron Strings Again 21/48-0412

The Lovebug Itch  
A Prison Without Walls 21/48-0382

Cuddle Buggin' Baby  
Enclosed, One Broken Heart 21/48-0342

I Couldn't Believe It Was True  
It's a Sin 20-2241 48-0198

I'm Throwing Rice (at the Girl I Love)  
Just a Little Lovin' 21-0135 48-0138

Don't Bother to Cry  
I'll Hold You in My Heart 20-2332 48-0030

Then I Turned and Walked Slowly Away  
A Heart Full of Love 20-3174 48-0025

Anytime  
What a Fool I Was 20-2700 48-0002

Texarkana Baby  
Bouquet of Roses 20-2806 48-0001

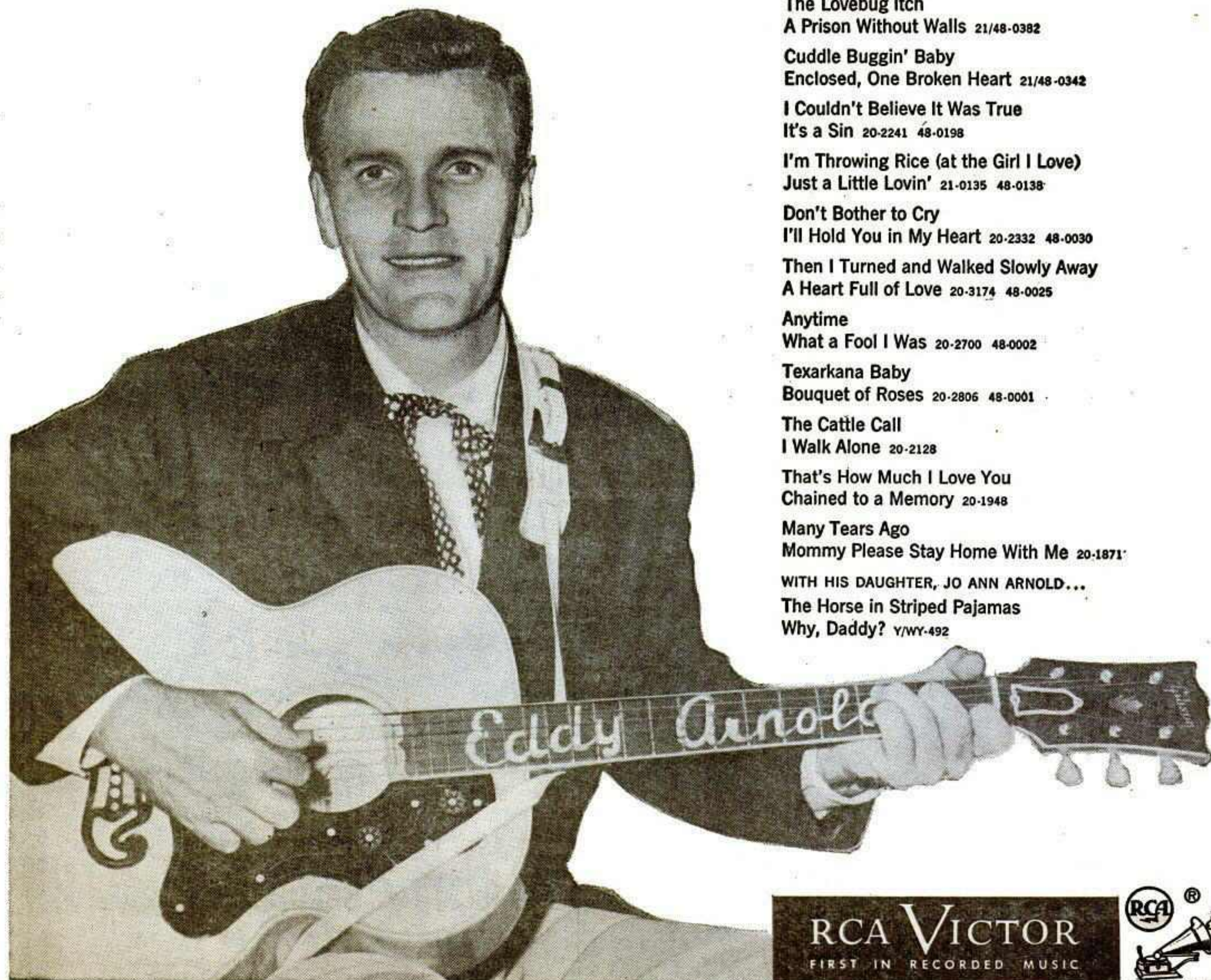
The Cattle Call  
I Walk Alone 20-2128

That's How Much I Love You  
Chained to a Memory 20-1948

Many Tears Ago  
Mommy Please Stay Home With Me 20-1871

WITH HIS DAUGHTER, JO ANN ARNOLD...

The Horse in Striped Pajamas  
Why, Daddy? 7/77-492



**RCA VICTOR**  
FIRST IN RECORDED MUSIC





# THE CRITICS TALK

about that terrific new musical film show

## "EDDY ARNOLD TIME"

### says **Billboard:**

"'Eddy Arnold Time' shapes up to be one of the highest potential TV film vehicles. There's no doubt that this show will stack up as winner and possibly rank as another Liberace.

"The show follows a definite format with a unique utilization of a music base flavored with a story line. It seems to this reviewer that several

innovations production-wise, will prove standard operating procedure for this as well as many other shows using songs and music.

"All in all, the show rates as one of those few which are ideally suited for a million and one sponsors, and this probably is going to be the least of the worries confronting the property."

*Steve Schickel*

### says **Variety:**

"This series has a lot of things going for it in the admittedly rugged musical telepix sweepstakes. It marks the telefilm debut of Eddy Arnold, whose name needs little pre-selling what with his RCA Victor recording sales now at the 30,000,000 level . . . And while Arnold, and rightly so, is the kingpin, it's more than a singleton effort, as he's aided and abetted by a worthy supporting cast in the person of Betty Johnson, a pert, telegenic

lass with pipes to match, the Gordonaires, a real pro vocal quartet, and Hank Garland and Roy Wiggins, guitar specialists . . .

"With host Arnold projecting potently throughout, this project has a folksy appeal that escapes the strict country and western idiom without alienating the c&w fans. It could well be the first big telepix winner bearing the Windy City dateline."

*Dave*

### says **Janet Kern** **Chicago American:**

"The producers will have the show sponsored and on the air in time to cash in on the mammoth January publicity drive which RCA-Victor is planning in celebration of Eddy's 10th year with them.

"The show may have a good chance to make TV film history of the Liberace sort. Arnold

has sold over 30,000,000 records in the 10 years (none of his discs has sold less than 250,000 copies). When he replaced Dinah Shore on TV last year, some of his popularity ratings were higher than Dinah's . . . in fact, there were times he outrated Eddie Fisher, with whom he alternated."

**"Eddy Arnold Time"** . . . a thrilling new half-hour musical film series . . . featuring America's all-time singing favorite, Eddy Arnold . . . supported by a clever, talented cast.

**We've Got 'em** . . . Prices, brochures, audition prints, order blanks! 26 half-hours now in production, ready for January release. Let's hear from you!

**WALTER SCHWIMMER CO.**

75 East Wacker Dr., Chicago 1, Ill.—FRanklin 2-4392

New York Office: Ted Beil, 16 E. 41st St.—LExington 2-1791

Hollywood Office: Tom Carradine, 5746 Sunset Blvd.—HOLlywood 2-4448





Arnold manages to appear on as many disk jockey shows as possible as he travels around the country. Here he is in the studio at WCKY, Cincinnati, with disk jockey Nelson King.

# 'Amer. Tradition' Personified In Arnold's Artistic Qualities

## Warmth, Sincerity Earn Public's Applause, Top Spot in Business

By EMANUEL (MANIE) SACKS  
Vice-President and General  
Manager  
RCA Victor Record Division

Altho my present duties provide but limited opportunity for direct contact with artists and entertainers, I still consider myself a talent man at heart. I have always attempted to recognize and utilize talent whenever it appeared. The awareness that Eddy Arnold was one of show business' finest entertainers was apparent even before I had the pleasure of working with him at RCA Victor. I watched his talent take root and blossom and mature over the years, until today he has reached that pinnacle of success to which most artists aspire.

Perhaps it is best expressed in the title of the de luxe 10th anniversary RCA Victor album being released on the occasion of the

completion of Eddy's first decade with the company. The title is: "An American Tradition." And that's exactly what Eddy Arnold has become.

The reasons for his success are obvious at first hearing of any of the 10 songs in the album. In the package Eddy sings one great song hit from each of the past 10

years and sincerity which have become his trademark.

These same qualities are apparent, too, whenever Eddy does a personal appearance or a television performance. No other country singer, for example, has ever been selected to take over as television summer replacement for such leading popular singers as Perry Como and Dinah Shore. Only the No. 1 country singer (the last poll of Disk Jockeys published by The Billboard established this rating) was accorded this honor and privilege.

The ratings he achieved in metropolitan areas (New York, Chicago, etc.) surprised many people, who labored under the mistaken impression that Eddy was purely a country singer. The fact is that the qualities and talent which established Eddy's position are largely those which mark a great performer in any field. Sincerity, warmth and depth of feeling command a wide area of interest and are not confined to particular or specialized groups.

As Eddy's career goes into its second decade I am certain that this basic fact will be illustrated again and again. I know, for example, that "Eddy Arnold Time," the new half hour television film series that he is currently making will serve to demonstrate once again why he is the nation's top country singer.

### Self-Improvement

While the basic qualities of sincerity and the capacity for warmth and feeling are more or less natural attributes, it remains a fact that there are other aspects of a performer's work that must be developed. He must always retain the desire to learn and to improve himself. He must constantly strive to develop and implement his talent. He must be flexible and resilient, co-operative and human. Such a man is Eddy Arnold.

He is a star who richly deserves all the success he has achieved. I consider it a privilege to say this to him on behalf of the entire record division organization, on the occasion of his 10th Anniversary with RCA Victor. And I know the coming years will bring him even greater and more distinctive recognition.



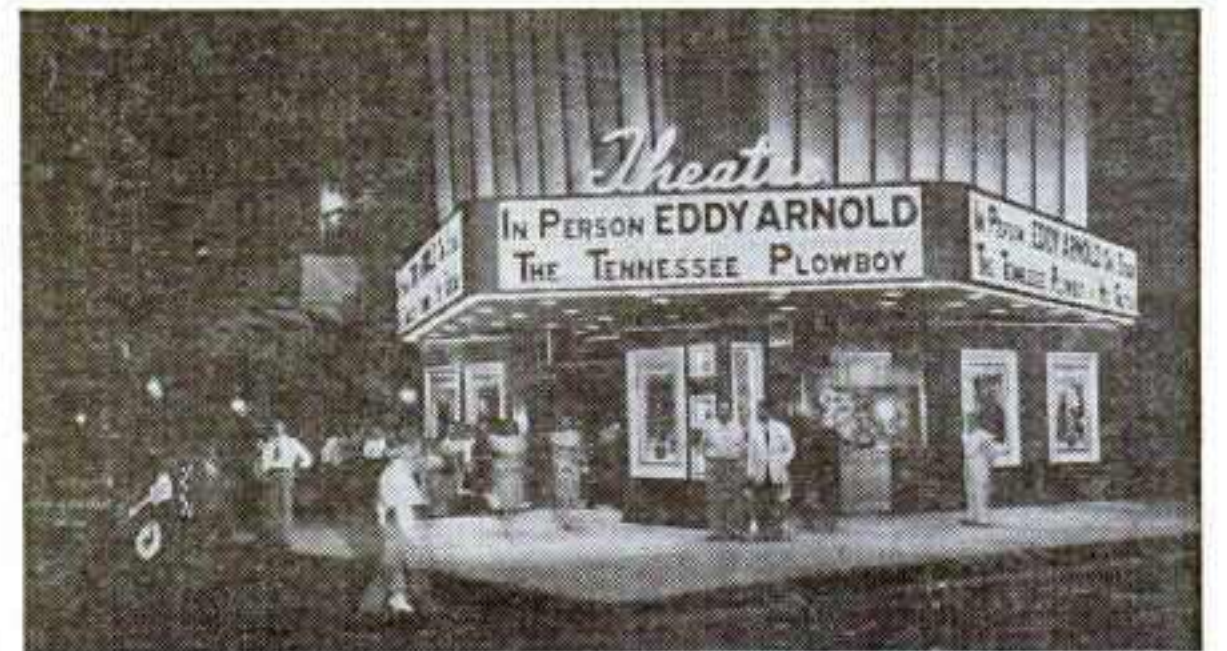
MANIE SACKS

years, none of which he himself had ever previously recorded. The interpretation of such hits as "Tennessee Waltz," "Cold, Cold Heart," and the eight other songs in the album are uniquely Eddy Arnold. He brings to each of these songs the deep feeling, hon-

new TV film series, "Eddy Arnold Time," with exactly the same consideration, thoughtfulness and respect as he treats other good friends of his like Frank Folsom, the president of the Radio Corporation of America.

I have seen him turn down easy jobs at very substantial money because he felt he owed an obligation to someone involved in another job which might be in conflict with the present lucrative offer. I have sat in with him when songwriters asked him to hear a new tune. And I've seen him ask to have exclusives on the tune, and I've seen him turn them down, kindly but without double talk. It is well known that the

(Continued on page 28)



Arnold is still one of the top theater attractions around the country as evidenced by the billing he got at the Palace Theater, Tampa.



Both Arnold and Perry Como joined the Victor label at about the same time. Here Eddy shows Perry how to handle a country cravat.

# Manager-Pubber Marriage Can Live Happily Ever After

## It Takes Double Work and Integrity And Faithful Artists Like Arnold

By JOE CSIDA  
President, Csida-Grean  
Associates, Inc.  
(Eddy Arnold's Personal  
Managers)

Charlie Grean, Ed Burton and I are by no means the first toilers in the show business-music business vineyards to hang out a dual music publishing and talent management shingle. If we are successful (and I'm willing to concede it's too early to tell), we will, however, be one of the few such operations which have made it. We, naturally, have no doubt we'll be successful, and here on the occasion of the 10th anniversary with RCA Victor, of one of the greatest performers in show business, I am going to be presumptuous enough to reveal our major "secret" in advance. It is appropriate and fitting, I believe, that we do, because the major "secret" is Eddy Arnold.

Before I get into that, however, let me dispose of some of the minor "secrets." One, obviously, is that you work twice as hard conducting a talent management-music publishing enterprise as you do running either one alone, for the simple reason that you are running two very full-time businesses instead of one. A second minor "secret" is that you simply ignore competitive talent managers, who tell prospective clients or customers that "they're in the music publishing business"; and you similarly ignore competitive music publishers, who tell writers and record men that "they're in the talent management business." By working twice as many hours as some talent managers and music publishers, you do a good honest, conscientious job for your talent, while at the same time doing a good honest job of attempting to get records of your writers' songs and working with the record companies to promote such records.

It is, of course, impossible to accomplish this, unless the talent you manage is intelligent, fundamentally honest, and capable of recognizing an honest and good job in his behalf, in spite of other activities in which you may be engaged. The negative way of putting this is that the talent must have enough intelligence and faith in the manager to evaluate the job being done for him, and pay no heed to the usually childish, sometimes vicious, stories he will endlessly hear from other parties.

The obvious first and most

frequent complication in a singing talent-management music publisher relationship is that the management-music publisher may too frequently attempt to persuade the talent to record or perform one of the firm's songs. The management-music publisher will obviously like to have as



JOE CSIDA

many of its own songs as possible recorded. If it works hard as a publishing operation to find and develop great songs for its own artists it will always get a reasonable number of records by such artists. It (the management-music publishing operation) must, however, have enough self-honesty, judgment and integrity to throw out any of its songs, at any time, in favor of another song by any other publisher, which it believes is better for the artist.

This must be so, and the artist involved must believe it is so. The minute he stops believing this, and in the integrity of his managers in all other respects, he'd better get out of his deal. But enough of generalities. And on to the major "secret," Eddy Arnold.

Eddy is a rare type of performer, and possibly more important, a rare person. He is not quick to come to conclusions or make decisions. He thinks and studies and watches and analyzes every situation of any importance for a long time before he decides what his feeling or attitude or action will be. When he finally makes up his mind, his judgment is generally very firm, and he cannot easily be shaken in it.

### Consistent Seller

Eddy has worked, for example, for all 10 of his years as RCA Victor's most consistent big seller of records, with Steve Sholes,

country and western artist and repertoire director of the company. He has the kind of implicit faith and confidence in Steve, about which I'm speaking here. Selections of tunes Eddy will record stem completely from the most careful consideration of all tunes submitted . . . careful on both Eddy's part and Steve's. The ultimate selection is determined by open, frank and honest discussion of the tunes between Steve and Eddy. This goes for the tunes of Trinity Music, our BMI firm; Towne Music, our ASCAP firm, and the tunes of any other publisher. We, as Eddy's managers, and as publishers, too, wouldn't want it any other way.

Two of the 16 sides of the Eddy Arnold merchandise released in connection with his 10th anniversary this month (10 in the album, two on a regular Arnold single, two kiddie, and two sacred) are Trinity Music tunes. I assure you, and Eddy will assure you, too (and so will Steve Sholes), that these two tunes, "Don't Forget" and "The Horse in the Striped Pajamas," are among the 16 recorded, only because Eddy and Steve believed they were better than all the tunes which were rejected.

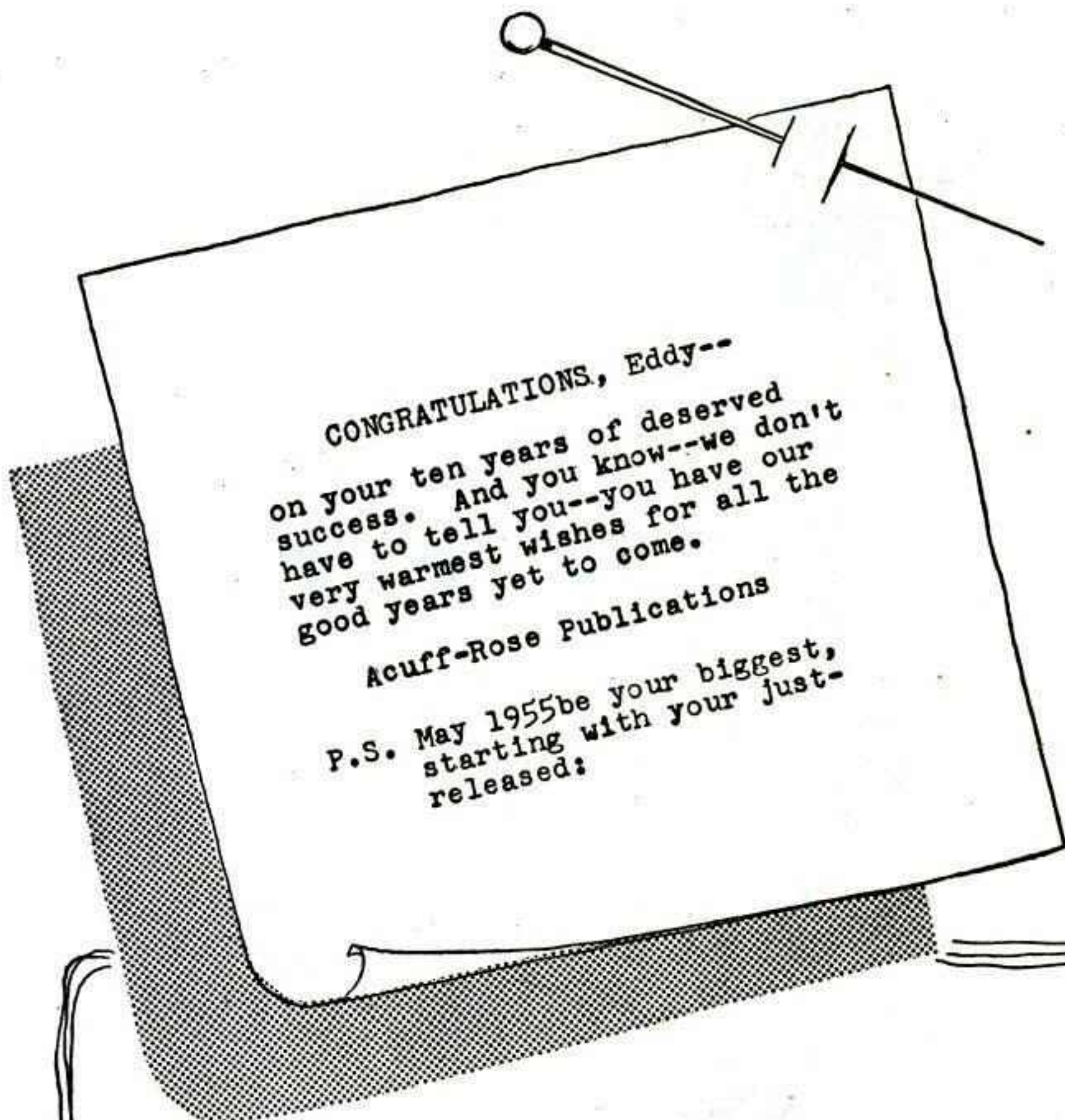
It is, to get back to the main point, a rare star and a rare person who has the capacity to operate the way Eddy Arnold does. He is able to, only because he is completely honest with himself and with everyone with whom he comes into contact. He is further able to, only because he has learned his business, and the people in it, well.

### Genuinely Grateful

I have seen Eddy in just about every conceivable type of relationship in which a performer may find himself. I have already related the basis of mutual respect and understanding with which Eddy approaches his work with Steve Sholes. I have heard him say, and no one ever meant anything more seriously, that he does not ever want an RCA Victor distributor to be stuck with a single Eddy Arnold record. I have seen him talk to record dealers and their clerks, and to disk jockeys and juke box operators. He is genuinely grateful for everything every single one of them has ever done for him.

I have seen him treat the people who work for him, like Hank Garland and Roy Wiggins, and Betty Johnson and the Gordonaire, who are featured in his





# "I'VE BEEN THINKING"

by

*Eddy Arnold*

b/w

"DON'T FORGET"

RCA VICTOR 20/47-6000





# Chicago's TV Style Flavors Arnold's New Film Series

## Here's Recipe for Relaxing Show: Mix Tenn. Warmth With Chi Ease

By BEN PARK

Producer, Director, Writer  
"Eddy Arnold Time"

We like to feel that the series of half hour musical TV film shows we are producing under the title "Eddy Arnold Time," starring the gentleman of the same name, represents what has come to be known as "Chicago style" television. Inasmuch as Eddy, himself, hails from Brent-



BEN PARK

wood, Tenn., as do the Gordonaire, the quartet we use on the show; and Betty Johnson, our featured girl singer is from Possum Walk Road in North Carolina; and Joe Csida, our exec producer, along with Charlie Grean, our musical director are strictly New York slickers. In view of all this, it may, at first blush, seem slightly ridiculous for us to take the position that this is "Chicago style" television. Notwithstanding the fact that we are shooting the series at Kling Studios in Chicago, that Walter Schwimmer, our distributor, is a Chicago-based operator, and that I am a Chicago producer.

It's only ridiculous, however, if you are a technical and literal type of lout, without the capacity to appreciate the broadest sense of the term "Chicago style" television. In this sense Chicago is not a place, but a mood, a spirit, a feeling. It is a mood, a spirit, a feeling of ease and relaxation. An unhurried, unprecise, pleasant and warm something. This is, so help me, not to say, that we don't work as hard, spend as much money, time and effort to achieve super-professional production and show values. The probability, and the fact from my own personal experience, is that we work harder, spend more time, money

and effort than goes into most more pretentious shows.

### Leave 'Em Happy

We do all this, yet try to come up with a show, which Mr. and Mrs. America and their kids will like to be with. I use the words "like to be with," instead of "like to watch" advisedly. We want to come into homes in big towns and small, for just that one half hour, each week, and have our hosts say, at the end of that time: "Gosh, I wish they wouldn't leave just yet." We want 'em to be looking forward to our visit the following week. We want to leave 'em with a warm feeling, a happy glow.

This kind of a show, obviously, and to a degree, is a matter of format. Our format is a simple one. Eddy sings two opening numbers in front of a really beautiful set of rolling Tennessee country land. Coming out of his second number he sets the mood for an unobtrusive story line. This thread of story runs thru and ties together the body of the show, the scene and set of which change with each stanza. Eddy then sings two more standup numbers in front of the Tennessee hills set, and is occasionally joined in a closing hymn by Betty Johnson, the Gordonaire or both.

You will get some idea of the pace of the show when I say that we average between 10 and 11 songs per half hour. And yet there is nothing hurried or frantic or driving about any one of them or any part of the show.

### Relaxed Style

Much more than format, however, the success of this kind of a show depends on its star. You cannot do relaxed, easy, warm, honest Chicago-style television without a relaxed, easy, warm and honest star. This is essential, not only insofar as it concerns his own performance, but perhaps just as vital insofar as the effect of his performance and general attitude on the members of the supporting cast, and indeed, even on the camera and sound crews on the show.

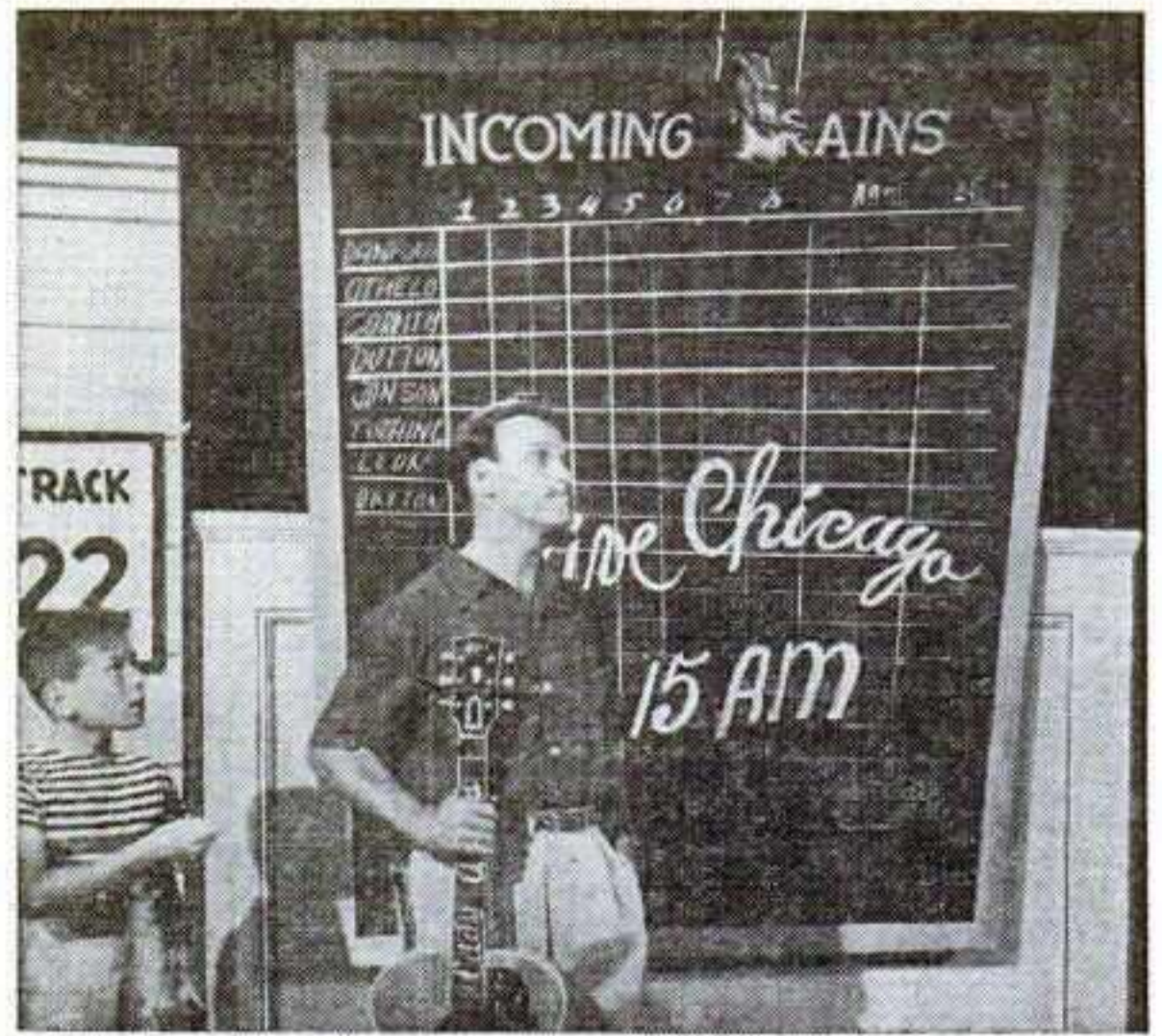
Over the years I have had the joy and headaches of working with many stars, but I say without hesitation that I have never worked with one who has the easy, warm, relaxed and honest qualities possessed by my friend, Eddy Arnold. This fellow from Tennessee, then, is just about the finest performer I know of, around whom to build and develop a Chicago-style TV film show. He has all these qualities, as any one who knows him will testify, and he also has a talent

for singing a song and reading a line, which is uniquely his own. I have been an Arnold fan for a good many years, and I further was lucky enough to have been the producer on several Eddy Arnold NBC network television shows, including the summer replacement show for Dinah Shore.

### Format Fixed

Never, however, until we went into the planning stages on the current film series, "Eddy Arnold Time," did I feel we had the opportunity to present Eddy in a format and type of show best

(Continued on page 28)



That the Eddy Arnold TV film series is a new venture for the singer, he's done plenty of TV work in the past. This scene was perhaps prophetic.

## Full Notes on Arnold's Top Records: A Program Guide

### Round-Up of 10 Years of Outstanding Disks: Analysis of Value to DJ's

By CHICK CRUMPACKER

Country and Western Promotion  
RCA Victor Records

The following analysis and commentary of Eddy Arnold's RCA Victor records, from the time he cut his first sides on December 4, 1944, right up to the most recent sessions contains many points of information which disk jockeys will find interesting and valuable as programing material.

The commentary on "highlight" records is then followed by additional best selling Arnold records made over the years, on which the following basic information is given: names of writers of tunes; names of publishers of tunes; personnel of the bands on the dates, and the dates on which the records were made.

On December 4, 1944, Eddy Arnold cut his first sides for RCA Victor. "Mommy Please Stay Home With Me" still appears in the catalog from that historic session. Released originally on the company's Bluebird label, this side reveals the same pure tone and straightforward delivery used by Eddy today.

### Distinguishing Feature

Perhaps the distinguishing feature of these early sides, however, is a kind of mellowness, almost sweet in sound, which belongs to the waning crooner era. "That's How Much I Love You" and "It's

a Sin," made in March and September of 1946, show this very clearly. The first number is interesting for two reasons: it appears to be one of the earliest examples of rhythm and blues in the country field, and it became the first in Eddy Arnold's long succession of hits.

His instrumental backing at this point shows the influence of western bands, rather than the more brilliant soloistic style of country players today. Violinist on these early sessions was Howard McNatt, with whom Eddy had performed since the late '30's. It is also worth mentioning that Eddy was co-author on both "Mommy" and "That's How Much."

From a memorable session on May 18, 1947, came the great recordings of "I'll Hold You in My Heart" and "Bouquet of Roses." Certainly two of Eddy Arnold's most beautiful selections, they also represent a new high in performance. While keeping his smooth delivery, Eddy was becoming a more forceful singer. His sustained tones are truer and his approach now tends to build up, whereas the crooning style operated more on a level, tho a pleasing one to be sure.

"Anytime" and "Texarkana Baby" date from August 20 of 1947. The first reverts to the older form of singing, as a sweet ballad should, while the second offers more variety of tone—all of which indicates that Eddy was quite aware of his own development and had acquired the rare ability to "place" his styles where they belong.

The contents for Eddy's first great album, "All Time Hits From the Hills, Vol. 1," were arrived at during a phone conversation with RCA Victor's director of country a.&c. Steve Sholes. To Steve the time was doubly crucial, for his end of the discussion took place from the hospital where his wife, Kay, was having their first daughter. Recording of the eight sides followed the same remarkable pattern, being done at one great session on August 19, 1947, the day preceding "Anytime."

On December 17 two more smashes were made. "A Heart Full of Love" and "Just a Little Lovin'," which belong to Eddy's phenomenal gathering of the four best selling country records of 1948. The first is an up-tempoed number forecasting his later work outside the ballad field. Further sessions were unnecessary until December 20, 1948, when, among several remakes, the waltz "Don't Rob Another Man's Castle" was recorded. Composer was Jenny

Lou Carson who furnished "I'm Throwing Rice" for a session on April 5, 1949, and "Chained to a Memory" the following September 14. "The Cattle Call," Eddy's theme song, used for almost five years from its original Bluebird master, was remade on the last date into the version which is selling today.

### Turning Point

In another sense this was a turning point, for at the next date a real departure had been planned for Eddy by Steve Sholes, a move to join the most noted pop revival of the times—novelty songs. It can hardly be said that Eddy Arnold had never attempted novelty singing before 1950: "Texarkana Baby," the bounciful "A" side to "Bouquet of Roses," was in this vein, along with others less famous. But the great majority of Eddy's hits until then were ballads.

"Cuddle Buggin' Baby," recorded by Eddy April 26, 1950, was a step in this direction, (altho here we can readily see how far novelties have become in the past four years from being a mere repetition of the late 1930's). Its present coupling, "Enclosed, One Broken Heart," was made at the same session, while the following day produced the hit "Tie Me to Your Apron Strings Again," also a remake of the Arnold-Jenny Lou Carson favorite, "C-H-R-I-S-T-M-A-S."

### Style Changes

Another best selling jump tune, "The Lovebug Itch," shows the extent that change in material had begun to influence Eddy's style. Recorded August 20, 1950, it displays more drive even than his first non-crooning numbers. Altho "Lovebug" is subdued as novelties go, Eddy sings it with more purpose, with a more wonderful sense of beat than before. The tune also has the distinction of being the first to feature the guitar playing of Chet Atkins in Eddy's accompaniment. It was the first side that Eddy had recorded in Nashville since his debut session in 1944.

In a third novelty, "I Wanna Play House With You," all the elements on which Eddy had been working since 1947 appear in full form.

Cy Coben, writer of "I Wanna Play House," teamed with Charlie Grean, Eddy's bass player since 1947, in composing "Eddy's Song." Recorded December 4, 1952, the lyrics of this ingenious number contain the titles of all Eddy's hit songs up to that time. Also noticeable is the transition from the old western-type en-

(Continued on page 28)



This is a scene from one of the shows in the new Arnold TV film series—a scene in which the record business gets a healthy plug as Arnold makes music within a retail record store.



*we are  
humbly grateful  
and indebted to...*

# EDDY ARNOLD

*for helping us  
immeasurably  
in building  
our catalogue*

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**HILL *and* RANGE SONGS *inc.***

**Julian and Jean Aberbach  
and the entire organization**



# Full Notes on Arnold's Top Records: A Program Guide

• Continued from page 26

semble to a modern country instrumental sound.

The coupling, "Condemned Without Trial," was made three days earlier Between the "House" session of April 18, 1951, and these were cut, many of the outstanding sacred tunes for which Eddy has gained so much renown in both albums and singles: "The Old Rugged Cross"; "Have Thine Own Way, Lord"; "Take My Hand, Precious Lord"; "Open Thy Merciful Arms"; "My Desire"; "When I've Done My Best"; "I Want to Thank You, Lord."

"Free Home Demonstration," another example of the Coben-Green combined talent, was recorded the same day (March 31, 1953), as its coupling, "How's the World Treating You," by Chet Atkins and Boudleaux Bryant. Topside was inspired by a TV commercial and offers some first-rate suggestions for avoiding those late-late shows.

## Greatest Side

At a session in New York City the following October was made what many listeners consider Eddy Arnold's greatest side, "I Really Don't Want to Know," composed by Howard Barnes and Don Robertson. In both material and performance it shows Eddy at his prime. Beneath its richness of tone is a real intensity, perhaps not so obvious at first hearing, which holds his wealth of natural sound in perfect check and balance. Here, above all, words are useless; it only indicates that Eddy's gift for combining lyric and melody is unapproached by anyone else in the field.

Two sessions were brought together in coupling "My Everything," co-authored by Florida disk jockey Jim Wilson, and "Second Fling." Both this record and "I Really Don't Want to Know" have continued to sell over a great many months' time. The fall and early winter of 1953 produced a number of new sacred sides, which were followed by the "Hep Cat Baby" session in Nashville on February 14, 1954. A second take for Cy Coben's smash novelty, it pales in number besides the coupling "This Is the Thanks I Get" whose recording history began December 17, 1947. Retakes thru the years fell on December 21, 1948; January 17, 1952; March 31, 1953, and November 9, 1953, before the final article was made April 22, 1954.

Almost as spectacular as the one-day session on Eddy's "All-Time Hits From the Hills" in 1947 was the recording of his "American Institution" album on September 13, 14 and 16, 1954. The first six bands were cut in this order: "Shame on You"; "Cold, Cold Heart"; "So Round, So Firm, So Fully Packed"; "I Love You So Much It Hurts"; "Someday (You'll Want Me to Want You)," and "Slow Poke." On the following day, between 1 and 4 in the afternoon, Steve Sholes presided over "You Can't Be True, Dear"; "(Now and Then, There's) A Fool Such as I," and "Slow Poke." The favorite, "I Don't Hurt Anymore," belongs to the 16th and, like the others, took

## Chicago-Style TV

• Continued from page 26

suiting to his talents. This format and style is the Chicago approach I have described.

If all goes well, "Eddy Arnold Time" will be on the air in a considerable number of markets shortly after this piece is published. I hope you will watch for it, and I hope you will feel we have achieved what I have outlined here. I also hope, it goes without saying, that Eddy Arnold has at least 10 more 10th anniversaries with RCA Victor and as a major show business star. It couldn't happen to a nicer Chicago-style Tennessean.

place at RCA Victor's New York studios.

The scope of "American Institution" has already been revealed thru advertising and the trade. As you'll see in this issue, the 10 selections are smash hits, each taken from a different year of Eddy Arnold's decade with RCA Victor. What's most important: Not one has ever been recorded by Eddy before. The "Institution" songs were made popular by other artists during his climb to fame, often appearing at times when Eddy had a large percentage of the Top Ten all to himself.

The new single-sides "I've Been Thinking" and "Don't Forget" came to light on September 15. The first is a creation of Boudleaux Bryant, who has written so many famous numbers for Eddy, Chet Atkins and other country artists, and is a real prototype of today's novelty song. Up-tempoed and full of deceptive lyrics, it makes a fit contrast with Eddy's newest ballad on the reverse side.

From the same session came "I Always Have Someone to Turn To," a day before "It Took a Miracle" and exactly a week before "The Horse in Striped Pajamas," and "Why, Daddy." The latter two sides, made in RCA Victor's new Nashville studio, open new avenues of artist appeal for Eddy Arnold by featuring him in duo with his little daughter, Jo Ann.

20/47-6000  
I'VE BEEN THINKING—(NY)  
9/15/54

(Boudleaux Bryant) Acuff-Rose  
DON'T FORGET—(NY) 9/15/54  
(Fred Elb-Norman Leyden)

Trinity Music  
Charles Grean, Leader-Bass;  
Eddy Arnold, Guitar; Al  
Chernet, Rhythm Guitar;  
Roy Wiggins, Steel Guitar;  
George Barnes, Hank Gar-  
land, Electric Guitar; Phil  
Kraus, Drums; Marty Gold,  
Piano

20/47-6001  
IT TOOK A MIRACLE—(NY)  
9/15/54

(John W. Peterson) Hill &  
Range

I ALWAYS HAVE SOMEONE  
TO TURN TO—(NY) 9/15/54  
(Sid Sornoff-Dave Kenner)

Frank Music  
Charles Grean, Leader-Bass;  
Eddy Arnold, Guitar; Al  
Chernet, Rhythm Guitar;  
Wiggins, Hank Garland,  
Electric Guitars; Phil Kraus,  
Drums; Marty Gold, Organ  
and Piano

20/47-5805  
THIS IS THE THANKS I GET  
(For Loving You)—(NY) 4/22/54

(Tommy Dilbeck) Hill & Range  
Charles Grean, Leader-Bass;  
Eddy Arnold, Tony Gottuso,  
Guitars; Phil Kraus, Drums

HEP CAT BABY—(NASH)  
2/14/54

(Cy Coben) Alamo Music  
Eddy Arnold, Leader-Guitar;  
Louis Innis, Hank Garland,  
Roy Wiggins, Guitars; Bob  
Moore, Bass; Polk Moore,  
Drums

20/47-5634  
MY EVERYTHING—(NY)  
11/9/53

(Lacy-Wilson) Hill & Range  
Charles Grean, Leader-Bass;  
Eddy Arnold, Roy Wiggins,  
Hank Garland, Al Chernet,  
Guitars; Phil Kraus, Drums

SECOND FLING—(NY) 3/31/53  
(Steve Nelson-Joan Javits) Hill  
& Range

Charles Grean, Leader-Bass,  
Eddy Arnold, Roy Wiggins,  
Hank Garland, Al Chernet,  
Guitars; Phil Kraus, Drums;  
Marty Gold, Piano

20/47-5525  
I REALLY DON'T WANT TO  
KNOW—(NY) 10/23/53

(Howard Barnes-Don Robert-  
son) Hill & Range  
Marty Gold, Leader-Organ;  
Eddie Litvin, Organ; Eddy

Arnold, Al Chernet, Guitars;  
Charles Grean, Bass; Phil  
Kraus, Drums-Vibes

ILL NEVER GET OVER YOU  
(NASH) 9/26/53

(Floyd Tillman) Hill & Range  
Eddy Arnold, Leader-Guitar;  
Roy Wiggins, Hank Garland,  
Jack Shook, Guitars; Ernie  
Newton, Bass

20/47-5415  
MAMA, COME GET YOUR  
BABY BOY—(NY) 3/31/53

(Leon Merritt-Alvin Alton)  
Adams, Vee & Abbott

IF I NEVER GET TO HEAVEN  
—(NY) 3/31/53

(Jenny Lou Carson-Roy Botkin)  
Rio Grande Music

Charles Grean, Leader-Bass;  
Eddy Arnold, Roy Wiggins,  
Hank Garland, Al Chernet,  
Guitars; Phil Kraus, Drums;  
Marty Gold, Piano

FREE HOME DEMONSTRATION—(NY) 3/31/53

(Cy Coben-Charles Grean)  
Hawthorne Music

HOW'S THE WORLD TREATING  
YOU—(NY) 3/31/53

(Chet Atkins-Boudleaux Bryant)  
Tannen Music

Charles Grean, Leader-Bass;  
Eddy Arnold, Roy Wiggins,  
Hank Garland, Al Chernet,  
Guitars; Phil Kraus, Drums;  
Marty Gold, Piano

20/47-5197  
SOMEDAY, SOMEWHERE—  
(NY) 12/2/52

(Thomas A. Dorsey) Hill &  
Range

Eddy Arnold, Leader-Guitar;  
Al Chernet, Guitar, Charles  
Grean, Bass; Phil Kraus,  
Drums; Marty Gold, Piano;  
Eddie Litvin, Organ

WHEN I'VE DONE MY BEST—  
(NY) 6/16/52

(Thomas A. Dorsey) Hill &  
Range

Eddy Arnold, Leader-Guitar-  
Vocal; Allen Hanlon, Guitar;  
Charlie Grean, Bass; Phil  
Kraus, Drums; Cy Levitan,  
Piano; Marty Gold, Organ;  
Audrey Marsh, Miriam  
Workman, Rudy Williams,  
Carter Farriss, J. A. Edkins,  
Vocalists

20/47-5196  
THE OLD RUGGED CROSS—  
(NY) 12/2/52

(Rev. George Bennard) Homer  
Rodeheaver

Eddy Arnold, Leader-Guitar;  
Al Chernet, Guitar; Charlie  
Grean, Bass; Phil Kraus,  
Drums; Marty Gold, Piano;  
Eddie Levitin, Organ

HAVE THINE OWN WAY  
LORD—(NY) 6/16/52

(Adelaide Pollard-George Steb-  
bins) Hill & Range

Eddy Arnold, Leader-Guitar-  
Vocal; Allen Hanlon, Charlie  
Grean, Bass; Phil Kraus,  
Drums; Cy Levitan, Piano;  
Marty Gold, Organ; Audrey  
Marsh, Miriam Workman,  
Rudy Williams, Carter Far-  
riss, J. A. Edkins, Vocalists

20/47-5193  
I'M GONNA LOCK MY HEART  
(And Throw Away the Key)—(NY)  
12/4/52

Jimmy Eaton-Terry Shand)  
Shapiro, Bernstein & Co.

Eddy Arnold, Leader-Guitar;  
Al Chernet, Hank Garland,  
George Barnes, Guitars;  
Charlie Grean, Bass; Phil  
Kraus, Drums; Marty Gold,  
Piano; Eddie Levitan, Organ

YOU ALWAYS HURT THE  
ONE YOU LOVE—(NY) 12/2/52

(Doris Fisher-Allan Roberts)  
Leeds Music Co.

Eddy Arnold, Leader-Guitar;  
Al Chernet, Roy Wiggins,  
Hank Garland, George  
Barnes, Guitars; Charlie  
Grean, Bass; Marty Gold,  
Piano; Eddie Litvin, Organ

20/47-5192  
MOONLIGHT AND ROSES—  
(NY) 12/2/52

(Lamare-Black-Daniels) Villa  
Moret, Inc.

(Continued on page 30)



When Eddy Arnold started his career he was a combination singer and comedian. This early photo was taken in the days when Eddy was on Station KXOK, St. Louis.

## Preparation on Concentration

• Continued from page 18

since then it was recorded annually until a satisfactory version was obtained in 1954 with take No. 8 used as the master. Many songs have been recorded two or three times before release, and a number of Eddy's older records have been re-recorded during the past few years and the new masters substituted in production without any special comment to the trade, merely because Eddy believed he could perform them better.

Despite the care used in screening songs before recording, Eddy records more songs than are released. In deciding on a new Arnold release we always have actual recordings from which to choose. Often songs that looked good on paper don't come off so well in the studio and they join the ever-growing list of unreleased Eddy Arnold masters. This is often difficult to explain to disappointed writers and publishers, but it is quite necessary to the continuation of the lengthening string of successful Eddy Arnold records.

## Nixes Cover Tunes

Another feature of Eddy Arnold's approach to recording is the avoiding of cover tunes. It is often a great temptation to cut a particularly promising song intro-

duced by some unknown artist, but we feel that in the long run it has strengthened Eddy's position in the recording field to have him associated always with a hit song which he introduced. Of course, a number of the songs he has introduced have later been successfully recorded by other artists, such as "Anytime," "That's How Much I Love You," "Bouquet of Roses," "I'll Hold You in My Heart," "I Really Don't Want to Know," etc., but rarely have we recorded anything except fresh songs for Eddy's regular single record releases.

Altho this method works well for Eddy Arnold, it does not follow that it is the only way to success on records. However, I have worked with many artists, and have found few who put nearly the same amount of thought and effort into making records. Some of these have come up with smash hits without much thought or effort, but they have never stayed up on the top anywhere near as consistently as Eddy Arnold.

You can understand why I am inclined to smile when someone tells me what a lucky person Eddy Arnold is . . . how every song he records is automatically a hit. Lucky is not the word for it. The word is work!

## Manager-Pubber Marriage

• Continued from page 24

average artist, who condescends to listen to a tune, and finding he doesn't like it, will still do a rave over it, then ask the a.&c. man to turn the tune down. There is nothing as devious as this about Eddy. He is as completely forthright, and has as much integrity as any man who ever lived.

## All This Plus Guts

He has all this and guts, which, too, is a factor in our relationship. He has guts concerning, and faith in, his own talent. When we originally planned the TV film series mentioned above, we had several propositions. Most of them entailed the investment of a substantial part of the production costs by distributors, etc., with a subsequent and natural share in the control over the kind of show we would do. After much thought, Eddy decided that the film series was so important to him that he could not permit control of it in any hands but his own. He, therefore, decided to bankroll the entire series himself.

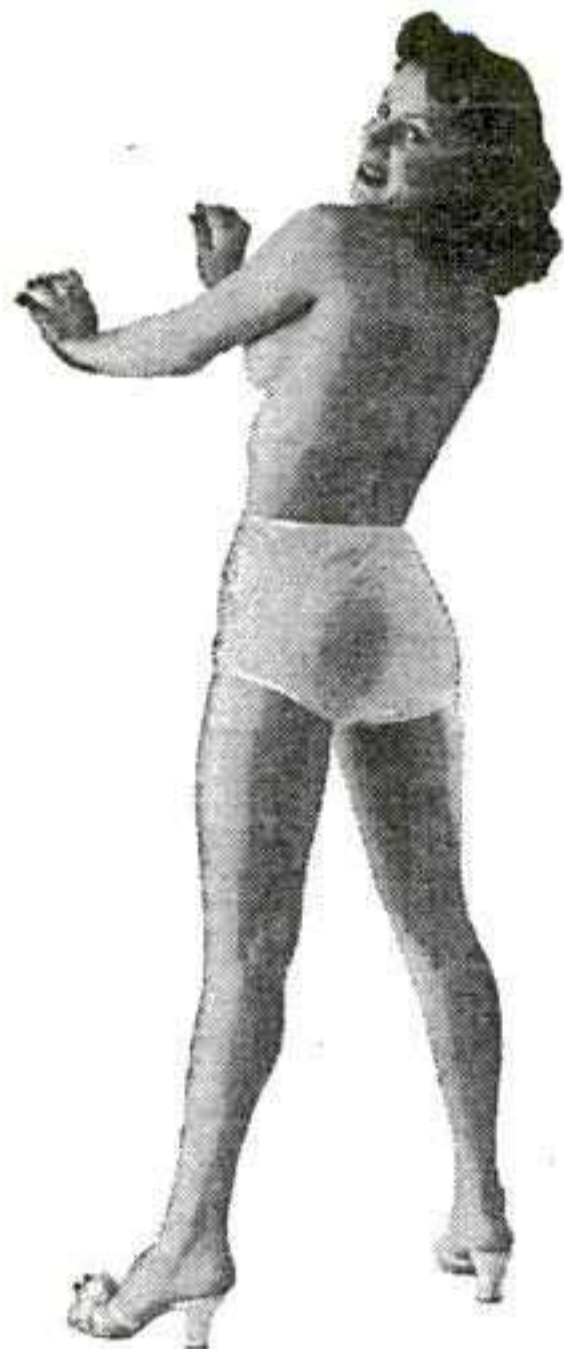
Anyone who has ever been involved in TV film production will understand that this is not a matter of peanuts, or even almonds. This is substantial, important and large quantities of the green stuff. And Eddy has worked long and hard to acquire such quantities of it as he possesses. Nevertheless, in connection with the series, and because of its importance to him and his

career, he is fading for the works. This, I say again, is a rare performer and a rare person. This is the kind of a performer and a person with whom you must cast your lot if you wish to hang out the dual shingle of which we spoke. It is too bad that there aren't more Eddy Arnolds, but there just aren't. We consider it the highest kind of privilege to work as his managers and to be a part of his current activities, including, of course, this celebration of his 10th anniversary with RCA Victor Records. We pray that we will be with him to celebrate many, many more. He's our boy, and we are inordinately proud of it.



Working around his Tennessee farm, Eddy fills the tractor radiator with water.





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# VOX JOX

Continued from page 34

we were both off, I called him, and we both had a laugh."

The five-year-old son of John Woods, WTAC, Worcester, Mass., took over his dad's Sunday show with a stack of kidisks. His opening line was "Good afternoon. This is Mark Woods dressed in Sunday best. I'll be with you in a minute. First, here is your announcer, my dad." Station WTAC, Worcester, Mass., recently broadcast a service feature to their listeners which ran on Mark Wood's daddy's show, "Sunday Best." The unusual half-hour show was devoted to hi-fi, which included sound tests by which listeners could adjust their FM and hi-fi equipment for maximum tonal response. Woods played musical notes ranging from 20 cycles per second to 18,000 cycles per second. The show also included hi-fi records and commentary on the development of FM radios, hi-fi phono and radio equipment and tape-recorders.

**SURFACE NOISES:** "Why is it that this dance-craze called 'The Mambo' is being applied to 75 per cent of arrangements and orchestrations?" writes Marc Jennings, WCMI, Huntington, W. Va. "I think it's a sacrilege to put 'Jingle Bells' in this current dance fad. And, to add insult to injury, on the flip-side is 'Rudolph, the Red-Nosed

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Reindeer,' humbled to a mambo rendition. It wouldn't surprise me if 'Silent Night' were to appear in this style. Honestly, just because the record industry is searching frantically for 'the new sound' is no reason why all songs should be subjected to such irking and cannibalistic dance arrangements called The Mambo. It's dreadful, and I'm doing my best to stamp it out in my own local airwaves sphere of influence."

Ed Millar, KSOK, Arkansas City, Kan., reports: "I have noticed that The Billboard's DJ poll results showed station management was getting more control of what records were being played on shows. Jockeys might be interested to know what happened here at KSOK. We started a program of having one person make a music list for all record shows every day to control the type

**YESTERYEAR'S TOPS—  
The nation's top tunes on records  
as reported in The Billboard**

JANUARY 13, 1945

1. Don't Fence Me In
2. I'm Making Believe
3. Ac-Cent-Tchu-Ate the Positive
4. Trolley Song
5. Into Each Life Some Rain Must Fall
6. Rum and Coca-Cola
7. There Goes That Song Again
8. I Dream of You
9. Dance With a Dolly
10. I'll Walk Alone

JANUARY 14, 1950

1. I Can Dream, Can't I?
2. Mule Train
3. Dear Hearts and Gentle People
4. The Old Master Painter
5. A Dreamer's Holiday
6. Slipping Around
7. Don't Cry, Joe
8. Johnson Rag
9. There's No Tomorrow
10. Bibbidi-Bobbidi-Boo

of records used by the deejay. This lasted only about a month. Then it just about died of its own accord. The reason was that it helped to destroy the individuality of the jockey and the show, even if it was a segue show. Each person has different musical tastes and programing ideas as to the order of records. To force only one person's taste on everyone else is to make your over-all shows mechanical and tired, the same as if you talked to one person and only one person all day long."

**CHANGE OF THEME:** Sandy Singer, KCRG, Cedar Rapids, Ia., called us this past week to tell us that his station's call letters which originally were KCRG and then changed to KCRI have returned again to the KCRG title. . . . Johnny Sippel, Western division manager of Mercury Records, read our call for Wally Nelskog's whereabouts to Buddy Basch, New York flack, who had difficulty in reaching Welskog at KUTI, Yakima, Wash. Sippel reports that there definitely is a station called KUTI. He says, "And I can attest to that for I was there and had breakfast with Nelskog at the local hotel after meeting him at the station. Nelskog, incidentally, owns KUTI and intends to open two more stations in Lake Moses and Everett, both in Washington."

Bill Zollman was named music director of KSIB, Creston, Ia. . . . Peter Lyman, program director of KAAA, Red Wing, Minn., will make a whirlwind tour of Southern resort spots, doing a half-hour tape recording in each spot. He begins the jaunt in New Orleans on January 17. . . . Bob E. Lloyd, WAVZ, New Haven, Conn., tells us about his new baby daughter, Carol Ann. . . . Jerry Joynes, WROV, Roanoke, Va., also had a happy event when his son, Thomas Dudley, appeared. . . . Bert Cornwell has been

## BACK TO BACK

### Coral Starts Silver Star Hit Series

NEW YORK, Jan. 8.—Coral is readying a new Silver Star series of singles, featuring "hits back to back." The first release, out January 20, will include new diskings by Les Brown and Don Cornell of their past platter successes, and a re-issue of two hit sides cut by the Ames Brothers when they were on the Coral label.

Coral chief Norm Weinstroer says that eventually the series will include the best of the label's catalog. However, the Brown disk is a new recording of his old Colum-

## LATIN TRADE

### Price Cut Hits Disk Exports to S. America

NEW YORK, Jan. 8.—Record exports to Central and South America, normally slow at this time of the year, stopped "deader than dead" this week in the wake of price reductions by major manufacturers.

Orders were canceled wholesale as the news of the price drop on LP's filtered thru to Latin accounts. In some cases exporters voluntarily withheld shipments ordered at the old prices to retain customer good will.

Specialists in this hotly competitive phase of the record business estimate it will take them at least a year to build up sufficient volume at the lower prices to return the profit picture to its present level. The lower prices will not be so attractive to consumers below the border, it is said, since much of the retail price is determined by heavy import duties.

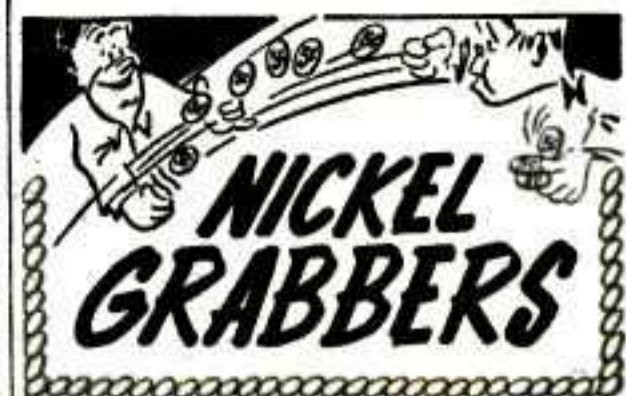
The import duty on disks in Venezuela, the largest South American consumer country, amounts to 25 per cent. In Colombia, another strong importer, the duty is 80 per cent. The ordinary buyer in either of these countries will find the price reduction of slight significance, compared to purchasers in the United States, exporters predict.

promoted to program director at WKYR, Keyser, W. Va.

Dan Anderson has joined WLOL, Minneapolis. . . . Hank Goldman reports the birth of his second boy. Goldman spins at WANN, Annapolis, Md. . . . Ken Garland, WPOR, Portland, Me., has been upped to the bell-ringing chores on the "Alarm Clock Club" and would appreciate words of advice from fellow early birds. . . . Eddie Dillon, WHJB, Greensburg, Pa., is leaving his post and heading for the West Coast. . . . Bob France, recently a lieutenant in the U. S. Army, has joined the staff of KSET, El Paso, Tex. . . . Completion of a two-year talent search and re-programing job was announced last week by KSFO, San Francisco, with the signing of Dick Cook for a featured deejay position. Cook's latest position was as program director of WMPS, Memphis.

Winfred McDaniel has left WARB for parts unknown, and Bill Bise has taken his stand. . . . Tom Warner, KVAN, Vancouver, Wash., is in the Good Samaritan Hospital suffering from a hand injury. . . . Wayne Hetrich, WKVA, and Bob Hale, WBUX, Allentown, Pa., have left their stations to join WAEB, Allentown, Pa., to do a show together. . . . Dave White left WFRX, West Frankfort, Ill., to return to his studies at Southern Illinois University.

bia hits, "I've Got My Love to Keep Me Warm" and "New Mexican Hat Dance," while the Cornell waxing is a new version of his Sammy Kaye hit, "It Isn't Fair," backed by his old Coral click, "I'm Yours." The Ames sides feature "Sentimental Me" and "Rag Mop." The Brown record will be sent to deejays and handled as a new release sales-wise.



**THE CHARMS**  
LING, TING, TONG  
BAZOOM  
DE LUXE 6076

**HEARTS OF STONE**  
WHO KNOWS  
DE LUXE 6062

**THE MIDNIGHTERS**  
STINGY LITTLE THING  
TELL THEM  
FEDERAL 12202

**EARL BOSTIC**  
SONG OF THE ISLANDS  
LIEBETRAUM  
KING 4754

**HARVEY JUNE VAN**  
THE LIGHTS ARE GROWING DIM  
I'M JUST NOT THAT KIND  
KING 1387

**THE PLATTERS**  
VOO-VEE-AH-BEE  
SHAKE IT UP MAMBO  
FEDERAL 12198



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Occupation \_\_\_\_\_

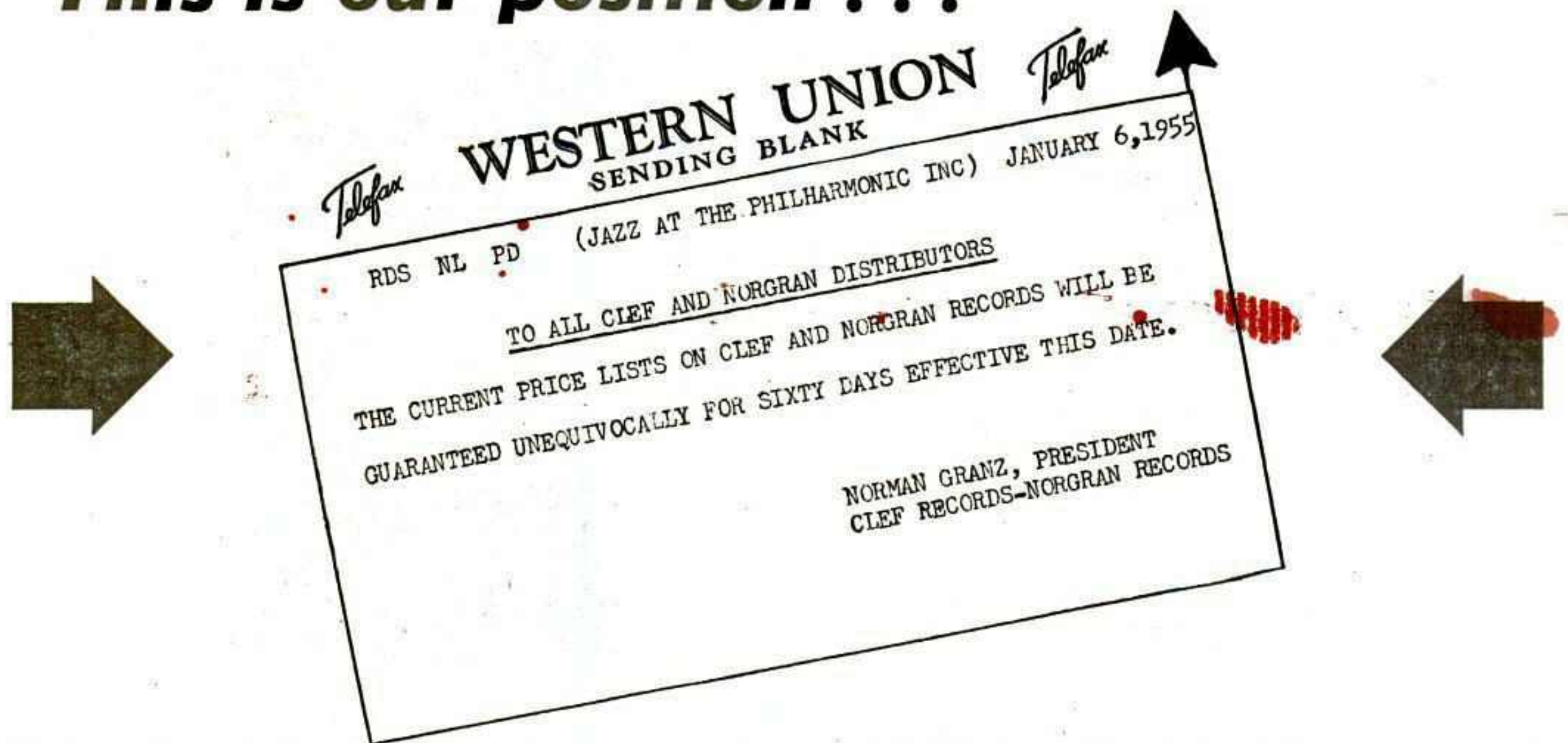


GIVE TO DAMON RUNYON CANCER FUND



# ATTENTION ALL DEALERS!!!

*This is our position . . .*



## And This Is Our Policy:

*Our Records are unlike any other record company's and we feel that the consumer receives full value for his money. We are not trying to compete with any other record company in terms of price; but we are competing with every record company in terms of product. We don't pretend to be selling "quantity"--We are selling "quality." We feel that our artists and their talents are worth the prices we ask.*

(SIGNED) **CLEF and NORGRAN RECORDS**  
*Norman Granz,*  
President



## Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) ..... RCA Victor LM 1817
2. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) ..... RCA Victor LM 1838
3. HANDEL: MESSIAH—Huddersfield Choral Society, Liverpool Philharmonic Orchestra (Sargent) ..... Angel 3510 C
4. TCHAIKOVSKY: THE NUTCRACKER — Minneapolis Symphony (Dorati) ..... Mercury OL 2-101
5. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) ..... Columbia ML 4879

## Reviews and Ratings of New Popular Albums

### MARTEIRIE BLOWS

AND THE CATS PLAY ..... 74  
Taliph Marterie Ork, The Harmonicats (1-10")  
Mercury MG-25195

The label has combined its top dance ork with Jerry Murad's Harmonicats on this new release. The combination is a good one, tho not as terrific as one might expect. But even then, the fans of each group should help make this set a good seller for the label. Tunes include a fine selection of evergreens, including "Frenesi," "Perfidia," "Indian Summer," "Orchids in the Moonlight" and others. This would do nicely in the stores, and it's a good item for deejay programming, too.

### JAZZ JAZZ JAZZ JAZZ JAZZ JAZZ JAZZ A NIGHT AT BIRDLAND, VOL. 3 ..... 78

Art Blakey Quintet (1-10")  
Blue Note

This, the third in the Birdland series issued by the label, featuring the Art Blakey Quintet and recorded at the at the jazz spot, is not only the best in the series but an outstanding jazz album. The Blakey combo features the leader on drums, Clifford Brown on trumpet, Lou Donaldson on alto sax, Horace Silver on piano and Curley Russell on bass. The group swings out on three original tunes and they come thru with some very exciting jazz. Tunes include "Now's the Time," a 12-bar blues penned by Charlie Parker, "If I Had You," and "Confirmation." Fans of the quintet and many other cool jazz fans will want this release.

### THE ARTISTRY OF

BUDDY DE FRANCO ..... 77  
(1-12")  
Norgran MGN 1012

Each new set of De Franco's stylings seems to indicate ever refined technique and musical growth. That is the case here, where he is in top form. Modernists will especially like the clarinetist's inventive exploitation of familiar material like Charlie Parker's "Now's the Time" (a high

point in the package). Billy Taylor's "Titoro," and Mulligan's "Gerry's Tune." The range of the artist is revealed in the case into which he can swing into tastefully sentimental standards like "Autumn Leaves" and "You Go to My Head." There is something here for jazz fans of several schools, and dealers should not fail to capitalize on that fact.

### HI FI JAZZ, VOL. 1 ..... 74

Terry Gibbs Sextet, George Auld All Stars, Tony Scott Quintet (1-10")  
Brunswick BL-58058

Some of the finest modern jazzmen in New York (along with about 1,000 of their fans) gathered at the Pythian Temple on the night of April 3, 1953, and the four swinging selections in this package indicate that a lively time was had by all. "Bernie's Tune," a lighthearted swing opus that has become quite a favorite among New York groups, shows Gibbs and his boys (particularly tenor man Ray Abrams) at their best. In "Tea for Two" clarinetist Tony Scott joins forces with Auld's virile tenor and Charlie Shavers' wild trumpet for some witty, brilliantly executed interplay. Scotty has another fine tuning with his own men in pianist Dick Katz's "Cupcake." Scott, Katz and that wonderful bassist Milt Hinton are all impressive in their solos.

### WADE LEGGE TRIO ..... 73

(1-10")  
Blue Note 5031

Here's a bright new jazz set featuring pianist Wade Legge, a young man who has been playing the 88's with the Dizzy Gillespie group for the past two years. He has ability and he gets a good chance to show off his cool jazz stylings on this new release. Tunes include four standards, the jazz anthem "Perdido," a Swedish air, a blues, and Bud Powell's "Dance of the Infidels." A lot of jazz fanciers should hand this young pianist (20) a listen as they'll probably be hearing more about him in the future.

## Reviews and Ratings of New Classical Releases

BEETHOVEN: PIANO CONCERTO NO. 5 (EMPEROR) (1-12")—Edwin Fischer, Piano; Philharmonia Orchestra; Wilhelm Furtwangler, Cond. RCA Victor LHMV-4 ..... 75

This brings the number of LP recordings of the "Emperor" to over a dozen, with at least half of those available of undisputed merit. Admittedly the problem of selection is difficult, and is now compounded by this further addition of top quality. Yet advice to the dealer who does more than a token classical business must be to stock this entry. The Furtwangler name is a potent draw in Beethoven repertoire and that of Fischer only slightly less to knowledgeable keyboard fans. A collector's item in the truest sense, this set will pull sales for many years.

RIMSKY-KORSAKOV: LA GRANDE PAQUE RUSSE OVERTURE; CAPRICCIO ESPAGNOL (1-12")—Detroit Symphony Orchestra; Paul Paray, Cond. Mercury MG 50039 ..... 74

This LP is apparently a re-coupling of two of Paray's past waxings for the label. His performance of "Capriccio Espagnol" is available on Mercury 50020 backed by Ravel's "Bolero"; and his Russian Easter Overture (La Grande Paque Russe) is also out on Mercury 50028, backed by the composer's "Symphony No. 2." Performances and sound are excellent.

BACH: VIOLIN PARTITA NO. 2 IN D MINOR; VIOLIN PARTITA NO. 3 IN E (1-12")—Zino Francescatti, Violin. Columbia ML 4935 ..... 70

A familiar facet of Francescatti's art is revealed here and it is one that a good many fiddle fanciers relish. The romanticism that this superb artist brings to his more familiar concerto readings, plus the remarkably clean technique, is much in evidence in this "bible" literature for the instrument. It must also be realized, however, that his lush approach will not be universally appreciated among more sophisticated Bach collectors. This,

then, is a good item to expose to purchasers whose first interest is the instrument, and second the composer.

DVORAK: LEGENDS, OP. 59 (1-12")—Little Orchestra; Thomas Scherman, Cond. Columbia ML 4928 ..... 69

Enduringly popular as Dvorak's "Slavonic Dances" have proven to be, it is surprising that the "Legends" are not equally known. Written shortly after the "Dances," they have the same richness and spontaneity of melody, the same folk quality that stamp his more frequently programmed works. The sound is fresh and vivid, in contrast to the only other version available (which also is an incomplete series).

BAROQUE CHAMBER MUSIC (1-12")

—Haydn Society HSL 117 ..... 66  
Eighteenth Century music, sensitively played and clearly recorded by a group of French musicians, this set should exert strong attraction for connoisseurs of the period. The five works grouped in this attractive disk program include G. P. Telemann's Quintet in G, J. J. Quantz' Trio Sonata in C Minor, A. Scarlatti's Quintet in F, J. C. Bach's Quintet in C, and Handel's Trio Sonata in E Flat. Instruments used in varying assortments are flute, oboe, bassoon, violin and harpsichord.

SHOSTAKOVICH: SYMPHONY NO. 10; KABALEVSKY: COLAS BREUGNON OVERTURE (1-12")—National Philharmonic Orchestra; Dmitri Shostakovich, Cond. Colosseum CRLP 173 ..... 62

The basic appeal here is the authenticity provided by the composer's direction of his symphony, a work which excited such strong comment at its introduction here a few months ago. But this fact will interest only the most serious collector when it must be balanced against the generally poor sound. Addition of the brilliant Kabalevsky piece awards the set a slight competitive assist.

# PHONOS—HI FI

By STEVE SCHICKEL

## STROMBERG-CARLSON SHOWS NEW LINES . . .

The 1955 line of high-fidelity equipment was unveiled last week in Washington by Stromberg-Carlson at the firm's Eastern division convention for distributors. Besides the showing, firm representatives learned first-hand of the company's advertising, merchandising and sales promotion for the first quarter. Featured in the new line is a recently introduced console model (HFCM) which will retail at \$199.95 in mahogany, and \$209.95 in bleached mahogany. Already in the line are a portable model at \$98.95 and a Hi-Fi-Et, console model, which will retail at \$119.95 in mahogany and \$124.95 in bleached mahogany. A similar regional convention took place late in the week at the Chase Hotel, St. Louis, for the firm's Western distributors.

## PILOT'S NEW TABLE HI-FI AND PRE-AMP . . .

The Pilot Radio Corporation of New York announced recently the addition of a de luxe, encore, high-fidelity table model phonograph, Model PT-1020. This three-speed, automatic unit will spearhead the firm's hi-fi line. It features a push-pull, six-tube, eight-watt amplifier; a Garrard RC-80 automatic changer with GE variable reluctance cartridge, and a three-step equalization control for all records. The speaker system consists of a heavy-duty, eight-inch woofer and a six-inch tweeter, both enclosed in an acoustic chamber. Wrought-iron legs are available for \$3.95. Unit is done in mahogany finish and will retail at \$179.50. The firm also announced a new professional control pre-amplifier-equalizer, the Pilotrol, Model PA-913. The unit will retail at \$119.50, and features push-button operation.

## WEBCOR DEVELOPS 1955 ADVERTISING CAMPAIGN . . .

S. T. Seaman, director of marketing for Webcor, revealed the firm's advertising plans for the first six months of 1955 at a distributors meeting held in conjunction with the current furniture show in Chicago. He announced that the campaign would be

one of local advertising on a national scale. Utilized will be 24-sheet billboards and heavy circulation newspaper supplements, as well as national magazines. The entire cost of the program will be borne by the factory, with dealers and distributors tying-in with their own ads in newspaper issues containing the supplement ads by the factory. The theme of the campaign will be "Verified High-Fidelity."

## HALLICRAFTERS REVAMPS MODEL FOR 1955 LINE . . .

The Hallicrafters Company has revamped its Virtuoso high-fidelity console unit for inclusion in its 1955 line, which is showing at the American Furniture Mart in Chicago. The unit will be available in mahogany at \$199.95 retail, and \$209.95 in blond. The set stands on legs and can be made into a table model. The firm also has a \$99 model and a top-end \$799 model in its line.

## ANOTHER TOP-LEVEL 1955 FORECAST . . .

Another forecast and business outlook survey result, this one by the F. W. Dodge Corporation for the Prudential Insurance Company, points to a bright year ahead. Theme of the prognostication was based on the fact that people are buying more and saving less. Figures indicate that the total value of all goods and services for 1955 may reach \$370 billion, a new record, if true, by going well over the previous record of \$367 billion in 1953, and the estimate of \$356 billion in 1954. Another statistics firm announced retail sales for the first-half of 1955 will be 4 per cent over last year, another new all-time peak.

## AUDIO MARKETING TO SPONSOR SALES-ADVERTISING FORMS . . .

Audio Marketing Service, Los Angeles group of manufacturers' representatives specializing in audio component sales to distributors and dealers, will sponsor a series of weekly forums devoted to new techniques in selling, merchandising and advertising high-fidelity components. Meetings will be held on five consecutive weeks, beginning March 9.

# LINER NOTES

By IS HOROWITZ

Columbia Records and the Metropolitan Opera this week terminated their longtime exclusive contract, and RCA Victor immediately completed plans to produce its first official Metopera dishing.

Knowing tradesters had long anticipated a break-up of the Columbia deal. In eight years it had resulted in only 10 complete Met recordings. While high recording costs contributed to this modest production, other factors included the increased competition from opera albums cut abroad in recent years.

Perhaps the most single important factor, however, was the control of Met artists by other diskeries than Columbia. With rare exceptions, such as Richard Tucker and Lily Pons, practically all headline artists at the opera company, came under exclusive recording contract to Victor and London Records.

Victor's roster, for instance, includes such Met stalwarts as Leonard Warren, Zinka Milanov, Robert Merrill, Roberta Peters, Victoria de Los Angeles, Licia Albanese and Jan Peerce. London has Mario del Monaco, Renata Tebaldi, Cesare Siepi, Fernando

Corena, Ettore Bastianini, Guilietta Simionato, Hilde Gueden and Lisa Della Casa, in addition to conductor Alberto Erede.

Columbia was faced with the unpleasant situation of recording Met Operas without many of its most lustrous names.

### Victor Pact

Victor's quick move into the Met arena is not being taken under an extended contract. However, there may be additional recording sessions from time to time, according to present plans.

On Sunday (9) Victor will begin cutting a highlight version of Verdi's "Masked Ball," with substantially the same cast that the Met used in its highly publicized performance with Marian Anderson last night (7). The single 12-incher will be rushed out quickly, at the new \$3.98 price, of course.

In the disk cast, in addition to Miss Anderson, are Warren, Peerce and the Misses Milanov and Peters. Peerce is the only disk replacement, Richard Tucker having sung in the live production.

Dimitri Mitropoulos will conduct.

## LONG TERM

### Weems and MCA Mark 30th Anni.

CHICAGO, Jan. 8. — The new contract set this week between Ted Weems and the Music Corporation of America will mark Weems' 30th anniversary with the booking firm, longer than any talent on the MCA roster. Weems organized his band in 1923 and was one of the first to make "name band" tours across the country.

Weems first signed with MCA in 1925, and the following year he signed his first record contract with the Victor Talking Machine Company. This same year he released his first tune, "Somebody Stole My Gal." Since then, such notable tunes as "Piccolo Pete," "Nola," "Canadian Capers" and "Heartaches" were recorded and made famous. "Heartaches" enjoyed a healthy revival in 1947.

Over the years, Weems has recorded for Victor, Decca, Columbia, Bluebird, Brunswick, Mercury and currently M-G-M. Some of the names growing out of the organization were Marilyn Maxwell, Art Weems, Red Ingle, Elmo Tanner, Country Washburn, Snooky Lanson, Jack Owens, Arthur Jarrett and Perry Como. Dewey Berg-

man, head of Benida Records, was one of the original members of the band, playing in the group's first engagement at the L'Aiglon Cafe in Philadelphia.

### Hi-Fi Institute's Industry, Public Campaigns Click

CHICAGO, Jan. 8.—The High-Fidelity Institute, the national non-profit group organized to tell the hi-fi story to the public, is making marked success on both the public front as well as the intra-industry level.

Response to the group's promotional material, according to the organization's commissioner, Jerome J. Kahn, was in good quantities and from all over the country. Kahn also stated that the intra-industry differences were being reconciled and progress was being made.

"It is evident that a wide area of agreement exists on the need for promotion of hi-fi at the public level, and the potential market is so great that there is room for all sorts of merchandising and distribution, as well as products," Kahn said.

Speaking on the subject of the recently organized hi-fi group in New York, Kahn said that it appeared to have the same goal as the national organization and there-

## Cap Dealers Take Orders

HOLLYWOOD, Jan. 8.—Record dealers throuth the country were taking orders on Capitol Records' de luxe \$24.95 Stan Kenton package this week, despite the fact that the album is not slated for release until February 7.

Move is part of Cap's advance merchandising of the Kenton Anthology, with dealers giving their customers a certificate which reserves the limited edition package. The album represents Capitol's first plush package at the high-ticket level, and in addition to the four 12-inch LP's and a 44-page two-color history of the Kenton band, it bears the first metallic acetate printing in disk packaging.

Capitol has prepared a special disk jockey kit containing a 10-inch LP of excerpts from the album and the original discography. Kenton is scheduled to tour the major cities in conjunction with the release of the album.

fore was invited to become a part of the national group.

The Institute went ahead with its plans for setting up advisory committees. Further regional meetings will be held in January and February, and it is expected the national program will be under full steam by March.



**DECCA**

**BRINGS YOU ANOTHER SMASH FROM  
AMERICA'S GREATEST HIT-MAKERS**

# The MILLS Brothers



# "PAPER VALENTINE"

**b/w THE URGE**

**DECCA 29382 • 9-29382**





## Majors Jump With R.&B. Beat

• Continued from page 33

monly known as "cat" music, into the pop markets that helped to change slowly the thinking of the larger firms.

The successful cover record of "Sh-Boom" by the Crew Cuts on Mercury last year helped start that label on an r.&b. cover kick. Capitol Records did the same, and Decca Records also jumped on the bandwagon. Last year's cover waxing of "Shake, Rattle and Roll" by the Bill Haley crew on Decca has turned out to be one of the firm's top-selling records.

During this period, however, both RCA Victor and Columbia had remained somewhat aloof from the new trend. This is no longer so. Joe Carlton, RCA Victor pop a.&r. chief, stated this week that the firm will make waxings of what it considers potential hit r.&b. tunes as often as the firm comes across them, and will use top artists when the tunes fit the singers. The "Ko Ko Mo" disk with Como is expected to be only the first of many RCA Victor cuttings in this vein.

Mitch Miller this week also stressed that the diskery would put out disks featuring the music with a beat whenever it found suitable material for its artist. The thinking

## Victor Reduces

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\$3.15 to \$3.85 are molded into one price of \$3.20.

There is no major price change in the EP's, but the limited editions of the Glenn Miller and Brahms remain at \$30, while the ballet special edition retailing at \$19.85 is reduced to \$15.90.

All 45 r.p.m. records, including Red Seal, go to one price, 90 cents. All 12-inch, 78 r.p.m., including Red Seal, are reduced from \$1.65 to \$1.25. The 10-inch, 78 r.p.m.'s are reduced to 90 cents from \$1.25. On the Bluebird series, the price is reduced from \$3.45 to \$3.20. The company announced to the dealers it was giving no rebates to the dealers on present stock, that there would be no change in discount and the one discount system in this country would be continued. There is no change in the return privilege system.

Capitol will guarantee price protection of all albums listed at \$4.98 and above until June 30. The firm's 100 per cent exchange privilege will be given on a dealer's first order for any new album released after January 10, and is limited to the stipulation that the exchange must be for other albums of like price and type of music, and that the initial order must be for not less than two of each album on any one speed. The exchange privilege will continue for six months after the release date of each album or until the dealer's first reorder date, whichever occurs first.

**ANOTHER BMI "PIN-UP" HIT**

**THAT'S ALL I WANT FROM YOU**

Recorded by **JAYE P. MORGAN**, Victor **DICK JACOBS**, Coral

Published by **WEISS & BARRY, INC.**



**A Great New Instrumental and Vocal**

**"MY OWN TRUE LOVE"**  
(Tara's Theme)

REMICK MUSIC CORP.

**JUST RELEASED!**

Leroy Anderson's **SANDPAPER BALLET**

**SONG OF THE BELLS**

Recorded by **LEROY ANDERSON**  
Decca #29319

**MILLS MUSIC, Inc.**

of both the Victor and Columbia recording heads was that if this was what the kids wanted, this was what they were going to get.

The "Ko Ko Mo" story, is another of an r.&b. tune breaking loose from r.&b. to pop. First put out on the Combo label, it hit big in New York and Chicago very quickly. A version on the Tampa label by the Dooley Sisters broke loose last week in Pittsburgh. The E. H. Morris Publishing Company, getting wind of the excitement, bought the tune this week for an advance of better than \$5,000. RCA Victor, Mercury and Label "X" were rushing out their versions. Some of the tunes that have made it in both the r.&b. and pop fields include "Sh-Boom"; "Shake, Rattle and Roll"; "Hearts of Stone," "Tweedle Dee," "Honey Love" and "Sincerely."

## New Cap Prices

• Continued from page 32

to \$3.98. Remaining in Capitol's \$4.98 W series are the best selling albums of Gleason, Sinatra and N. t (King) Cole. No return privilege; 100 per cent exchange allowed.

(3) All of Capitol's \$5.95 full dimensional sound classics reduced to \$4.98. FDS quality, inner protective sleeve, laminated covers, etc., will be retained.

(4) All of Capitol's original sound-track albums, Broadway show albums and other specialized packages remain at \$5.95. Cap's SAL series of high-fidelity albums remain at \$6.75.

(5) Single pocket extended play albums at \$1.49; double pocket EP's at \$2.98. No return privilege, the 100 per cent exchange privilege allowed.

(6) All single 12-inch Cetra LP's reduced to \$4.98; 10-inch Cetra LP's reduced to \$2.98.

(7) All 10-inch pop LP's reduced to \$2.98.

Capitol will guarantee price protection of all albums listed at \$4.98 and above until June 30. The firm's 100 per cent exchange privilege will be given on a dealer's first order for any new album released after January 10, and is limited to the stipulation that the exchange must be for other albums of like price and type of music, and that the initial order must be for not less than two of each album on any one speed. The exchange privilege will continue for six months after the release date of each album or until the dealer's first reorder date, whichever occurs first.

## Slide Viewers

• Continued from page 33

unit can be located in a dealer's store window for maximum traffic appeal or within the store itself. Each set of slides furnished with a Tele-Story unit will be a self-contained promotion within itself for a specific group of merchandise, i.e., 12 slides each with particular series of pop albums, classics, etc.

Tele-Story units and a set of slides will be offered to dealers with maximum traffic locations at no cost. Owing to the initial expense of the viewer itself, Capitol is limiting the distribution of Tele-Story.

## Bourne Files

• Continued from page 32

and "Steel Guitar Rag," written by Bob Wills and Leon McAuliffe respectively, appeared in record form and that the defendants reproduced it without Bourne's permission.

Bourne asked the court for an injunction and destruction of masters and stampers of the aforementioned songs and penalties totaling six times the royalty allegedly due them.

Similar actions against the same defendants were filed in behalf of Lasalle Music in the matter involving the song, "Down Yonder," and by Robbins Music Corporation concerning the tune "Johnson Rag." Both suits asked for specific damages of \$100,000 each, in addition to penalties.

## RCA Asks Pub Rate on Free 'Digest' EP's

NEW YORK, Jan. 8.—RCA Victor has asked publishers to give it a special half-cent mechanical rate on many recorded but unreleased ditties to permit the diskery to assemble a pop EP package to be given away with phonographs in a "Listener's Digest" type promotion.

The Victor plan is to build a set of 10 EP's, holding 40 tunes cut by leading artists, including Perry Como, Eddie Fisher, Dinah Shore, et al. All the material has been cut and is in the can, and there is no intention to bring them out as regular singles.

It is known that some publishers have already consented to the reduced royalty rate, with a few rejecting the proposal unconditionally.

If enough publishers agree, Victor will offer the 10 EP's to the public in a tie-in package with a 45 r.p.m. player at a list price of \$39.95. The label has already turned out classical, country and western and mood-music sets in similar promotions.

## Decca Execs To Tour U.S.

NEW YORK, Jan. 8.—Decca proxy Milt Rackmil and sales chief Syd Goldberg will start a cross-country tour of the label's branch offices next week, conferring with Eastern division sales execs here Monday (10); North Central in Cleveland, January 14; Midwest, Chicago, January 15; South, New Orleans, January 17 and Western division, January 19.

The Decca toppers will discuss the label's plans for 1955, and the new price adjustments are sure to be spotlighted at each discussion period.

## 'Investigator'

• Continued from page 33

Gould, New York Times radio-TV columnist, devoted a full column to the piece last weekend. Since then radio station WLIB here broadcast the entire album, and Jay Tuck handed the album a lengthy review in his New York Post column.

Most dealers here were caught without a single copy—including those dealers to whom Dauntless had originally tried to sell the package on a consignment basis. Most dealers at first rejected the album because it was priced at \$5.95. But customers right now are willing to pay any price for the album.

Heavy orders from out-of-town areas were beginning to flood Dauntless by the end of this week, and the distributor and manufacturer hope to be able to press enough copies to fill orders within a week or two.

## MAILING TO DJ'S FINDS 45'S OK

HOLLYWOOD, Jan. 8.—A recent mail survey of disk jockeys taken by Abbott Records bears out the decided swing toward the use of 45 r.p.m. records by radio stations. According to the diskery, which mailed cards to jockeys asking whether they could play 45 r.p.m. disks, over 90 per cent of the returns said they could handle the records. Total returns thus far are over 1,000.

The diskery made the mailing for its latest DeCastro Sisters disk. This was the first time that the Fabor Robinson company had attempted to make use of 45's for deejay use.

## Call for New Pub View

• Continued from page 32

sheet music sales amounted to 5.85 per cent.

Total dollar volume of the sheet music sales is highly speculative. Compilations of the Music Publishers' Association (The Billboard, July, 1954) placed the figure at \$30,000,000 annually, 75 per cent of which is derived from the sale of educational and standard music and the remainder from pop publications.

In The Billboard survey, dealers indicated what, in their minds, would make sheet music a more desirable commodity. The answers may be summarized as follows:

1. Dealers want lower prices for the consumer and a greater profit margin for themselves.

2. Printing the titles of sheet music at the top of the cover sheet and a catalog service (such as Phonolog in the record field) would facilitate the handling of sheet music. Also helpful to dealers would be display suggestions.

3. The release of sheet music should tie in with the release of hit records. Many records have achieved top popularity before the sheet music begins to move.

4. Many dealers insist that sheet music should be removed from drugstores, grocery stores and newsstands and only carried in music stores.

5. Many noted that they carried sheet music for the customer's convenience and as a traffic item.

### Promotion Needed

Quite a large number of dealer returns protested the utter lack of any organized promotional or merchandising effort. The average publisher, according to the dealer, turns out his sheets, gets plugs on the song and promptly forgets the whole matter. His operation is totally unlike the record manufacturer who keeps promoting by trade ads, consumer material on albums, window displays, racks, colorful jackets, packages and various point of sale items.

The publishing industry has made sporadic attempts to re-establish a sounder contact with the consumer. But many firms are frankly discouraged. One leading jobber voiced the thought of many of the publishing fraternity by blaming the situation on the great number of records released, which contributes so much to the accelerated rate of the business and consequent short life of a song. It is conservatively estimated that 150 records, 300 sides, are released per week.

The Copyright Act's compulsory licensing provision, which permits any disk manufacturer to record a tune after the first license has been granted, is also blamed—the argu-

## Indies on LP's

• Continued from page 32

\$3.15 for 10's. But next week it will give its distributors allowances permitting movement to dealers of three 12-inchers for every two purchased at normal price, and four 10's for every three bought.

### Haydn Society

Haydn Society is holding its \$5.95 list, with a special incentive deal expected soon. It is also expected that the label later may adjust its lists downward, with dealers protected by a guarantee on purchases made beforehand.

Vox reiterated its intention to keep to \$5.95 in a letter to dealers this week. But the document, over the signature of George Mendelssohn, president, asked for dealer suggestions as to its future course.

No change in Angel's price policy, if one is indeed taken, is expected for another month. Dealers have, meanwhile, been given guarantees on new purchases.

## Dual Basis

• Continued from page 33

shown are done in modern styling, with solid brass legs and brass hardware. Cabinets are done in mahogany and walnut, while the speaker grilles are done in caned bamboo. All panels are almost one inch thick to add to tonal quality. All models will be manufactured to decorator specifications and will list at \$1,100.

ment being that the publisher loses control of his copyright.

### Price Necessary?

Whether present sheet music prices are justified is also a controversial matter. Some publishers state it is scarcely a factor. Others claim that 50 cents for pop sheets are unjustified for such a "transitory" piece of merchandise which costs the publisher about 4½ cents to print. The dealer pays 26 cents for this, and the jobber about 22 cents. There is a 40 per cent mark-up at the dealer level. The publisher generally makes a clean 15-cent profit after the writer's share has been deducted.

Analysts of the sheet music picture often try to correlate sales with the production and sale of other instruments, notably pianos. The music instrument industry is booming generally, the American Music Conference reporting that it exceeds \$325,000,000 at the retail level (see additional figures in separate story). This is four times the dollar volume of 1939. AMC also estimates that 9,300,000 people in the United States play piano.

### NPM Figures

Figures supplied by the National Piano Manufacturers' Association of America indicate that piano production has advanced a lot since the depression years of the 1930's—but much progress must still be made before the piano industry can achieve figures prevalent in first three decades of the century. In 1914, for instance, 322,652 pianos were shipped and 333,046 in 1919. In 1929 the figure dropped to 120,754; down to 27,274 in 1932, etc. By 1953 the industry had come back to the extent of 160,883 pianos shipped. The 1954 figure is believed to be comparable.

The number of musical instruments owned in the United States, according to the AMC, is 27,000,000, a better than 50 per cent increase over 1936.

The prosperous condition of the instrument business, however, is regarded as tying in more closely with the standard and educational segments of the publishing field—rather than with the pop category. The more astute of the pop publishers have recognized the lure of the educational segment and have been making efforts to gear their operation to take advantage of it. Those with sufficient catalog and cash are getting into it more and more. But this is, at best, a way out of—rather than a solution to—the pop dilemma.

## WATCH FOR

Billy Reid's

## "THE CROSS OF GOLD"

ROSS JUNGnickel, Inc.

## "SMILE"

★ ★ ★

Coming Up Fast!

## "THE BARKING DOG"

BOURNE, INC.

136 W. 52d Street, New York 19

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

## IT'S A WOMAN'S WORLD

ROBBINS MUSIC CORPORATION



# IMPACT

—IS THE WORD

• • • • THE NATION'S TOP DISC JOCKEY SHOW

• • • • THE RECORD INDUSTRY'S NUMBER ONE PLUG

• • • • TV'S MOST AMAZING RATING

## —THIS IS THE STORY

Two years ago, HOWARD MILLER created a format for the first true Disc-Jockey show on television. Predicated on the belief that music had the greatest entertainment appeal, the show was presented with a philosophy that good records require no visual gimmicks to make them attractive entertainment. These records, presented with the performing talent in an intelligent interview and discussion, combine in a show which captures the viewing of the Middle West. The result was the birth of a television Disc-Jockey show that has become a first in the industry and nation.

The almost instantaneous success of a record presented on THE HOWARD MILLER SHOW has made it the record industry's number one plug. Without exception, the greatest names in the business have launched many of their top-sellers on THE HOWARD MILLER SHOW.

From this story of the nation's top Disc Jockey show has come television's most amazing rating; polls indicating listenership equal to, and frequently more than, all other stations combined.

That is the story of THE HOWARD MILLER SHOW, heard and seen for two hours every Friday night on WBBM-TV, CBS in Chicago.

## THE HOWARD MILLER SHOW

ON

## WBBM-TV

	11:00 PM	11:15 PM	11:30 PM	11:45 PM	12 M	12:15 AM	12:30 AM	12:45 AM
WBBM-TV	13.3	12.7	13.0	11.7	9.7	7.7	7.0	6.0
STATION X	5.3	4.7	3.7	3.0	3.3	3.3	3.0	3.0
STATION Y	12.0	10.7	6.7	3.3	...	...	...	...
STATION Z	3.7	4.0	4.3	4.0	3.0	3.0	2.7	2.7

(Special Telepulse rating for December 10, 1954.)

HOWARD MILLER ON  
RADIO-WIND, TOP RATED  
MORNING SHOW, 6:30-8:00

HOWARD MILLER PRODUCTIONS  
540 N. MICHIGAN AVE.  
CHICAGO, ILL.



# TALENT TOPICS

## FLANAGAN ORK TO PLAY S. W. THRU JANUARY . . .

The Ralph Flanagan orchestra will play the Texas, Oklahoma, Kansas, Missouri and Nebraska territory thru the end of January. Bookings include a five-day stand beginning today (8) at the Coliseum in Houston, followed by one-night stands at ballrooms, country clubs and Army posts. On January 18 the band plays the University of Texas.

## ADVANCE ON GOBEL POINTS TO SELLOUTS . . .

George Gobel bids fair to play to two capacity houses on his appearance at the Taft Theater, Cincinnati, January 15, judging from an unusually heavy advance sale chalked up thru last weekend. Mail orders from Tuesday thru Thursday (4-6) totaled more than \$7,000, with the mail total thru Saturday reported at better than \$10,000. Handling the promotion is the local Frank Sennes Agency, which handled Gobel on his first major nitery dates. Tickets are scaled from \$2.20-\$4.00. On Sunday (16), the Sennes office has Gobel set on a polio telethon at the Field House, Dayton, O., sponsored by stations WHIO-TV and WLW-D, with ducats pegged from \$2 to \$5. On the Cincy date, Gobel is reported to be on a \$5,000 guarantee against 60 per cent of the gross. Sennes office is surrounding the comic with six standard turns, with Willie Thall, of WLW-T, serving as emcee.

## FEYER AND MARKS SIGN PUBLISHING CONTRACT . . .

George Feyer, Vox pianist whose "Echoes" series has been a best-selling line for the label, has closed a deal with E. B. Marks to publish his piano arrangements in folio form. The pattern will follow the disk series with tunes identified with the various countries covered in his "Echoes" survey. Feyer has also recently signed a management pact with Music Corporation of America.

## BETTY JOHNSON TO CUT FIRST VICTOR SIDES . . .

Betty Johnson, who left Bell Records to sign with RCA Victor this month, will cut her first four sides for the latter January 24. The canary is booked

for a week-long guest spot on Don McNeill's "Breakfast Club" over ABC and ABC-TV, starting Valentine's Day. McNeill inaugurated a guest-vocalist policy this month and will continue it until permanent warbling replacements are selected for Johnny Desmond and Eileen Parker, who bow off the program January 21.

## RCA ADDS MISS WOOD TO C.&W. ROSTER . . .

Steve Sholes, RCA Victor artist and repertoire exec, has added Del Wood to his country and western talent roster. Miss Wood, a featured performer on "Grand Ole Opry," formerly recorded for Decca and Republic Records. Sholes will travel to Nashville in two weeks to cut his first sides with the pianist for a scheduled February release.

Jan August will be at the Monte Cristo in Palm Beach, Fla., for a nine-day engagement starting January 22. . . . The Gaylords will open a two-weeker at the Golden Hotel in Reno, Nev., starting January 12. . . . Benny Goodman will be featured soloist with the Symphony of the Air at Carnegie Hall on January 19. He will play the solo part in the first New York performance of Paul Hindemith's "Clarinet Concerto." . . . Shaw Artists has set up a cocktail department, and Larry Meyers, formerly with Music Corporation of America, will head it up.

Earl Bostic and his ork will appear with Herb Shriner at a one-nighter at New Orleans' Municipal Auditorium on March 16. Promoter Tuddy Mancuso is promoting the date. . . . Bill Kenny has been signed to a booking pact with the Associated Booking Corporation. Kenny has also severed his management pact with personal manager Howard Christensen. . . . The Rover Boys opened at the El Morocco in Montreal. . . . Sunny Skylar has been signed as an artist by Decca Records. The first release features Skylar singing two tunes written by himself and Andy Ackers.

Decca's country and western topper Paul Cohen has signed veteran c.&w. artist Bob Willis. . . . Teresa Brewer visits Chicago this week to plug her new Coral disk "I Gotta Go Get My Baby" with local deejays. . . . Johnny Parker will play a return engagement as guest vocalist on Ted Steele's WOR-TV show here the week of January 24.

# MUSIC AS WRITTEN

## FILIPPO TOPS PROMOTION FOR DECCA IN PHILLY . . .

Mario Filippo has been appointed promotion manager of the Philadelphia branch of Decca's Eastern division. He succeeds Leonard Salidor, who has been named branch manager. Meanwhile, Decca's Richmond, Va., branch—under the management of Bill Donovan—has moved to new and larger quarters.

## LESLIE DISTRIBUTORS IN NEW QUARTERS . . .

Leslie Distributors, New York City one-stop, moves to new quarters. According to Lou Boorstein, Leslie chief, the new quarters boast a completely re-designed layout with better display space. Also offered are parking accommodations for all customers. Leslie also operates one-stops in Hartford, Conn., and Pittsburgh.

## HERB COOK DIES IN KANSAS CITY . . .

Herb Cook, singer, pianist and song writer, died December 31 at his home in Kansas City, Mo., at the age of 59. Cook was one of the trio which originated the hit song, "Three Little Words," and composed a song used as the State song of Oklahoma until Rodgers and Hammerstein's "Oklahoma!" was adopted.

## SPIN IT RECORDS' JANUARY 17 DEBUT . . .

Spin It Records, headed by Nick Therry and Eddie LeBaron, have been organized in Hollywood and bow January 17 via two releases featuring Mimi Martel and Nick Therry. Firm is currently setting national distribution.

## A QUICK DELIVERY ON MISS COLLINS' DISK . . .

Audivox Records cut a Dorothy Collins cover on "Tweedle Dee" Monday (3) and had it out to local deejays 36 hours afterwards. Dealers received it Thursday (6). The disk is backed by "Get Happy," utilizing the spiritual-type arrangement featured by the canary on a recent "Hit Parade" telecast.

## PALMER RETURNS TO COAST MERCURY POST . . .

Lee Palmer, formerly associated with Jay-Kay Distributing Company on the Coast, has returned to his post as sales and promotion manager with the Mercury Record Distributing Corporation, Hollywood. Move is effective immediately. Ralph Anthony, who filled Palmer's position at Mercury, will remain with the company.

## New York

A. Oldrich, Midwestern division manager of Coral Records, was in town from Chicago recently to confer with Coral sales chief Norm Weinstroer. . . . M-G-M's Albany, N. Y., distributor, Leonard Smith, visited the label's Manhattan headquarters last week. . . . Fran Warren, who became the mother of a girl last week, is scheduled to take over the lead in the road company of "Pajama Game" sometime this month.

The recently formed Tony Scott Septet made its New York debut at a Birdland concert Monday (3). This modern group has recently cut a number of sides for RCA Victor that will be released in the near future on an LP.

Southern Music has acquired the tune "Dixie Danny" from Sound Records, Philadelphia indie label which owns the tune. The Sound record has been making noise in Philly. . . . Being a newspaperman is usually considered to be enough of a problem for any one man to handle, but Morton Levand, a veteran of 16 years in the newspaper business, has turned songwriter, publisher and record company owner. Levand, who is a stockholder in and son of the publisher of The Wichita (Kansas) Beacon, has started the Tex label. First four sides are out. Levand will also start a pop label called Top "20" Records. He also operates Robbie Music. . . . Veteran publicist Henry Okun has been appointed to the board of directors of the Police Athletic League of Newark, N. J. . . . Another new label in the field is American Records. Gene R. Omdorf is Eastern repre-

sentative. . . . Jazz lecturer and deejay Sid Gross left for the West Coast this week. He'll do some jazz recording there for Urania Records. Gross is set to start a new jazz course at the Carl Fischer Sky Room early in February. . . . Joe De Vico, advertising manager of Majestic Radio and Television, has resigned his post after nine years with the firm. His new affiliation will be announced shortly.

## Chicago

Buddy Black, WGN disk jockey, has added another segment to his broadcast day. This one starts at 11:05 p.m. and runs till midnight and is sponsored by Nash dealer Barrow Brothers. . . . Bud Brandom, Brandom Music Company, has added a Joni James song folio to his properties. The book features her most popular numbers and is complete with pix. Selling agent is Keys Music Company, New York. . . . Dirk Courenay's "Midnight Run," seen over WGN-TV is now a three-night-a-week schedule. Gray Thornton does the musical chores for the show, which features guest artists and recorded music.

Jack Fascinato, formerly musical director of the "Kukla, Fran and Ollie" show, is now doing the musical chores on the "Tennessee Ernie" show across the board. . . . A contract negotiated by Al Trace brought Kitty White into the Mercury Record fold last week. Teddy Phillips and his orchestra have been held over at the Flamingo in Las Vegas for four more weeks. . . . "Studs Terkel's Briefcase," a new musical show over WBKB-TV, premiers Sunday, January 16, from 11 to 11:30 p.m. The show is a mixture of jazz, opera, drama, and guests. . . . Art Rupe, head of Specialty Records, appointed James H. Martin, Inc., as the line's distributor of r.&b. records for the Chicago area.

## Hollywood

ASCAP songwriter Ruth Grahm, daughter of vet songwriter and music publisher Lou Herscher, and husband, Alan Grahm, became the parents of a boy, born December 27. . . . Bill Leob has set Mel Torme for three weeks at the Bimbo Club, San Francisco, starting January 13. Torme then goes to the Aero-Marine Club, Seattle, for one week beginning February 15. . . . Quality Records of Canada has added the S&S line, with Eddie Dean's "I Dreamed of a Hillbilly Heaven" the first record. . . . Adolph Deutsch will do the dramatic scoring and conducting on M-G-M's "Interrupted Melody." . . . Louis Armstrong and crew made their first appearance on the Sunset Strip in two years last week, opening at the Crescendo for a fortnight. . . . Ella Logan will hyp up her current Statler stint as well as her new "Finian's Rainbow" album on Capitol via a series of mass interviews with high school editors and guest shots with local disk jockeys. . . . Patty Andrews will start work on an upcoming picture this summer to enable her to fill 16 weeks of night club engagements before then. . . . The Columbia film, starring Frankie Laine, will feature the song, "Candy Dancers' Ball," popularized by Laine on records two years ago. . . . Les Brown ork drew a rousing 16,740 dancers in its first week at the Hollywood Palladium. Harry James ork opens there January 25, with Les Elgart following on February 15. . . . Ina Ray Hutton has been named March of Dimes queen for the San Fernando Valley. . . . Vic Damone due in next week to prepare for his upcoming Coconut Grove appearance. . . . Machito and band inked for two weeks at San Francisco's Down Beat Club, and then into the Crescendo on January 24.

## Cincinnati

Larry Norrett, veteran song plugger with E. B. Marks, is in Room 342, Jewish Hospital, this city, recovering from a heart ailment. He will go to Florida in a few weeks to recuperate. There's only one redeeming feature, says Larry. Herbert Marks, head of the Marks org, is picking up the tab for his illness.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Smiley Burnette has kicked off a tour of 65 one-nighters thru nine States, which will have him winding up in California March 11. Trek got under way at Mount Airy, N. C., Monday of last week (3). . . . Hal Smith, who handled the managerial reins on Ray Price until last November, is now working in a similar capacity with Carl Smith and His Tune-smiths. Before entering the management end of the business, Hal played with various bands on "Grand Ole Opry." The recent report that June Carter was quitting Mother Maybelle and the Carter Sisters to team with Carl Smith was a bum steer, says Hal Smith.

A new-type "Grand Ole Opry" unit hit the road January 5 when Martha Carson's Spiritual Singathon began a two-week swing thru South Carolina, Georgia and Florida. Group includes George Morgan, the Happy Goodman Family and the Louvin Brothers. . . . Lonzo and Oscar last week began a four-week tour of Army camps in Texas, Louisiana and Mississippi. . . . Roy Acuff and the Smokey Mountain Boys returned to Nashville Saturday (8) from a USO Camp Show tour of military bases in

Alaska. They hit out for Florida this week for a string of personals. . . . Cowboy Copas and Bill Monroe will guest on the network portion of "Grand Ole Opry" Saturday (15), with Jimmy Dickens and Marty Robbins filling that slot January 22.

Jim Reeves returns to "Louisiana Hayride," Shreveport, Saturday (15) after a tour of military installations in France, Germany and Iceland, winding up with a shot on Ed Sullivan's TV show from New York Sunday (9). . . . Porter Wagoner and Hawkshaw Hawkins slated to cut a session this week for Steve Sholes, of Victor. . . . Bud Isaacs, steel guitarist with the Red Foley and a Victor waxer on his own, has removed the cast from his right wrist which was severely sprained in a recent horseback-riding accident.

Ford Rush, for many years associated with Roy Acuff, is now handling bookings for Capitol's Jean Shepard, Victor's Hawkshaw Hawkins and Decca's Foggy River Boys. All are associated with "Ozark Jubilee," and Ford is working out of the Top Talent office, Springfield, Mo. . . . Latest issue of Pickin' and Singin' News features a double-page spread on (Continued on page 61)

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

The new year is starting out as a bright one for r.&b. diskeries with the music with a beat still on top as the most exciting in the business today. Proof again of this is the fast-rising recording of "Tweedle Dee" by Lavern Baker on Atlantic. It marks the latest in a long list of records that sell equally well in both the pop and r.&b. fields. The music with a beat has so invaded the pop field that even Perry Como on RCA Victor cut an r.&b. tune this week, and Tony Bennett on Columbia will be out with some r.&b.-type sides next week. (See separate story.)

As of this date, practically all of the independent r.&b. labels are holding the list price of 78 r.p.m. records at the 89-cent price. This includes labels such as Atlantic, Chess and Checker, Imperial, and others. On the major label front, only RCA Victor's Groove label, subsidiary label "X" and M-G-M Records have jumped the price to 98 cents for 78 r.p.m. records. Columbia, Capitol, Decca, Mercury, and Okeh are holding, as of this week, at 89 cents.

The "Rock and Roll Ball," which is being thrown next Friday and Saturday nights at the St. Nicholas Arena in New York by deejay Alan Freed, of Station WINS here, is now a complete sellout, according to Freed's manager, Lew Platt. This dance, based on the same pattern that proved so successful at other Freed dances in the Midwest, looks like another big one for the deejay.

Probably the saddest note of the old year was the accidental death on Christmas day of the singer-ork leader Johnny Ace. In Ace's short career he came up with a remarkable string of hits, all notable for

their sincerity and quality. We extend our condolences to his family, and to Duke Records head Don Robey and sales manager Irv Marcus, who helped guide Ace to the top.

A new radio station, KATZ, opened in St. Louis last week. The station will specialize in r.&b. and spiritual wax, and will cover a radius of 35 miles around the Midwestern city. The head of the station is Bill Garrett, and Bob Heatherington is veepee in charge of sales. We wish the new station many years of happy spinning of the top r.&b. and spiritual records.

The Five Pearls will appear at the Madison Ballroom in Detroit on January 14, 15 and 16. . . . Columbia Records this week released its first waxings by Mahalia Jackson. The firm released two records which are available either singly or in a two-pocket EP package. The package contains pictures and a biography of the great gospel singer, and the firm intends to hand the disks a powerful send-off.

## ATTENTION, DISKERIES . . .

As you all know, we have the second annual rhythm and blues special coming up on January 29. We intend to run a listing of the talent under contract to each of the r.&b. labels. But we can only make it a complete listing if you all send us in a list of your artists, singers, orks, guitarists, etc. If you have more than one label, please specify which label the artist records for. We need the info quickly; so let's get it to the R.&B. department of The Billboard at 1564 Broadway, New York City, pronto. Gracias.



without any further conversation

# MR. DEALER

*Mercury Records is confident that the new price structure will greatly increase traffic in your store and we are offering you a*

## 100% EXCHANGE PRIVILEGE

*for all extended play and long play records, in like series, purchased from January 5th, to February 28th.*

### MERCURY RECORDS

#### NEW PRICE LIST

10 inch singles—78 rpm . . . . .	98c ↗	DEALER COST 57c
7 inch singles—45 rpm . . . . .	89c ↗	DEALER COST 52c
One record EP 45 rpm album . .	\$1.49 ↗	DEALER COST 86c
10 inch long play . . . . .	\$2.98 ↗	DEALER COST \$1.85
12 inch long play . . . . .	\$3.98 ↗	DEALER COST \$2.47



*The usual 5% return privilege on all single  
78 and 45 rpm records with no return privilege  
on any 45 rpm EP albums, 10 or 12 inch long play records*

SEE YOUR

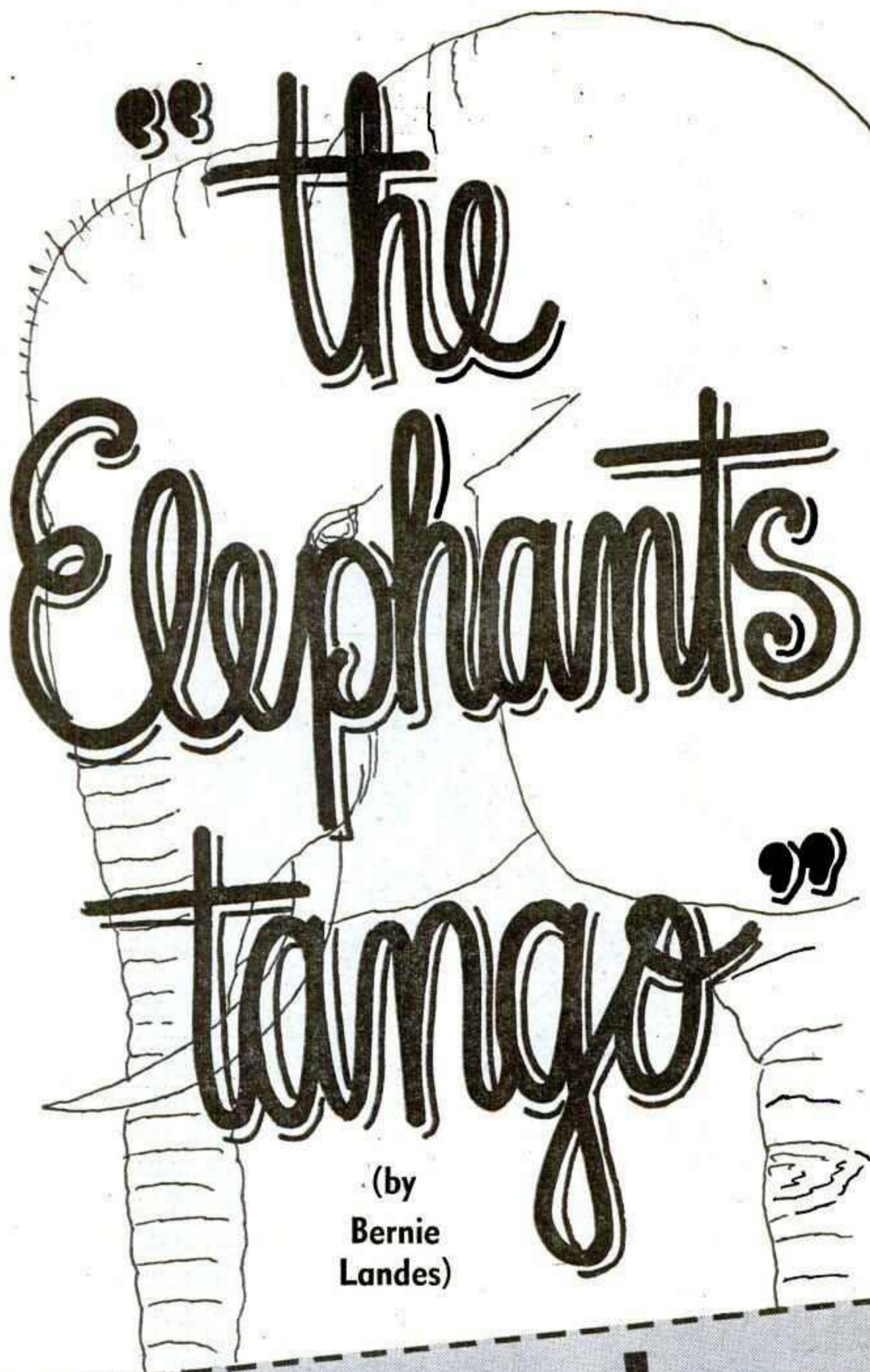


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# A JUMBO SIZE HIT!

**UNIQUE! HUMOROUS!  
DANCEABLE! LISTENABLE!**



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with

**EDDIE GRADY**

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*America's Fastest Selling Records*

## VOX JOX

By CHARLOTTE SUMMERS

**JOX TRIX:** KOA's entire staff turns disk jockey on the Sunday afternoon operation of Denver's NBC outlet station as all of the radio and TV personalities come on in an afternoon of fast moving chatter and platter parade in the form of a three-ring circus. The entire four-hour show is laid out like a mythical circus with ring masters Norman Nesbitt, Pete Smythe, Frank White, Ben Avery and others talking about records, artists, old-timers and up coming hits. Circus music, "The Billboard March," hawkers and appropriate sound effects are all wrapped together into a disk show by producer Jimmy Atkins.

Bill Bennett, WAND, Canton, O., deejay, has received some weird answers to his latest contest question, "What is a doodle-li-boop?" It has to do with Art Carney's Christmas novelty tune, and WAND will award each of 10 winners a copy of the record, "Santa and the Doodle-li-Boop." . . . Rex Dale, WCKY, Cincinnati, has devoted his show for the past month to the emergency March of Dimes. Dale sent autographed records to the listeners contributing \$1 or more to the fund. . . . This past week we received a note from the "Midnight Masquerader," telling us about his-her (?) new show. "Romance is on South Florida's air during the early morning hours. A new romantic show, done by unidentified and masked deejay, consists of soft romantic music with bits of verse and philosophy beamed exclusively to those who are in love."

Don Sherman, WLYN, Lynn, Mass., writes: "We had some fun recently with Dolores Hawkin's record 'George.' A lot of the jocks have been running contests to identify 'George'; so I decided to pull a switch. I told them that I knew who George was but that because of an agreement among the deejays I couldn't tell them. However, I said I wanted them to be in on the secret and gave them a secret phone number to call. I then gave them the number of Dave Maynard, WHIL, Boston. He got so many calls that he finally had to ask what was going on, and when he found out, he pulled a switch. He told his audience to call our number and ask 'Who Don Sherman Is?' After  
*(Continued on page 42)*

## DEALER DOINGS

By JUNE BUNDY

**TRAFFIC BUILDERS:** Decca is gifting dealers with special auto bumper tags to plug Bill Haley's "Dim, Dim the Lights." The tags are printed in a bright green of the same material used for bumper tape, and the message, of course, also carries a practical meaning for motorists. . . . Joske's of San Antonio is sponsoring a new deejay series, "Musical Workshop," over local Station KENS on Sundays. . . . Lillian Patton, who owns the White Novelty, a wholesale-retail record outlet in Detroit, went into the mail order record album business over the holidays, with orders pulled via Phil McKeller's CKLW show on Friday and Saturday nights. "Mrs. Pat" often appears on the show herself to discuss EP and LP packages, and in time she hopes to sponsor the McKeller show across-the-board. The mail order business, which operates under the name L. & J. Music, provides a 24-hour phone order service for listeners, and thus far business has been excellent. Mrs. Patton will continue her White Novelty activities as usual, operating the mail order outfit as a separate business.

**JUST BROWSING:** Herbert Gray, The Music Box, Hillsdale, N. J., has nothing but praise for his Victor salesman. "Last week," says Gray, "the Victor man asked me to get my invoice out on some radios I bought from him last summer, and said that for every \$50 worth I'd bought he'd give me one free punch from a punch board. Believe it or not I punched out \$5. He dug down and paid me right away without an order. You could have knocked me over with a 45 record."

**IN THE FIELD:** Jean H. Saul, Fred Scott Record Shop, Charleston, W. Va., passes along the following selling advice: "In order to sell records you have to like what you're selling, and let people know you like it. If there's a new record, and you want to sell it, tell the people you like it, and play the new songs while waiting for people to make up their minds. Maybe they'll buy just from listening to it once. A smile is always a best seller. Try it!" . . . In the same vein Romaine Beach, McCrory Stores, Hagerstown, Md., writes, "When I have a record in stock I politely ask my customers if they've heard it. If they say 'no' I play it for them and tell them who the artist is and all I know about the disk to get them interested. Three out of five times I sell it."

**EXPANDING:** Little Al's Record Shop will move to new and larger quarters in the same block on Lawrence Avenue in Chicago at the end of the month. Al reports he is happy over the price revamping because he was caught with a heavy stock of 78 r.p.m. records. In less than an hour after he heard of the price change he had window cards printed and erected in his store window and was probably the first store locally to get on the new price structure. He reported LP sales spurted from the hour on.

## JUKE BOX WRAP-UP

Juke box operators view new record price structure with little concern. Big hope here is that record companies will increase their selections available in 45's. Seventy-eight r.p.m. increase offset by reduction in 45 price.

Philadelphia operators prepare to give dime play on juke boxes a dry run. All operators will sample several machines to determine public reaction. Results will decide if Philly goes 100 per cent dime play.

Detroit's recent move to dime play met with no opposition. Newspapers, radio and television softened the public for the ops. Feature stories announcing the change appeared in papers thruout country.

Wurlitzer, a major phonograph manufacturing company, prepares to bow new juke box. Distributors' showings of '55 model to be held later this month.

For full details on these stories see Music Machines Department beginning on Page 86.



### NAMM Exec Blasts RCA's Price Cutting

CHICAGO, Jan. 8.—One of the strongest reactions to the RCA Victor price drop came from Earl Campbell, president of the National Association of Music Merchants. In a telegram to Frank M. Folsom, president of the Radio Corporation of America, Campbell wrote:

"The recent price action taken by RCA is deplored by music dealers throughout the country. The action utterly disregards the dealer's responsibility of serving the public with RCA Victor records, making that service an incalculable liability. If it is in the interest of RCA for Victor dealers to carry a full stock of your products, certainly it is to your interest to avoid jeopardizing the financial position of your representatives. The manner in which your price action was taken is indefensible."

### DUAL BASIS

## Furniture, Style Hi-Fi New Trend

FORT WAYNE, Ind., Jan. 8.—The high-fidelity field over the short span of its existence has more and more gone into the idea of selling equipment on the dual basis of entertainment with furniture styling. The announcement this week of the new custom-built line of instruments which will be marketed shortly by the Capehart-Farnsworth Company and the Dunbar Furniture Company, Berne, Ind., again proves the theory that equipment in furniture styling is the trend.

The new line, which also includes Capehart's TV line, is being shown currently at the winter market of the American Furniture Mart being held in Chicago. The line, it was announced, will be sold thru both Capehart and Dunbar outlets. Prototype models being (Continued on page 38)

### Arnold Cuts His Own Unique Path In TV Film Deal

Continued from page 1

film package on a similar arrangement.

Guy Lombardo, one of the few musical personalities who produces his own film series, has managed to hold onto ownership of his films, but in the process had to sign an exclusive long-term distribution contract with the Music Corporation of America.

Most of the other musical film series are wholly or partially financed by outside interests, altho in several cases the stars own a percentage of the packages. Musical personalities available on film include Guild's Frankie Laine, Florian ZaBach and Liberace; Ziv's Eddie Cantor; MCA's Xavier Cugat and Lombardo; Flamingo's "Grand Ole Opry"; Official's "This Is Your Music," and North American Television Alliance's Carl Brisson.

### Granz Ups Prices On Clef, Norgran With Guarantees

NEW YORK, Jan. 8.—In the midst of a general decrease in the suggested list prices of records by the large and small diskeries, Norman Granz this week upped the price of his Clef and Norgran disks.

The price increase was only a small one on LP's; 3 cents each on t.e. firm's \$3.95, \$4.95 and \$5.95 LP's.

But the firm also raised all EP's from \$1.47 to \$1.59 cents, and also upped all 78's from 89 cents to 98 cents. In addition, the label guaranteed all disk prices for "at least 60 days."

### Coast Indie Diskers Hold Price on 78's

HOLLYWOOD, Jan. 8.—Despite the fact that none of the independent recording companies, with few exceptions, have raised the price of their 78 r.p.m. singles to 98 cents, it was generally believed by dealers, disk manufacturers and other trade people, that all 78 r.p.m. singles will be sold at the new price regardless of individual company policy.

Tho none of the dealers in this area were selling independent company pops, rhythm and blues or country and western records at 98 cents, a majority of dealers indicated they would shortly do so. Move is viewed as one that would stabilize the industry at one common meeting ground inasmuch as a majority of the major record labels had increased their price of 78 r.p.m. records to 98 cents.

Abbott, Aladdin, Specialty, Modern and Imperial made no move to change their prices this week, tho the possibility exists that such a change would be forthcoming once disclosure of all the major label prices were made.

Sales activity in the Southern California area, particularly of all major labels, came to a virtual halt this week. Tho dealers were kept relatively busy at the consumer level, little buying was being done by dealers on new merchandise or replenishment stock. News of the price structure of Columbia Records did not reach dealers thru Columbia channels until Thursday (6).

### SLIDE VIEWERS

## Designed to Sell Capitol's Pkg. Goods

HOLLYWOOD, Jan. 8.—Capitol Records will introduce a limited number of slide projection units to selected record dealers thruout the country this month in a move designed to further acquaint the potential record buyer with Capitol's package merchandise.

Unit is designed to contain a series of 12 color slides which revolve automatically and project onto a 12-by-12-inch screen which is part of the same unit. Color slides showing new Capitol album covers will be available to the dealer.

The new merchandising promotion, called Tele-Story, marks the first introduction of slide projection at the dealer level. The (Continued on page 38)

### Columbia Modifies New Disk Price Structure

NEW YORK, Jan. 8.—Columbia Records this week made some modifications in its new price and discount schedules as set up last week (The Billboard, January 8). One of the modifications was an extra discount on its \$4.98 and \$5.98 12-inch LP's—a limited offer for the month of January only. The other was holding the discount on single records, 45's and 78's in the pop and country categories, to 38 per cent.

As noted last week, Columbia reduced the price of the majority of its 12-inch LP's to \$3.98, but also placed some of them in a new price category of \$4.98 while retaining a few in the \$5.95 classification.

This week, however, the firm authorized its distributors to give an extra 5 per cent discount on \$4.98 LP's and an extra 7 per cent discount on \$5.95 LP's for the month of January. This means that dealers can buy LP's at discounts

## Price List Reflects Firmer Structure in Cost of Disks

### Decca-Coral, Cap, Mercury Clarify Picture; Local Pricing May Vary

NEW YORK, Jan. 8.—With the three announcements this week by Decca-Coral, Capitol and Mercury of their new price and discount structures, the picture for retail dealers and operators became clearer. And while some further adjustments may be made by the larger labels in weeks to come, it is now generally believed that suggested list prices will remain fairly constant for the time being.

The listing by label herein offered is presented by The Billboard as a service to dealers and operators and, in addition, to manufacturers and distributors. All prices listed are suggested prices, including the resale prices from distributor to dealer and operator.

Dealers are cautioned to check with their local distributors for any local or last-minute national changes in either costs or selling prices, since manufacturers do not ordinarily control the prices at which distributors sell to retail outlets. These prices are also listed as of the close of business on Friday (7).

Several of the labels have special exchange and/or return privileges available to dealers as well as additional merchandising pro-

grams which may affect the purchase or selling prices.

Capitol			
78 R.P.M.	List	Cost	
10-Inch Single	.98	.60	
45 R.P.M.			
Single	.89	.55	
1 EP	1.49	.87	
2 EP	2.98	1.74	
3 EP	4.47	2.61	
33 1/3 R.P.M.			
1 12-Inch (T)	3.98	2.48	
1 12-Inch (W)	4.98	3.10	
1 12-Inch (P)	4.98	3.10	
1 12-Inch (S)	5.95	3.69	
1 12-Inch (S+)	6.75	4.19	
1 12-Inch (H)	2.98	1.85	
1 10-Inch (Cetra)	2.98	1.85	
1 10-Inch (Cetra)	4.98	3.10	
Special exchange and/or credit applies to singles merchandise. Special exchange applies on initial order for LP merchandise.			
Columbia			
78 R.P.M.	List	Cost	
10-Inch Pop	.98	.60	
10-Inch Country	.89	.55	
45 R.P.M.			
Single Pop, Country	.89	.55	
1 EP	1.49	.86	
2 EP	2.98	1.73	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.84	
1 12-Inch (CL 500)	3.95	2.45	
1 12-Inch (ML)	3.98	2.46	
1 12-Inch (AML)	4.98	3.08	
1 12-Inch (SML)	5.95	3.68	
1 12-Inch (6ML)	6.95	4.30	
1 12-Inch (Entire)	2.98	1.84	
1 12-Inch (SL)	7.96	4.92	
2 12-Inch (4SL)	9.96	6.16	
2 12-Inch (SSL)	11.90	7.36	
2 12-Inch (6SL)	13.90	8.60	
(Special sets SL 190, SL 200 and SL 220 remain unchanged.)			
Distributors are offering an extra 5 per cent discount on \$4.98 LP's and an extra 7 per cent discount on \$5.95 LP's during January.			

### IT'S HERE, BUT GOOD

## Majors Really Jump With the R&B Beat

NEW YORK, Jan. 8.—The extent to which r.&b. tunes and the r.&b. beat have invaded the pop field was dramatically demonstrated this week when RCA Victor's Joe Carlton jumped on a ditty now stirring up action in the r.&b. field and waxed it with Perry Como. The tune is "Ko Ko Mo," originally released on the Combo label with Gene and Eunice.

Altho RCA Victor was not the only label to cut the burgeoning hit with a top pop name—Mercury cut it with the Crew Cuts, Capitol with the Hutton Sisters and Label "X" with Bill Darnell and Betty Clooney—the Como recording indicated conclusively that the music with an r.&b. beat was no longer regarded as a passing phase by any of the major firms.

As if to prove this even more conclusively, Columbia Records, which, as RCA Victor, had not paid too much attention to r.&b. tunes, had a release set for next week with Tony Bennett on two r.&b.-type sides, both featuring a

wailing tenor sax and the r.&b. beat.

### Past Sporadic

Up to a year ago only a few large firms were covering r.&b. tunes that had broken out on indie r.&b. labels with their top artists. Labels attempted it from time to time, but their efforts were sporadic. It was the sudden surge of r.&b. records, of the type com-

(Continued on page 38)

### 'INVESTIGATOR'

## Sudden Run on Disk Catches Dealers Asleep

NEW YORK, Jan. 8.—One of the fastest selling LP disks—and at a \$5.95 list price—to hit this area in a long time is "The Investigator" being issued by B. & C. Recording on the Discurocities label. On the market for little over a week, the label's national distributor here, Dauntless International, has already shipped 12,000 copies of the 12-inch set and is heavily back-ordered. Demand for the album was so strong that bootleg copies have already hit the market.

"The Investigator" is an off-the-air recording of a one-hour broadcast which took place last May as the final program in a series on the Canadian Broadcasting Corporation network. Material is an allegorical and thinly veiled dig at Senator McCarthy and his investigations. Tho names are not used, the actor playing the title role, John Drainie, gets off a good imitation of McCarthy.

Script was written by Reuben Ship, who had his own run-in with investigations and sold the NBC for a one-shot radio broadcast. Attorney for Ship and for John L. Bubbers and Walter T. Colquit, of B. & C., are currently ironing out legal details.

The album suddenly became a terrific demand item when Jack (Continued on page 38)

Coral-Brunswick			
78 R.P.M.	List	Cost	
10-Inch	.89	.55	
45 R.P.M.			
Single	.89	.55	
1 EP	1.47	.91	
1 EP (Coral 85009)	1.47	.91	
3 EP	4.41	2.73	
33 1/3 R.P.M.			
1 10-Inch (Coral 56000)	2.98	1.85	
1 10-Inch (Brunswick 58000)	2.98	1.85	
1 10-Inch (Brunswick 59000)	2.98	1.85	
1 12-Inch (Coral 57000)	3.98	2.47	
1 12-Inch (Brunswick 54000)	3.98	2.47	
DECCA			
78 R.P.M.	List	Cost	
10-Inch	.89	.55	
45 R.P.M.			
Single	.89	.55	
1 EP (ED 3500L)	1.47	.91	
1 EP (ED 2000)	1.47	.91	
1 EP (ED 1000)	2.10	1.30	
2 EP (ED 500)	2.94	1.82	
3 EP (ED 800)	4.41	2.73	
4 EP (ED 900)	5.87	3.63	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 12-Inch	3.98	2.47	
1 12-Inch (9000)	4.98	3.09	
Label "X"			
78 R.P.M.	List	Cost	
10-Inch	.98	.57	
45 R.P.M.			
Single	.89	.52	
1 EP	1.49	.86	
2 EP	2.98	1.73	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 12-Inch (When Issued)	3.98	2.47	
London			
78 R.P.M.	List	Cost	
10-Inch	.89	.55	
45 R.P.M.			
1 EP	1.49	.91	
2 EP	2.98	1.82	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 12-Inch	3.98	2.47	
2 12-Inch	7.96	4.94	
3 12-Inch	11.94	7.41	
Complete operas and Gilbert and Sullivan Operettas, per 12-Inch LP			
	4.98	3.09	
Mercury and Emarcy			
78 R.P.M.	List	Cost	
10-Inch	.98	.57	
45 R.P.M.			
7-Inch	.89	.52	
1 EP	1.49	.86	
2 EP	2.98	1.73	
3 EP	4.47	2.58	
4 EP	5.96	3.44	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 12-Inch	3.98	2.47	
2 12-Inch (MGL)	7.96	4.94	
3 12-Inch (MGL)	11.94	7.41	
4 12-Inch (MGL)	15.92	9.88	
OL-2-100	9.96	6.18	
OL-2-101	11.96	7.42	
MG 20049	10.00	6.17	
M-G-M			
78 R.P.M.	List	Cost	
10-Inch	.98	.57	
2 10-Inch (Set)	2.98	1.73	
3 10-Inch (Set)	3.98	2.31	
4 10-Inch (Set)	4.98	2.89	
7 10-Inch	7.98	4.63	
4 10-Inch (Set) OC	5.98	3.47	
10-Inch "B" Series	1.10	.64	
10-Inch "L" Series	2.34	1.36	
45 R.P.M.			
Single	.89	.52	
1 EP	1.49	.86	
2 EP	2.98	1.73	
3 EP	3.98	2.31	
2 EP (Lion)	1.77	1.09	
2 EP (OC)	3.98	2.31	
2 EP (OC)	4.98	2.89	
7-Inch (SK)	.89	.58	
7-Inch (LK)	2.14	1.24	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
2 10-Inch	5.98	3.70	
1 12-Inch	3.98	2.47	
1 10-Inch (Lion)	1.77	1.09	
1 10-Inch (OC)	3.98	2.47	
1 12-Inch (OC)	4.98	3.09	
1 12-Inch De Luxe (OC)	6.95	4.29	
RCA Victor			
78 R.P.M.	List	Cost	
10-Inch	.98	.57	
45 R.P.M.			
7-Inch Single	.89	.52	
1 EP	1.49	.86	
2 EP	2.98	1.73	
3 EP	3.98	2.31	
Multi-EP sets which duplicate 12-inch LP albums, regardless of number of EP's			
1 EP (Bluebird)	1.19	.69	
1 EP (Camden)	.79	.46	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 10-Inch (LPMK 3230)	3.98	2.47	
1 12-Inch	3.98	2.47	
1 12-Inch (Original Cast)	4.98	3.09	
(HMV)	4.98	3.09	
1 12-Inch (Bluebird)	2.98	1.85	
1 12-Inch (Camden)	1.98	1.23	
1 12-Inch	7.98	4.95	
3 12-Inch	11.98	7.43	
4 12-Inch	15.98	9.91	
4 12-Inch (HMV)	19.98	12.39	
3 12-Inch (Bluebird)	8.98	5.57	
3 12-Inch (Bluebird)	8.98	5.57	
3 12-Inch (Bluebird)	8.98	5.57	
Tchaikovsky Symphonies	10.98	6.81	
3 12-Inch (The Ballet)	13.98	8.67	

Mercury and Emarcy

Label "X"

London

M-G-M

RCA Victor

Mercury and Emarcy

Label "X"

London

M-G-M

RCA Victor

Mercury and Emarcy

Label "X"

London

M-G-M

RCA Victor

Mercury and Emarcy

Label "X"

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Label "X"

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RCA Victor

Mercury and Emarcy

Label "X"

London

M-G-M

RCA Victor

Mercury and Emarcy

Label "X"

London

M-G-M

RCA Victor

Mercury and Emarcy

Label "X"



## Indies Bring Prices On LP's Into Focus

Angel, Westminster, Vox Hold the Line; Other Firms Move Toward Reductions

By IS HOROWITZ

NEW YORK, Jan. 8.—The LP price picture for independent manufacturers began to clarify this week, altho there still remained significant areas in fuzzy focus.

As expected, the step toward a \$4.98 price for 12-inchers was taken by a number of labels, even some who a week ago asserted their firm intention to hold to the established \$5.95 list (The Billboard, January 8).

Top classical indies, Angel, Westminster and Vox, however, still kept their list prices intact at the week's end. But in the case of Westminster persistent reports indicate a drastic sale would soon be announced that could bring down the dealer price, in some cases, as low as \$2.00.

Westminster executives could not be reached for comment.

Here are the price changes announced by classical indies this week:

Vanguard and Bach Guild 12-inchers have all dropped to \$4.98 each; 10-inchers, without exception, were reduced to \$3.95.

Period also reduced their 12-inchers to \$4.98. The firm's 10-inchers took a token drop from \$4 to \$3.98.

Urania Drops

Urania reduced the majority of its 12-inch LP's to \$3.98. But complete operas took a smaller cut, to \$4.98 a disk with an additional 65-cent charge for librettos. Some elaborate choral and symphonic works, still to be identified, will be kept at \$5.95 by Urania. Classical 10-inchers go to \$2.98; jazz 10-

inchers, to \$3.98. The label's low-cost "Request" series will, in the future, be sold only to exporters.

Concert Hall dropped its 12-inchers to \$4.98, its 10-inchers to \$3.98. This exact pattern was followed by Esoteric.

Colosseum retained its \$5.95 list, but fixed a sliding scale on dealer costs depending on size of order. The range is from \$3.70 a disk for single orders to \$2 each plus excise tax for heavy quantity orders. Colosseum does not use distributors.

Walden Records came down to \$4.98 on 12-inch vinyl.

Kingsway, a recently formed classical label, retained its \$5.95 list price for 12-inch LP's, and

(Continued on page 38)

## HERE'S A MAN HAS 2 MINDS OF HIS OWN!

NEW YORK, Jan. 8.—Old attitudes are often hard to change—no matter the stimulus. And record dealers are known to have some stiff attitudes about their suppliers.

The neatest example of this won't-change-my-mind-for-publication attitude came from a large and well-known record dealer in a suburb of this city.

In a friendly conversation with a Billboard reporter he said, concerning the price and discount changes, "It'll hurt me some with my LP inventory, but I figure I'll come out right and head into a fine year. Victor has the right idea."

For publication, however, he insisted that his quote read, "They never did care about us dealers. They are costing me a lot of money."

## EDITORIAL

### The Milk Is Spilled

The die has been cast. This week's announcements by such manufacturers as Capitol, Decca and Mercury completed the pattern of lower prices for packaged record merchandise and better discounts for dealers on most disk material. It now remains for all levels of the industry to buckle down toward the goal of increasing the total record business to a point where it will be more profitable than ever for all concerned.

If any damage has been done by the drastic revisions, and there are some dealers and manufacturers who think so, the time for bitterness, name-calling and other emotional outbursts has already passed. Stabilization—emotional stabilization particularly—is urgently needed, so that economic stabilization can be attained quickly.

The sooner all settle down to the urgent business of selling more records of all types to more people, the sooner the profits can be reaped from giving the consumer more for his money.

## New Capitol Prices, Mdse. Approaches

By JOEL FRIEDMAN

HOLLYWOOD, Jan. 8.—Capitol Records this week revised the price structure of its LP, EP, 45 and 78 r.p.m. lines, and introduced a series of new merchandising approaches not yet explored by the other major recording companies. A number of Capitol's price and discount policies are similar in some respects to those adopted by the other major recording companies last week, notably the re-pricing of 12-inch pop LP's from \$4.98 to \$3.98.

Of wide importance is the adoption of a program allowing a 10 per cent exchange privilege, on 78

and 45 r.p.m. singles in which the returns may be made in either single records or albums, and a 100 per cent exchange on new albums issued after January 10.

The 10 per cent exchange on single records can be taken as an exchange or dealers can use any unused portion of the exchange to obtain a refund at 50 per cent credit on purchases. Example given is that of a dealer who buys \$1,000 worth of pops and entitled to a \$100 exchange but uses only \$50 of this exchange can get \$25 worth of additional credit on purchases. This, in effect, gives dealers an additional 5 per cent discount on singles.

Chiefly, these are the price changes announced by Capitol:

(1) All 78 r.p.m. records increased to 98 cents; 45 r.p.m. records remain at 89 cents. Allowance of a 10 per cent exchange privilege, with returns in either single records or albums. In addition to dealers, returns may be made by both juke box operators and one-stops.

(2) Eighty-seven per cent of Capitol's 12-inch pop LP's reduced

(Continued on page 38)

## Mercury Sets Price & Discount Changes

CHICAGO, Jan. 8.—Mercury Records this week moved along the lines of other labels by reducing LP prices, raising the price of 78 r.p.m. standards and adjusting dealer discounts. The label, however, went a step further than most other firms and instituted a 100 per cent exchange policy on all goods purchased between now and February 28. Exchange must be made by March 1.

The price revisions affected almost all items in the Mercury catalog and also cover Mercury's jazz label EmArcy. Only series which remains unchanged is the 98-cent Childcraft kiddie line. The 5 per cent return privilege applies only to single records. No return at all is slated for packaged merchandise.

Basically, Mercury will offer a discount of 38 and 6 per cent on single records and the usual 38 per cent on packaged goods. Singles on 45 r.p.m. remain at 89 cents, while 78 r.p.m. singles are now 98 cents. The 12-inch LP disks now list for \$3.98 and the 10-inch LP's for \$2.98.

On EP and LP multi-disk packages, Mercury veered from the RCA Victor price pattern but only slightly.

Mercury veepee Art Talmadge

said, concerning the price and discount structure revisions, "We sincerely hope that the reductions will bring in the added volume which will be needed. It would be terrible if prices had to be raised again because the expected added volume didn't come in."

## Decca-Coral Revise Prices & Discounts

NEW YORK, Jan. 8.—Decca and Coral Records joined the price-adjustment party Thursday (6), and revised suggested listings on LP's and a few Coral-Brunswick EP packages. Unlike many other large firms, Decca-Coral decided to hold the line at 89 cents on all 78 and 45 singles.

In the LP field, they followed the general pattern set by RCA Victor—the 38 per cent dealer discount and no return policy, with all 10-inch LP's set at \$2.98 and 12-inch LP's at \$3.98, with the exception of a few sets in the \$4.98 category. These exceptions include

Decca's 9000 series—"The King and I," "Wonderful Town," etc. However, Decca did not specifically describe the exceptions as "original cast" packages.

All EP's—Decca, Coral and Brunswick—will retain their present suggested list price, with the exception of Coral's 85000 series, which drops from \$1.58 to \$1.47, and Brunswick 97100 series, which changes to \$4.41. Existing dealer discounts and return privileges will be retained on all singles and EP's. Children's sets, 78 albums, and a few de luxe packages will stay at their present suggested listings.

## CALL FOR NEW PUB VIEW

### Sheet Sales' Drop, Many Factors In Flux Offer Re-Appraisal Need

• Continued from page 1

remain in business, their margin of safety is narrow indeed if they must depend upon this segment of the business to the almost complete exclusion of others—notably sheet sales. And the performance picture, too, lousy as it is at present, carries with it some uncertainties. One of the most interesting of these lies in the rapid rate with which songwriters and publishers are entering the professional sphere. The current active membership of the American Society of Composers, Authors and Publishers, for instance, is 4,026, of whom 731 are publishers. Three years ago the number of ASCAP writers totaled less than 2,000.

Changes in the Society's regulations, as well as the frantic pace of the business, explain the rising figure. One regularly published work admits a writer to membership.

What this will mean in future years is speculative, for it depends upon many factors in the show business, particularly the degree of health enjoyed by TV, AM

and other purchasers of performance licenses. For some years performance money earned by ASCAP and Broadcast Music, Inc., has risen steadily. This reflected the growth of TV and the relatively stable condition of the independents, as opposed to network radio.

Whether or not indie radio can continue to maintain its current state of health, and consequent importance in the performance money picture, is dubious. In recent months there have been signs of a drop, and should this prove more than a momentary phase, then the plight of the average pop publisher and writer will become that much more precarious.

#### Favorable Facets

As against this dim view, there are some extremely favorable facets of the performance picture. TV income has not yet reached its peak, the juke box field may yet be tapped and other fields may be made to produce more—so that the \$20,000,000 level now reached by ASCAP and the nearly \$7,000,000

achieved by BMI may be exceeded considerably.

Granting, however, the healthy state of performances and future possibilities for expansion, no pop publisher or writer would care to stake his future on this alone. And this again brings up the inescapable problem—the necessity for a major attempt to examine the sheet music operation.

A survey by The Billboard of top music-record dealers indicates the extent to which the publisher has lost contact with the consumer with reference to sheet music. The stores polled are credited with doing about 85 per cent of the total dollar volume of the recording business. Of these stores, only 38 per cent answered affirmatively the question: "Do you sell sheet music?" Another 2 per cent stated they "intended to" sell sheet music.

#### Sales Per Cent

According to the survey, the percentage of the average store's dollar volume represented by pop

(Continued on page 38)

## One-Stop Ops Undecided on Single Prices

NEW YORK, Jan. 8.—Most one-stop operators in the East are still undecided on what prices to charge for single records. One of the larger operators, however, Leslie Distributors, has set a 60-cent price on 78 r.p.m. records and 63 cents for 45 r.p.m. disks. Leslie operates one-stops in this city, Hartford, Conn., and Pittsburgh.

Several other large one-stops, Beacon in Providence, R. I.; Joe Williams in Philadelphia, and Jerry Flatto in Boston, said they were waiting until the price situation cleared up a little more before they made final price decisions. It is generally believed that most one-stops will eventually settle at the 60 and 63-cent prices.

## LP Price-Cut Leaders' Sales OK, Others Off

NEW YORK, Jan. 8.—Manufacturers in the vanguard of the LP price drop reported brisk sales to distributors this week, while producers whose policies have just been revised found sales of all but demand items lagging.

For RCA Victor heavy orders began reaching the factory toward the end of the week, after only moderate initial action. London reported orders substantially above normal expectations for this time of the year, with some of its just introduced packages already out of stock. M-G-M, too, found sales peaking at the week's end.

## Bourne Files Vs. Aladdin; 1st in Series

HOLLYWOOD, Jan. 8.—In what is scheduled to be the first of an upcoming series of law suits leveled at independent recording companies, Bourne, Inc., music publishers, this week filed suit in Los Angeles Federal Court asking \$200,000 in damages for alleged fraud, unfair competition and copyright infringement.

Named as defendants in the action were Aladdin Records, Inc.; Leo Mesner, Edward Mesner, Messner Sales, Inc.; Messner & Messner, Inc., and 15 Does.

Altho the specific cause of action was filed by Bourne, Inc., the move was reported to have the support and co-operation of the Music Publishers' Protective Association and Harry Fox.

Specifically, plaintiff's claim is that the songs, "San Antonio Rose"

(Continued on page 38)

## LP PRICES CUT EVEN FOR HOCK

NEW YORK, Jan. 8.—The price cut on LP's reached deep into the country's economy this week when the Provident Loan Society cut the size of loans given on disk pledges. Consumers wishing to hock their record collections now will get a maximum of \$1 per 12-inch classical LP from the society. The previous ceiling was \$1.25.



Eddy Arnold, Leader-Guitar; Roy Wiggins, D. Perri, Guitars; Charlie Grean, Bass; B. Lambert, Violin; J. Pleis, Piano

**JUST A LITTLE LOVIN' (Will Go a Long, Long Way) (NY) 12/17/47**  
(Eddy Arnold, Zeke Clements) Hill & Range

Eddy Arnold, Leader-Guitar; Loren Shook, Roy Wiggins, Guitars; Rollin Sullivan, Mandolin; B. Lambert, Violin; C. R. Green, Bass; Sam Liner, Piano

**21-0051-48-0083**

**THE ECHO OF YOUR FOOTSTEPS (NY) 12/20/48**  
(Jenny Lou Carson) Hill & Range

**ONE KISS TOO MANY (NY) 12/22/48**  
(Steve Nelson, Ed Nelson Jr., Eddy Arnold) Hill & Range

Eddy Arnold, Leader-Guitar; Loren Shook, Harold Bradley, Roy Wiggins, Guitars; Charlie Grean, Bass; Jack Pleis, Piano; B. Lambert, Violin

**20-2332-48-0030**

**DON'T BOTHER TO CRY (CHI) 5/18/47**  
(Bob Merrill) Fairway Music

**ILL HOLD YOU IN MY HEART (CHI) 5/18/47**  
(Eddy Arnold-Hal Horton-Tommy Dilbeck) Adams Vee & Abbott

Eddy Arnold, Leader-Guitar; Ivan L. Wiggins, Loren O. Shook, Guitars; Rollin Sullivan, Mandolin; Owen Bradley, Piano; Adrian McDowell, Violin; James V. Swinney, Bass

**20-3013-48-0026**

**JUST A LITTLE LOVIN' (Will Go a Long, Long Way) (NY) 12/17/47**  
(Eddy Arnold, Zeke Clements) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, Loren Shook, Guitars; Rollin Sullivan, Mandolin; Ben Lambert, Violin; C. R. Green, Bass; Sam Liner, Piano

**MY DADDY IS ONLY A PICTURE (NY) 8/20/47**  
(Tommy Dilbeck) Southern

Eddy Arnold, Leader-Guitar; L. Shook, R. Wiggins, Guitars; Rollin Sullivan, Mandolin; Charlie Grean, Bass; B. Lambert, Violin; J. Kelly, Piano

**20-3174-48-0025**

**THEN I TURNED AND SLOWLY WALKED AWAY (NY) 8/20/47**  
(Red Fortner) Forster Music

Eddy Arnold, Leader-Guitar; L. Shook, R. Wiggins, Guitars; Rollin Sullivan, Mandolin; Charlie Grean, Bass; B. Lambert, Violin; J. Kelly, Piano

**A HEART FULL OF LOVE (NY) 12/17/47**  
(Eddy Arnold-Steve Nelson-Ray Soehmel) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, Loren Shook, Guitars; Rollin Sullivan, Mandolin; Ben Lambert, Violin; C. R. Green, Bass; Sam Liner, Piano

**20-2700-48-0002**

**ANYTIME (NY) 8/20/47**  
(Herbert "Happy" Lawson) Hill Range

Eddy Arnold, Leader-Guitar; L. Shook, R. Wiggins, Guitars; Charlie Grean, Bass; Rollin Sullivan, Mandolin; B. Lambert, Violin; J. Kelly, Piano

**WHAT A FOOL I WAS-(CHI) 5/18/47**  
(Stu Davis) Bob Miller, Inc.

Eddy Arnold, Leader-Guitar; Ivan L. Wiggins, Loren O. Shook, Guitars; Rollin Sullivan, Mandolin; Owen Bradley, Piano; Adrian McDowell, Violin; James V. Swinney, Bass

**20-2806-48-0001**

**TEXARKANA BABY-(NY) 8/20/47**  
(Cottonseed" Clark-Fred Rose) Milene Music

Eddy Arnold, Leader-Guitar; L. Shook, R. Wiggins, Guitars; Charlie Grean, Bass; Rollin Sullivan, Mandolin;

B. Lambert, Violin; J. Kelly, Piano

**BOUQUET OF ROSES-(CHI) 5/18/47**  
(Steve Nelson-Bob Hilliard) Hill & Range

Eddy Arnold, Leader-Guitar; Ivan L. Wiggins, Loren Shook, Guitars, Rollin Sullivan, Mandolin; Owen Bradley, Piano; Adrian McDowell, Violin; James V. Swinney, Bass

**20-2128**

**THE CATTLE CALL-(NY) 9/14/49**  
(Tex Owens) Forster Music

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; Charlie Grean, Bass; J. Pleis, Piano; B. Lambert, Violin

**I WALK ALONE-(NY) 12/22/48**  
(Herbert W. Wilson) Adams, Vee and Abbott

Eddy Arnold, Leader-Guitar; Loren Shook, Harold Bradley, Roy Wiggins, Guitars; Charlie Grean, Bass; Jack Pleis, Piano; B. Lambert, Violin

**20-1948**

**THAT'S HOW MUCH I LOVE YOU-(CHI) 3/20/46**  
(Arnold-Fowler-Hall) Wallace Fowler Pub.

Eddy Arnold, Leader-Guitar; John Y. Sullivan, Ivan L. Wiggins, Guitars; Rollin Sullivan, Mandolin; James H. McNatt, Violin; W. O. Bradley, Piano; Lloyd L. George, Bass

**CHAINED TO A MEMORY-(NY) 9/14/49**  
(Jenny Lou Carson) Hill & Range

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; Charlie Grean, Bass; J. Pleis, Piano; B. Lambert, Violin

**20-1871**

**MANY TEARS AGO-(NY) 12/22/48**  
(Jenny Lou Carson) Adams, Vee and Abbott

Eddy Arnold, Leader-Guitar; Loren Shook, Harold

Bradley, Roy Wiggins, Guitars; Charlie Grean, Bass; Jack Pleis, Piano; B. Lambert, Violin

**MOMMY PLEASE STAY HOME WITH ME-(NASH) 12/4/44**  
(Arnold-Fowler-Hall) Wallace Fowler Pub.

Eddy Arnold, Leader-Guitar; Ivan L. Wiggins, G. B. Tucker, Guitars; J. H. McNatt, Violin; H. M. Paige, Piano

**LPMX-3230-EPBX-3230**

**AN AMERICAN INSTITUTION -EDDY ARNOLD**

**SHAME ON YOU-(NY) 9/13/54**  
(Spade Cooley) Hill & Range

**SOMEDAY (You'll Want Me to Want You) 9/13/54**  
(Jimmie Hodges) Main Street Songs

**SO ROUND, SO FIRM, SO FULLY PACKED-(NY) 9/13/54**  
(Merle Travis-Cliffie Stone-Eddie Kirk) American Music

**YOU CAN'T BE TRUE DEAR-(NY) 9/14/54**  
(Ebeler-Cotton-Otten - Griffin) Baltimore Music

**I LOVE YOU SO MUCH IT HURTS-(NY) 9/13/54**  
(Floyd Tillman) Melody Lane Pub.

**TENNESSEE WALTZ-(NY) (Pee Wee King-Redd Stewart) Acuff-Rose**

**COLD, COLD HEART-(NY) 9/13/54**  
(Hank Williams) Acuff-Rose

**SLOW POKE-(NY) 9/13/54**  
(Pee Wee King-Redd Stewart-Chilton Price) Ridgeway Music

**A FOOL SUCH AS I-(NY) 9/14/54**  
(Bill Trader) Robbins Music

**LPMX-3230-LPMX-3230**

**I DON'T HURT ANYMORE-(NY) 9/16/54**  
(Jack Rollins-Don Robertson) Hill & Range

Charles Grean, Leader-Bass; Eddy Arnold, Guitar; Al Chernet, Rhythm Guitar; Roy Wiggins, Steel Guitar; Hank Garland, Electric Guitar; Phil Kraus, Drums; Marty Gold, Piano and Glockenspiel

**LPM-3219-EPB-3219**

**WHEN IT'S ROUND-UP TIME IN HEAVEN-Eddy Arnold**

**WHEN ITS ROUND-UP TIME IN HEAVEN-(NY) 12/29/53**  
(Jimmie Davis) Southern Music

**THE CHAPEL ON THE HILL-(NY) 12/29/53**  
(Eddy Arnold-Pee-Wee King-J. L. Frank) Acuff-Rose

**TWAS THE DAWN OF A BEAUTIFUL DAY-(NY) 12/29/53**  
(Glenn Wagoner) Hill & Range

**PRAYER-(NY) 12/29/53**  
(Edward Lisbona-Alfred Bryan) Alamo Music

**ROBE OF CALVARY-(NY) 12/29/53**  
(Twomey-White-St. Clair-Rivers) Hill & Range

**I CALLED ON THE MASTER-(NY) 12/29/53**  
(Conrad Brady-Ralph Wingert) Hill & Range

**THE TOUCH OF GOD'S HAND-(NY) 12/29/53**  
(Bob Nolan) American Music

Marty Gold, Leader-Organ; Eddie Litvin, Organ; Charles R. Grean, Bass; Eddy Arnold, Chet Atkins, Guitars; Jack Saunders, Vibraphones

**TODAY-(NY) 12/2/52**  
(Thomas A. Dorsey) Hill & Range

Eddy Arnold, Leader-Guitar; Al Chernet, Guitar; Charles Grean, Bass; Marty Gold, Piano; Eddie Litvin, Organ; Phil Kraus, Drums

**LPM-3117**

**ALL TIME FAVORITES-Eddy Arnold**

**MOONLIGHT AND ROSES-(See 20/47-5192)**

**THE MISSOURI WALTZ-(See 20/47-5192)**

**I'M GONNA LOCK MY HEART-(see 20/47-5193)**

**YOU ALWAYS HURT THE ONE YOU LOVE-(see 20/47-5193)**

**I'M WAITING FOR SHIPS THAT NEVER COME IN-(see 20/47-5188)**

**I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER-(see 20/47-5188)**

**WHEN YOUR HAIR HAS TURNED TO SILVER-(see 20/47-5189)**

*(Continued on page 57)*

*Congratulations Eddy...*

**I'm proud to have written these for you...**

- 1950 There's No Wings on My Angel
- 1951 There's Been a Change in Me
- 1951 I Wanna Play House With You
- 1951 Something Old, Something New
- 1952 Older and Bolder
- 1952 Easy on the Eyes
- 1953 Eddy's Song
- 1953 Free Home Demonstration
- 1954 Hep Cat Baby
- 1954 I'm Your Private Santa Claus

*Sincerely*  
**Gy CoBen**



• Continued from page 28

**THE MISSOURI WALTZ—(NY)**  
12/1/52

(J. R. Shannon-John Valentine Eppel) Forster Music

Eddy Arnold, Leader-Guitar; Al Chernet, Roy Wiggins, Hank Garland, George Barnes, Guitars; Charlie Grean, Bass; Marty Gold, Piano; Eddie Litvin, Organ

20/47-5189

**WHEN YOUR HAIR HAS TURNED TO SILVER—(NY)**  
12/4/52

(Charlie Tobias-Peter De Rose) Edwin H. Morris & Co.

**ANGRY—(NY)** 12/4/52

(Mecum - Cassard - Brunies-Brunies) Melrose Music

Eddy Arnold, Leader-Guitar; Al Chernet, Roy Wiggins, Hank Garland, Guitars; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Piano; Eddie Litvin, Organ

20/47-5188

**I'M WAITING FOR SHIPS THAT NEVER COME IN—(NY)**  
12/2/52

(Jack Yellen-Abe Olman) Forster Music

Eddy Arnold, Leader-Guitar; Al Chernet, Roy Wiggins, Hank Garland, George Barnes, Guitars; Charlie Grean, Bass; Marty Gold, Piano; Phil Kraus, Drums; Eddie Litvin, Organ

**I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER—(NY)** 12/4/52

(Joe Young-Fred Ahlert) Crawford Music Corp.

Eddy Arnold, Leader-Guitar; Al Chernet, Hank Garland, George Barnes, Guitars; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Piano; Eddie Litvin, Organ

20/47-5108

**CONDEMNED WITHOUT TRIAL—(NY)** 12/1/52

(Hal Blair-Don Robertson) Hill & Range

Eddy Arnold, Leader-Guitar; Al Chernet, Roy Wiggins, Hank Garland, George

Barnes, Guitars; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Piano; Eddie Litvin, Organ

**EDDY'S SONG—(NY)** 12/4/52

(Charlie Grean-Cy Coben) Delmore Music

Eddy Arnold, Leader-Guitar; Al Chernet, Hank Garland, George Barnes, Guitars; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Piano; Eddie Litvin, Organ

20/47-5020

**I WANT TO THANK YOU LORD—(NY)** 6/16/52

(Alberta Hunter) Duchess Music

**MY DESIRE—(NY)** 6/16/52

(Thomas A. Dorsey) Hill & Range

Eddy Arnold, Leader-Guitar; Allen Hanlon, Guitar; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Organ; Cy Levitan, Piano; Audrey Marsh, Miriam Workman, Williams, Carter Farriss, J. A. Edkins, Vocalists

20/47-4954

**OLDER AND BOLDER—(NY)**  
8/7/52

(Cy Coben) Alamo Music

**I'D TRADE ALL OF MY TOMORROWS (For Just One Yesterday)—(NY)** 8/7/52

(Jenny Lou Carson) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, Hank Garland, Al Chernet, Guitars; Charlie Grean, Bass; Marty Gold, Piano

20/47-4787

**A FULL TIME JOB—(NASH)**  
5/15/52

(Gerry Teifer) Acuff-Rose

**SHEPPERD OF MY HEART—(NASH)** 5/15/52

(Jenny Lou Carson) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, Walter Garland, Guy Willis, Guitars; Chuck Wright, Bass; Skeeter Willis, Violin; Vic Willis, Piano

20/47-4646

**SOMEONE CALLS ME DADDY**

—(NY) 1/17/52

(Stuart Hamblen) Hamblen Music Co.

**(Don't Ever Take the) RIBBONS FROM MY HAIR—(NY)**  
1/17/52

(Helen Hudgin) Acuff-Rose

Eddy Arnold, Leader-Guitar; Roy Wiggins, G. Willis, Guitars; S. Willis, Violin; V. Willis, Piano; C. Wright, Bass; Marty Gold, Celeste

20/47-4490

**OPEN THY MERCIFUL ARMS**

—(NY) 12/10/51

(Don Whiston) Hill & Range

**TAKE MY HAND, PRECIOUS LORD—(NY)** 12/10/51

(Thomas A. Dorsey) Hill & Range

Marty Gold, Leader-Organ; D. Perri, Guitar; S. Levitan, Piano; F. Carrol, Bass; J. Saunders, Drums

21/48-0476

**I WANNA PLAY HOUSE WITH YOU—(NY)** 4/16/54

(Cy Coben) Alamo Music

Eddy Arnold, Leader-Guitar; Roy Wiggins, G. Willis, Guitars; S. Willis, Violin; C. Wright, Bass; V. Willis, Piano

**SOMETHING OLD, SOMETHING NEW—(NY)** 12/13/50

(Eddy Arnold-Cy Coben-Charles Grean) Alamo Music

Eddy Arnold, Leader-Guitar; Roy Wiggins, J. Willis, Guitars; C. R. Willis, Violin; Chuck Wright, Bass; J. V. Willis, Piano

21/48-0444

**KENTUCKY WALTZ — (NY)**  
12/13/50

(Bill Monroe) Peer Int'l

Eddy Arnold, Leader-Guitar; Roy Wiggins, J. Willis, Guitars; C. R. Willis, Violin; Chuck Wright, Bass; J. V. Willis, Piano

20/48-0444

**A MILLION MILES FROM YOUR HEART—(NY)** 4/27/50

(Jenny Lou Carson) Hill & Range

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; S. Willis, B. Lambert, Violins; L. Braun, Bass; V. Willis, Piano

20/48-0425

**MAY THE GOOD LORD BLESS AND KEEP YOU—(NY)**  
12/13/50

(Meredith Willson) Leeds Music

**I'M WRITING A LETTER TO THE LORD—(NY)** 12/13/50

(Jimmy Kennedy-Alstone) Music

Eddy Arnold, Leader-Guitar; Roy Wiggins, J. Willis, Guitars; C. Wright, Bass; C. R. Willis, Violin; J. V. Willis, Piano; R. Rio, Organ

21/48-0412

**THERE'S BEEN A CHANGE IN ME—(NASH)** 11/9/50

(Cy Coben) Alamo Music

Eddy Arnold, Leader-Guitar; R. Wiggins, L. "Jack" Shook, J. Willis, Guitars; C. Willis, Violin; Chuck Wright, Bass; J. V. Willis, Piano

**TIE ME TO YOUR APRON STRINGS AGAIN—(NY)** 4/27/50

(Joe Goodwin-Larry Shay) Forster Music

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; S. Willis, B. Lambert, Violins; V. Willis, Piano; L. Braun, Bass

21/48-0382

**THE LOVEBUG ITCH—(NASH)**  
8/20/50

(Jenny Lou Carson-Roy Botkin) Jenny Lou Carson Music, Inc.

Eddy Arnold, Leader-Vocal; R. Wiggins, C. Atkins, L. O. Shook, Guitars; S. Willis, Violin; A. Kerr, Organ; R. Wright, Bass; J. V. Willis, Guitar; V. Willis, Piano

**A PRISON WITHOUT WALLS**

—(NY) 4/26/50

(Steve Nelson-Jack Rollins) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, D. Perri, Guitars; B. Lambert, Violin; V. Willis, Piano; S. Willis, Violin; L. Braun, Bass

21/48-0342

**CUDDLE BUGGIN' BABY—(NY)**  
4/26/50

(Red Rowe) Hill & Range

**ENCLOSED, ONE BROKEN HEART—(NY)** 4/26/50

(Sadie Sallis-Eddy Arnold) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, D. Perri, Guitars; S. Willis, B. Lambert, Violins; V. Willis, Piano; L. Braun, Bass

20-2241-48-019C

**I COULDN'T BELIEVE IT WAS TRUE—(CHI)** 11/21/45

(Eddy Arnold-Wallace Fowler) Wallace Fowler Pub.

Eddy Arnold, Leader-Guitar; Roy Wiggins, Herbert M. Paige, Guitars; Dempsey Watts, Bass; Rollin Sullivan, Electric Mandolin; James H. McNatt, Violin

IT'S A SIN—(NY) 9/24/46

(Fred Rose-Zeb Turner) Milene Music

Eddy Arnold, Guitar-Leader; John Y. Sullivan, Eddie McMullen, Guitars; Rollin Sullivan, Mandolin; James H. McNatt, Violin; Lloyd L. George, Bass; Harold Spierer, Piano

20-2481-48-0197

**TO MY SORROW—(NY)** 9/24/46

(V. J. McAlpin) Adams, Vee & Abbott, Inc.

**EASY ROCKIN' CHAIR—(NY)**  
9/24/46

(Fred Rose) Forster Music

Eddy Arnold, Leader-Guitar; John Y. Sullivan, Eddie McMullen, Guitars; Rollin Sullivan, Mandolin; James H. McNatt, Violin; Lloyd L. George, Bass; Harold Spierer, Piano

21-0146-48-0150

**MAMA AND DADDY BROKE MY HEART—(NY)** 9/14/54

(Spade Cooley) Hill & Range

**TAKE ME IN YOUR ARMS AND HOLD ME—(NY)** 9/13/54

(Cindy Walker) Hill & Range

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; Charlie Grean, Bass; J. Pleis, Piano, B. Lambert, Violin

21-0135-48-0138

**I'M THROWIN' RICE (At the Girl That I Love)—(NY)** 4/5/49

(Steve Nelson, Ed Nelson Jr., Eddy Arnold) Hill & Range

# TO EDDY ARNOLD...

*congratulations to a wonderful guy  
and a great friend.*

STEVE NELSON

AND THANKS FOR:

BOUQUET OF ROSES  
I'M THROWING RICE  
A HEART FULL OF LOVE  
ONE KISS TOO MANY  
A PRISON WITHOUT WALLS  
WILL SANTY COME TO  
SHANTY TOWN?  
I WISH I HAD A GIRL  
SECOND FLING



- DESTINED TO BE THE LONGEST-RUN HIT IN RECORD HISTORY:
- THE **BIG** SONG IN THE GREAT EDDY ARNOLD 10th ANNIVERSARY YEAR

**A WARM, SIMPLE BALLAD...  
AN AGE-OLD LOVER'S PLEA...**

# DON'T FORGET

By Fred Ebb and Norman Leyden

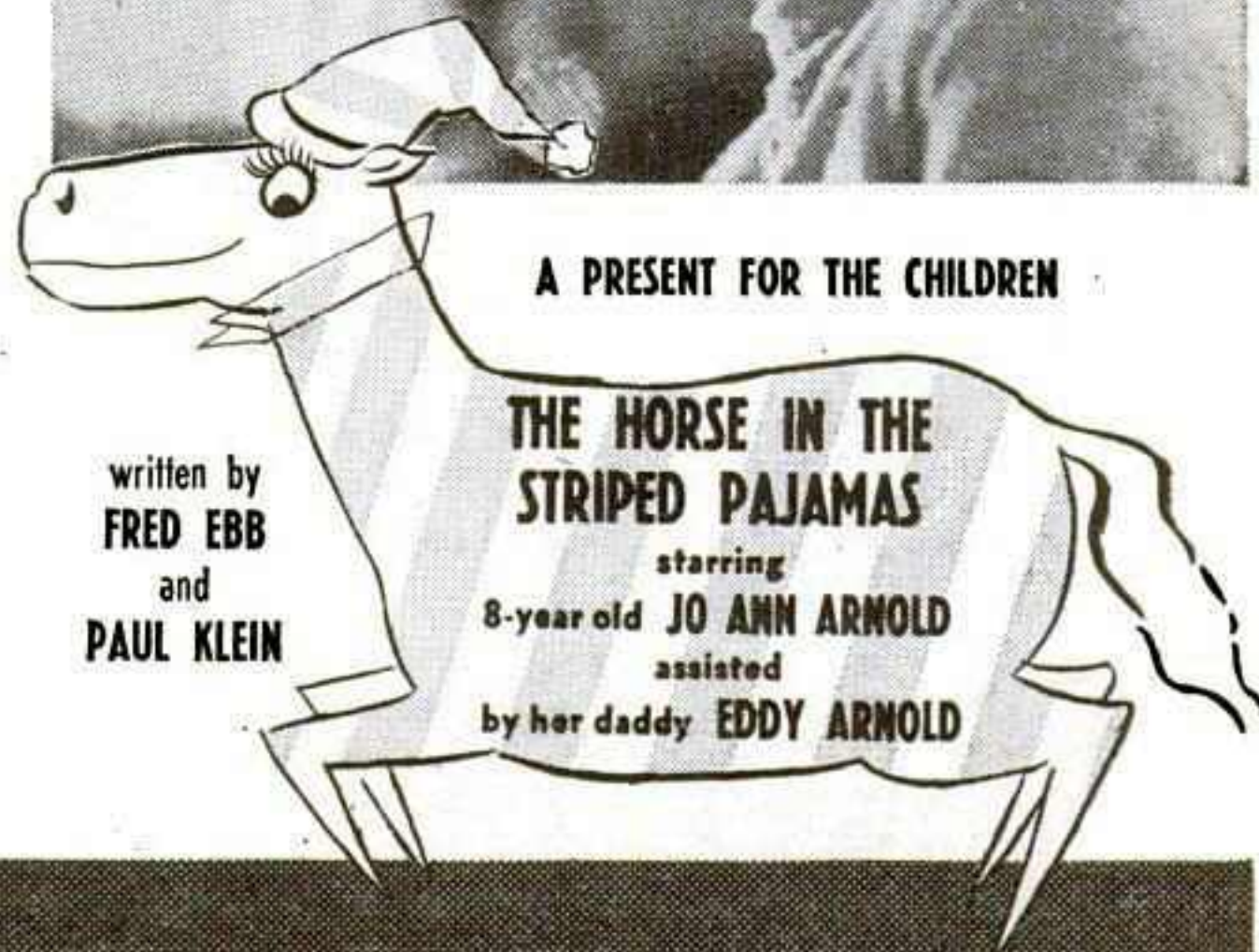
*SUNG AS ONLY*

# EDDY ARNOLD

**CAN SING  
THIS KIND OF SONG**

PERSONAL TO EDDY:—IF WE TRIED TO TELL YOU WHAT WE THINK OF YOU WE'D ONLY GET MAUDLIN. YOU KNOW HOW WE FEEL, AND THAT WE WISH YOU TEN TIMES TEN MORE GREAT YEARS AS ALL AMERICA'S FAVORITE SINGER.

*Joe Csida, Charlie Grean and Ed Burton*



A PRESENT FOR THE CHILDREN

written by  
**FRED EBB**  
and  
**PAUL KLEIN**

**THE HORSE IN THE  
STRIPED PAJAMAS**

starring  
8-year old **JO ANN ARNOLD**  
assisted  
by her daddy **EDDY ARNOLD**

Both Tunes Proudly Published by . . .

# TRINITY MUSIC, INC.

101 West 55th Street • New York 19, N. Y.

A BMI Affiliated Publishing Firm



- DESTINED TO BE THE LONGEST-RUN HIT IN RECORD HISTORY:
- THE **BIG** SONG IN THE GREAT EDDY ARNOLD 10th ANNIVERSARY YEAR

*A WARM, SIMPLE BALLAD...  
AN AGE-OLD LOVER'S PLEA...*

# DON'T FORGET

By Fred Ebb and Norman Leyden

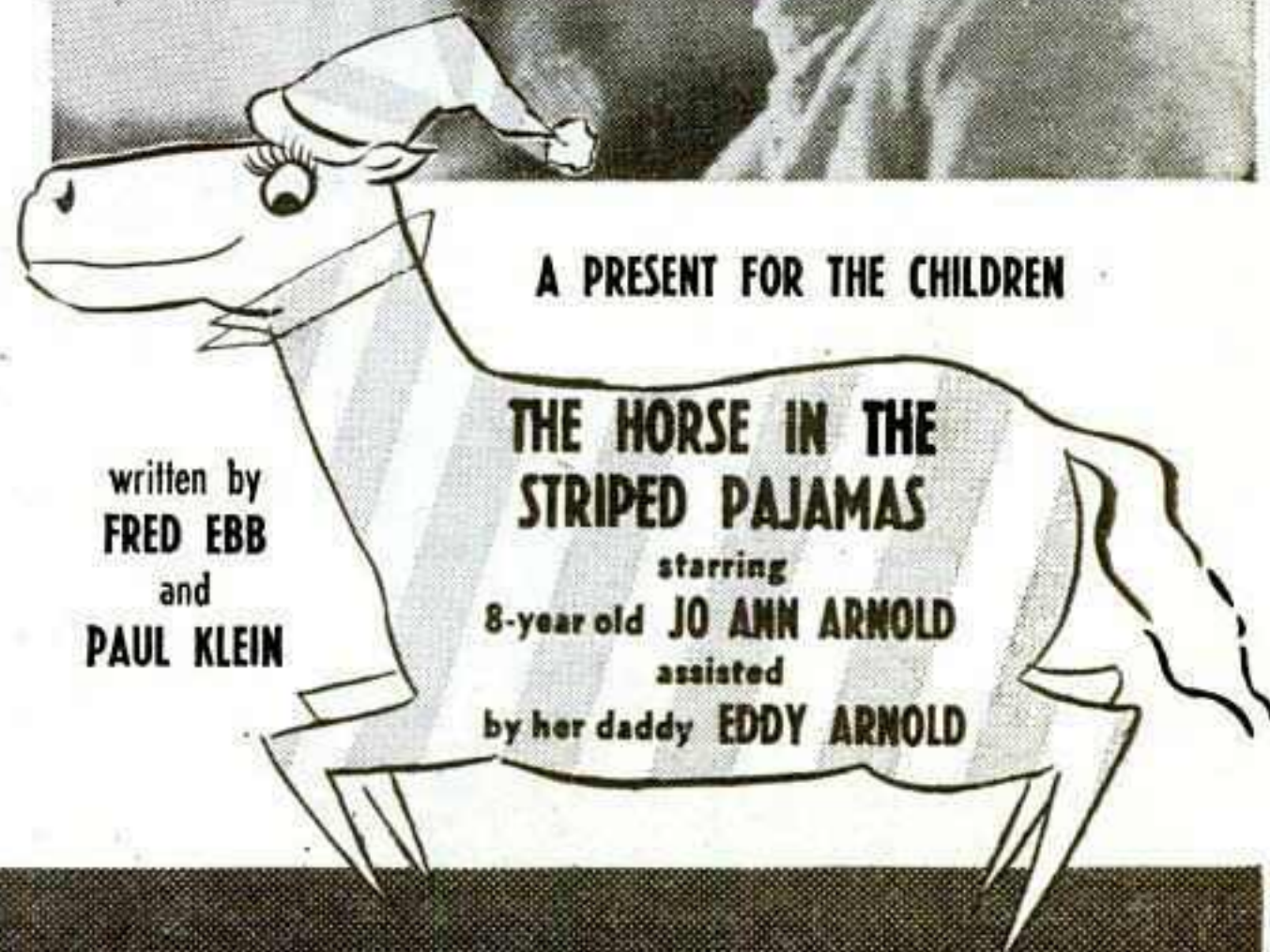
*SUNG AS ONLY*

# EDDY ARNOLD

*CAN SING  
THIS KIND OF SONG*

PERSONAL TO EDDY:—IF WE TRIED TO TELL YOU WHAT WE THINK OF YOU WE'D ONLY GET MAUDLIN. YOU KNOW HOW WE FEEL, AND THAT WE WISH YOU TEN TIMES TEN MORE GREAT YEARS AS ALL AMERICA'S FAVORITE SINGER.

*Joe Csida, Charlie Grean and Ed Burton*



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101 West 55th Street • New York 19, N. Y.

A BMI Affiliated Publishing Firm



• Continued from page 28

**THE MISSOURI WALTZ—(NY)**  
12/1/52

(J. R. Shannon-John Valentine Eppel) Forster Music

Eddy Arnold, Leader-Guitar; Al Chernet, Roy Wiggins, Hank Garland, George Barnes, Guitars; Charlie Grean, Bass; Marty Gold, Piano; Eddie Litvin, Organ

20/47-5189

**WHEN YOUR HAIR HAS TURNED TO SILVER—(NY)**  
12/4/52

(Charlie Tobias-Peter De Rose) Edwin H. Morris & Co.

**ANGRY—(NY)** 12/4/52

(Mecum-Cassard-Brunies-Brunies) Melrose Music

Eddy Arnold, Leader-Guitar; Al Chernet, Roy Wiggins, Hank Garland, Guitars; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Piano; Eddie Litvin, Organ

20/47-5188

**I'M WAITING FOR SHIPS THAT NEVER COME IN—(NY)**  
12/2/52

(Jack Yellen-Abe Olman) Forster Music

Eddy Arnold, Leader-Guitar; Al Chernet, Roy Wiggins, Hank Garland, George Barnes, Guitars; Charlie Grean, Bass; Marty Gold, Piano; Phil Kraus, Drums; Eddie Litvin, Organ

**I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER—(NY)** 12/4/52

(Joe Young-Fred Ahlert) Crawford Music Corp.

Eddy Arnold, Leader-Guitar; Al Chernet, Hank Garland, George Barnes, Guitars; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Piano; Eddie Litvin, Organ

20/47-5108

**CONDEMNED WITHOUT TRIAL—(NY)** 12/1/52

(Hal Blair-Don Robertson) Hill & Range

Eddy Arnold, Leader-Guitar; Al Chernet, Roy Wiggins, Hank Garland, George

Barnes, Guitars; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Piano; Eddie Litvin, Organ

**EDDY'S SONG—(NY)** 12/4/52

(Charlie Grean-Cy Coben) Delmore Music

Eddy Arnold, Leader-Guitar; Al Chernet, Hank Garland, George Barnes, Guitars; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Piano; Eddie Litvin, Organ

20/47-5020

**I WANT TO THANK YOU LORD—(NY)** 6/16/52

(Alberta Hunter) Duchess Music

**MY DESIRE—(NY)** 6/16/52

(Thomas A. Dorsey) Hill & Range

Eddy Arnold, Leader-Guitar; Allen Hanlon, Guitar; Charlie Grean, Bass; Phil Kraus, Drums; Marty Gold, Organ; Cy Levitan, Piano; Audrey Marsh, Miriam Workman, Williams, Carter Farriss, J. A. Edkins, Vocalists

20/47-4954

**OLDER AND BOLDER—(NY)**  
8/7/52

(Cy Coben) Alamo Music

**I'D TRADE ALL OF MY TOMORROWS (For Just One Yesterday)—(NY)** 8/7/52

(Jenny Lou Carson) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, Hank Garland, Al Chernet, Guitars; Charlie Grean, Bass; Marty Gold, Piano

20/47-4787

**A FULL TIME JOB—(NASH)**  
5/15/52

(Gerry Teifer) Acuff-Rose

**SHEPPERD OF MY HEART—(NASH)** 5/15/52

(Jenny Lou Carson) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, Walter Garland, Guy Willis, Guitars; Chuck Wright, Bass; Skeeter Willis, Violin; Vic Willis, Piano

20/47-4646

**SOMEONE CALLS ME DADDY**

—(NY) 1/17/52

(Stuart Hamblen) Hamblen Music Co.

**(Don't Ever Take the) RIBBONS FROM MY HAIR—(NY)**  
1/17/52

(Helen Hudgin) Acuff-Rose

Eddy Arnold, Leader-Guitar; Roy Wiggins, G. Willis, Guitars; S. Willis, Violin; V. Willis, Piano; C. Wright, Bass; Marty Gold, Celeste

20/47-4490

**OPEN THY MERCIFUL ARMS**

—(NY) 12/10/51

(Don Whiston) Hill & Range

**TAKE MY HAND, PRECIOUS LORD—(NY)** 12/10/51

(Thomas A. Dorsey) Hill & Range

Marty Gold, Leader-Organ; D. Perri, Guitar; S. Levitan, Piano; F. Carrol, Bass; J. Saunders, Drums

21/48-0476

**I WANNA PLAY HOUSE WITH YOU—(NY)** 4/16/54

(Cy Coben) Alamo Music

Eddy Arnold, Leader-Guitar; Roy Wiggins, G. Willis, Guitars; S. Willis, Violin; C. Wright, Bass; V. Willis, Piano

**SOMETHING OLD, SOMETHING NEW—(NY)** 12/13/50

(Eddy Arnold-Cy Coben-Charles Grean) Alamo Music

Eddy Arnold, Leader-Guitar; Roy Wiggins, J. Willis, Guitars; C. R. Willis, Violin; Chuck Wright, Bass; J. V. Willis, Piano

21/48-0444

**KENTUCKY WALTZ — (NY)**  
12/13/50

(Bill Monroe) Peer Int'l

Eddy Arnold, Leader-Guitar; Roy Wiggins, J. Willis, Guitars; C. R. Willis, Violin; Chuck Wright, Bass; J. V. Willis, Piano

20/48-0444

**A MILLION MILES FROM YOUR HEART—(NY)** 4/27/50

(Jenny Lou Carson) Hill & Range

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; S. Willis, B. Lambert, Violins; L. Braun, Bass; V. Willis, Piano

20/48-0425

**MAY THE GOOD LORD BLESS AND KEEP YOU—(NY)**  
12/13/50

(Meredith Willson) Leeds Music

**I'M WRITING A LETTER TO THE LORD—(NY)** 12/13/50

(Jimmy Kennedy-Alstone) Music

Eddy Arnold, Leader-Guitar; Roy Wiggins, J. Willis, Guitars; C. Wright, Bass; C. R. Willis, Violin; J. V. Willis, Piano; R. Rio, Organ

21/48-0412

**THERE'S BEEN A CHANGE IN ME—(NASH)** 11/9/50

(Cy Coben) Alamo Music

Eddy Arnold, Leader-Guitar; R. Wiggins, L. "Jack" Shook, J. Willis, Guitars; C. Willis, Violin; Chuck Wright, Bass; J. V. Willis, Piano

**TIE ME TO YOUR APRON STRINGS AGAIN—(NY)** 4/27/50

(Joe Goodwin-Larry Shay) Forster Music

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; S. Willis, B. Lambert, Violins; V. Willis, Piano; L. Braun, Bass

21/48-0382

**THE LOVEBUG ITCH—(NASH)**  
8/20/50

(Jenny Lou Carson-Roy Botkin) Jenny Lou Carson Music, Inc.

Eddy Arnold, Leader-Vocal; R. Wiggins, C. Atkins, L. O. Shook, Guitars; S. Willis, Violin; A. Kerr, Organ; R. Wright, Bass; J. V. Willis, Guitar; V. Willis, Piano

21/48-0382

**A PRISON WITHOUT WALLS**

—(NY) 4/26/50

(Steve Nelson-Jack Rollins) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, D. Perri, Guitars; B. Lambert, Violin; V. Willis, Piano; S. Willis, Violin; L. Braun, Bass

21/48-0342

**CUDDLE BUGGIN' BABY—(NY)**  
4/26/50

(Red Rowe) Hill & Range

**ENCLOSED, ONE BROKEN HEART—(NY)** 4/26/50

(Sadie Sallis-Eddy Arnold) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, D. Perri, Guitars; S. Willis, B. Lambert, Violins; V. Willis, Piano; L. Braun, Bass

20-2241-48-019E

**I COULDN'T BELIEVE IT WAS TRUE—(CHI)** 11/21/45

(Eddy Arnold-Wallace Fowler) Wallace Fowler Pub.

Eddy Arnold, Leader-Guitar; Roy Wiggins, Herbert M. Paige, Guitars; Dempsey Watts, Bass; Rollin Sullivan, Electric Mandolin; James H. McNatt, Violin

IT'S A SIN—(NY) 9/24/46

(Fred Rose-Zeb Turner) Milene Music

Eddy Arnold, Guitar-Leader; John Y. Sullivan, Eddie McMullen, Guitars; Rollin Sullivan, Mandolin; James H. McNatt, Violin; Lloyd L. George, Bass; Harold Spierer, Piano

20-2481-48-0197

**TO MY SORROW—(NY)** 9/24/46

(V. J. McAlpin) Adams, Vee & Abbott, Inc.

**EASY ROCKIN' CHAIR—(NY)**  
9/24/46

(Fred Rose) Forster Music

Eddy Arnold, Leader-Guitar; John Y. Sullivan, Eddie McMullen, Guitars; Rollin Sullivan, Mandolin; James H. McNatt, Violin; Lloyd L. George, Bass; Harold Spierer, Piano

21-0146-48-0150

**MAMA AND DADDY BROKE MY HEART—(NY)** 9/14/54

(Spade Cooley) Hill & Range

**TAKE ME IN YOUR ARMS AND HOLD ME—(NY)** 9/13/54

(Cindy Walker) Hill & Range

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; Charlie Grean, Bass; J. Pleis, Piano, B. Lambert, Violin

21-0135-48-0138

**I'M THROWIN' RICE (At the Girl That I Love)—(NY)** 4/5/49

(Steve Nelson, Ed Nelson Jr., Eddy Arnold) Hill & Range

# TO EDDY ARNOLD...

*congratulations to a wonderful guy  
and a great friend.*

STEVE NELSON

AND THANKS FOR:

BOUQUET OF ROSES  
I'M THROWING RICE  
A HEART FULL OF LOVE  
ONE KISS TOO MANY  
A PRISON WITHOUT WALLS  
WILL SANTY COME TO  
SHANTY TOWN?  
I WISH I HAD A GIRL  
SECOND FLING



Eddy Arnold, Leader-Guitar; Roy Wiggins, D. Perri, Guitars; Charlie Grean, Bass; B. Lambert, Violin; J. Pleis, Piano

**JUST A LITTLE LOVIN' (Will Go a Long, Long Way) (NY) 12/17/47**  
(Eddy Arnold, Zeke Clements) Hill & Range

Eddy Arnold, Leader-Guitar; Loren Shook, Roy Wiggins, Guitars; Rollin Sullivan, Mandolin; B. Lambert, Violin; C. R. Green, Bass; Sam Liner, Piano

**21-0051-48-0083**

**THE ECHO OF YOUR FOOTSTEPS (NY) 12/20/48**  
(Jenny Lou Carson) Hill & Range

**ONE KISS TOO MANY (NY) 12/22/48**  
(Steve Nelson, Ed Nelson Jr., Eddy Arnold) Hill & Range

Eddy Arnold, Leader-Guitar; Loren Shook, Harold Bradley, Roy Wiggins, Guitars; Charlie Grean, Bass; Jack Pleis, Piano; B. Lambert, Violin

**20-2332-48-0030**

**DON'T BOTHER TO CRY (CHI) 5/18/47**  
(Bob Merrill) Fairway Music

**ILL HOLD YOU IN MY HEART (CHI) 5/18/47**  
(Eddy Arnold-Hal Horton-Tommy Dilbeck) Adams Vee & Abbott

Eddy Arnold, Leader-Guitar; Ivan L. Wiggins, Loren O. Shook, Guitars; Rollin Sullivan, Mandolin; Owen Bradley, Piano; Adrian McDowell, Violin; James V. Swinney, Bass

**20-3013-48-0026**

**JUST A LITTLE LOVIN' (Will Go a Long, Long Way) (NY) 12/17/47**  
(Eddy Arnold, Zeke Clements) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, Loren Shook, Guitars; Rollin Sullivan, Mandolin; Ben Lambert, Violin; C. R. Green, Bass; Sam Liner, Piano

**MY DADDY IS ONLY A PICTURE (NY) 8/20/47**  
(Tommy Dilbeck) Southern

Eddy Arnold, Leader-Guitar; L. Shook, R. Wiggins, Guitars; Rollin Sullivan, Mandolin; Charlie Grean, Bass; B. Lambert, Violin; J. Kelly, Piano

**20-3174-48-0025**

**THEN I TURNED AND SLOWLY WALKED AWAY (NY) 8/20/47**  
(Red Fortner) Forster Music

Eddy Arnold, Leader-Guitar; L. Shook, R. Wiggins, Guitars; Rollin Sullivan, Mandolin; Charlie Grean, Bass; B. Lambert, Violin; J. Kelly, Piano

**A HEART FULL OF LOVE (NY) 12/17/47**  
(Eddy Arnold-Steve Nelson-Ray Soehnel) Hill & Range

Eddy Arnold, Leader-Guitar; Roy Wiggins, Loren Shook, Guitars; Rollin Sullivan, Mandolin; Ben Lambert, Violin; C. R. Green, Bass; Sam Liner, Piano

**20-2700-48-0002**

**ANYTIME (NY) 8/20/47**  
(Herbert "Happy" Lawson) Hill Range

Eddy Arnold, Leader-Guitar; L. Shook, R. Wiggins, Guitars; Charlie Grean, Bass; Rollin Sullivan, Mandolin; B. Lambert, Violin; J. Kelly, Piano

**WHAT A FOOL I WAS-(CHI) 5/18/47**  
(Stu Davis) Bob Miller, Inc.

Eddy Arnold, Leader-Guitar; Ivan L. Wiggins, Loren O. Shook, Guitars; Rollin Sullivan, Mandolin; Owen Bradley, Piano; Adrian McDowell, Violin; James V. Swinney, Bass

**20-2806-48-0001**

**TEXARKANA BABY-(NY) 8/20/47**  
(Cottonseed" Clark-Fred Rose) Milene Music

Eddy Arnold, Leader-Guitar; L. Shook, R. Wiggins, Guitars; Charlie Grean, Bass; Rollin Sullivan, Mandolin;

B. Lambert, Violin; J. Kelly, Piano

**BOUQUET OF ROSES-(CHI) 5/18/47**  
(Steve Nelson-Bob Hilliard) Hill & Range

Eddy Arnold, Leader-Guitar; Ivan L. Wiggins, Loren Shook, Guitars; Rollin Sullivan, Mandolin; Owen Bradley, Piano; Adrian McDowell, Violin; James V. Swinney, Bass

**20-2128**

**THE CATTLE CALL-(NY) 9/14/49**  
(Tex Owens) Forster Music

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; Charlie Grean, Bass; J. Pleis, Piano; B. Lambert, Violin

**I WALK ALONE-(NY) 12/22/48**  
(Herbert W. Wilson) Adams, Vee and Abbott

Eddy Arnold, Leader-Guitar; Loren Shook, Harold Bradley, Roy Wiggins, Guitars; Charlie Grean, Bass; Jack Pleis, Piano; B. Lambert, Violin

**20-1948**

**THAT'S HOW MUCH I LOVE YOU-(CHI) 3/20/46**  
(Arnold-Fowler-Hall) Wallace Fowler Pub.

Eddy Arnold, Leader-Guitar; John Y. Sullivan, Ivan L. Wiggins, Guitars; Rollin Sullivan, Mandolin; James H. McNatt, Violin; W. O. Bradley, Piano; Lloyd L. George, Bass

**CHAINED TO A MEMORY-(NY) 9/14/49**  
(Jenny Lou Carson) Hill & Range

Eddy Arnold, Leader-Guitar; R. Wiggins, D. Perri, Guitars; Charlie Grean, Bass; J. Pleis, Piano; B. Lambert, Violin

**20-1871**

**MANY TEARS AGO-(NY) 12/22/48**  
(Jenny Lou Carson) Adams, Vee and Abbott

Eddy Arnold, Leader-Guitar; Loren Shook, Harold

Bradley, Roy Wiggins, Guitars; Charlie Grean, Bass; Jack Pleis, Piano; B. Lambert, Violin

**MOMMY PLEASE STAY HOME WITH ME-(NASH) 12/4/44**  
(Arnold-Fowler-Hall) Wallace Fowler Pub.

Eddy Arnold, Leader-Guitar; Ivan L. Wiggins, G. B. Tucker, Guitars; J. H. McNatt, Violin; H. M. Paige, Piano

**LPMX-3230-EPBX-3230**

**AN AMERICAN INSTITUTION -EDDY ARNOLD**

**SHAME ON YOU-(NY) 9/13/54**  
(Spade Cooley) Hill & Range

**SOMEDAY (You'll Want Me to Want You) 9/13/54**  
(Jimmie Hodges) Main Street Songs

**SO ROUND, SO FIRM, SO FULLY PACKED-(NY) 9/13/54**  
(Merle Travis-Cliffie Stone-Eddie Kirk) American Music

**YOU CAN'T BE TRUE DEAR-(NY) 9/14/54**  
(Ebeler-Cotton-Otten - Griffin) Baltimore Music

**I LOVE YOU SO MUCH IT HURTS-(NY) 9/13/54**  
(Floyd Tillman) Melody Lane Pub.

**TENNESSEE WALTZ-(NY) (Pee Wee King-Redd Stewart) Acuff-Rose**

**COLD, COLD HEART-(NY) 9/13/54**  
(Hank Williams) Acuff-Rose

**SLOW POKE-(NY) 9/13/54**  
(Pee Wee King-Redd Stewart-Chilton Price) Ridgeway Music

**A FOOL SUCH AS I-(NY) 9/14/54**  
(Bill Trader) Robbins Music

**LPMX-3230-LPMX-3230**

**I DON'T HURT ANYMORE-(NY) 9/16/54**  
(Jack Rollins-Don Robertson) Hill & Range

Charles Grean, Leader-Bass; Eddy Arnold, Guitar; Al Chernet, Rhythm Guitar; Roy Wiggins, Steel Guitar; Hank Garland, Electric Guitar; Phil Kraus, Drums; Marty Gold, Piano and Glockenspiel

**LPM-3219-EPB-3219**

**WHEN IT'S ROUND-UP TIME IN HEAVEN-Eddy Arnold**

**WHEN ITS ROUND-UP TIME IN HEAVEN-(NY) 12/29/53**  
(Jimmie Davis) Southern Music

**THE CHAPEL ON THE HILL-(NY) 12/29/53**  
(Eddy Arnold-Pee-Wee King-J. L. Frank) Acuff-Rose

**TWAS THE DAWN OF A BEAUTIFUL DAY-(NY) 12/29/53**  
(Glenn Wagoner) Hill & Range

**PRAYER-(NY) 12/29/53**  
(Edward Lisbona-Alfred Bryan) Alamo Music

**ROBE OF CALVARY-(NY) 12/29/53**  
(Twomey-White-St. Clair-Rivers) Hill & Range

**I CALLED ON THE MASTER-(NY) 12/29/53**  
(Conrad Brady-Ralph Wingert) Hill & Range

**THE TOUCH OF GOD'S HAND-(NY) 12/29/53**  
(Bob Nolan) American Music

Marty Gold, Leader-Organ; Eddie Litvin, Organ; Charles R. Grean, Bass; Eddy Arnold, Chet Atkins, Guitars; Jack Saunders, Vibraphones

**TODAY-(NY) 12/2/52**  
(Thomas A. Dorsey) Hill & Range

Eddy Arnold, Leader-Guitar; Al Chernet, Guitar; Charles Grean, Bass; Marty Gold, Piano; Eddie Litvin, Organ; Phil Kraus, Drums

**LPM-3117**

**ALL TIME FAVORITES-Eddy Arnold**

**MOONLIGHT AND ROSES-(See 20/47-5192)**

**THE MISSOURI WALTZ-(See 20/47-5192)**

**I'M GONNA LOCK MY HEART-(see 20/47-5193)**

**YOU ALWAYS HURT THE ONE YOU LOVE-(see 20/47-5193)**

**I'M WAITING FOR SHIPS THAT NEVER COME IN-(see 20/47-5188)**

**I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER-(see 20/47-5188)**

**WHEN YOUR HAIR HAS TURNED TO SILVER-(see 20/47-5189)**

*(Continued on page 57)*

*Congratulations Eddy...*

**I'm proud to have written these for you...**

- 1950 There's No Wings on My Angel
- 1951 There's Been a Change in Me
- 1951 I Wanna Play House With You
- 1951 Something Old, Something New
- 1952 Older and Bolder
- 1952 Easy on the Eyes
- 1953 Eddy's Song
- 1953 Free Home Demonstration
- 1954 Hep Cat Baby
- 1954 I'm Your Private Santa Claus

*Sincerely*  
**Gy CoBen**



## Indies Bring Prices On LP's Into Focus

Angel, Westminster, Vox Hold the Line; Other Firms Move Toward Reductions

By IS HOROWITZ

NEW YORK, Jan. 8.—The LP price picture for independent manufacturers began to clarify this week, altho there still remained significant areas in fuzzy focus.

As expected, the step toward a \$4.98 price for 12-inchers was taken by a number of labels, even some who a week ago asserted their firm intention to hold to the established \$5.95 list (The Billboard, January 8).

Top classical indies, Angel, Westminster and Vox, however, still kept their list prices intact at the week's end. But in the case of Westminster persistent reports indicated a drastic sale would soon be announced that could bring down the dealer price, in some cases, as low as \$2.00.

Westminster executives could not be reached for comment.

Here are the price changes announced by classical indies this week:

Vanguard and Bach Guild 12-inchers have all dropped to \$4.98 each; 10-inchers, without exception, were reduced to \$3.95.

Period also reduced their 12-inchers to \$4.98. The firm's 10-inchers took a token drop from \$4 to \$3.98.

Urania Drops

Urania reduced the majority of its 12-inch LP's to \$3.98. But complete operas took a smaller cut, to \$4.98 a disk with an additional 65-cent charge for librettos. Some elaborate choral and symphonic works, still to be identified, will be kept at \$5.95 by Urania. Classical 10-inchers go to \$2.98; jazz 10-

inchers, to \$3.98. The label's low-cost "Request" series will, in the future, be sold only to exporters.

Concert Hall dropped its 12-inchers to \$4.98, its 10-inchers to \$3.98. This exact pattern was followed by Esoteric.

Colosseum retained its \$5.95 list, but fixed a sliding scale on dealer costs depending on size of order. The range is from \$3.70 a disk for single orders to \$2 each plus excise tax for heavy quantity orders. Colosseum does not use distributors.

Walden Records came down to \$4.98 on 12-inch vinyl.

Kingsway, a recently formed classical label, retained its \$5.95 list price for 12-inch LP's, and

(Continued on page 38)

## HERE'S A MAN HAS 2 MINDS OF HIS OWN!

NEW YORK, Jan. 8.—Old attitudes are often hard to change—no matter the stimulus. And record dealers are known to have some stiff attitudes about their suppliers.

The neatest example of this won't-change-my-mind-for-publication attitude came from a large and well-known record dealer in a suburb of this city.

In a friendly conversation with a Billboard reporter he said, concerning the price and discount changes, "It'll hurt me some with my LP inventory, but I figure I'll come out right and head into a fine year. Victor has the right idea."

For publication, however, he insisted that his quote read, "They never did care about us dealers. They are costing me a lot of money."

## EDITORIAL

### The Milk Is Spilled

The die has been cast. This week's announcements by such manufacturers as Capitol, Decca and Mercury completed the pattern of lower prices for packaged record merchandise and better discounts for dealers on most disk material. It now remains for all levels of the industry to buckle down toward the goal of increasing the total record business to a point where it will be more profitable than ever for all concerned.

If any damage has been done by the drastic revisions, and there are some dealers and manufacturers who think so, the time for bitterness, name-calling and other emotional outbursts has already passed. Stabilization—emotional stabilization particularly—is urgently needed, so that economic stabilization can be attained quickly.

The sooner all settle down to the urgent business of selling more records of all types to more people, the sooner the profits can be reaped from giving the consumer more for his money.

## New Capitol Prices, Mdse. Approaches

By JOEL FRIEDMAN

HOLLYWOOD, Jan. 8.—Capitol Records this week revised the price structure of its LP, EP, 45 and 78 r.p.m. lines, and introduced a series of new merchandising approaches not yet explored by the other major recording companies. A number of Capitol's price and discount policies are similar in some respects to those adopted by the other major recording companies last week, notably the repricing of 12-inch pop LP's from \$4.98 to \$3.98.

Of wide importance is the adoption of a program allowing a 10 per cent exchange privilege, on 78

and 45 r.p.m. singles in which the returns may be made in either single records or albums, and a 100 per cent exchange on new albums issued after January 10.

The 10 per cent exchange on single records can be taken on an exchange or dealers can use any unused portion of the exchange to obtain a refund at 50 per cent credit on purchases. Example given is that of a dealer who buys \$1,000 worth of pops and entitled to a \$100 exchange but uses only \$50 of this exchange can get \$25 worth of additional credit on purchases. This, in effect, gives dealers an additional 5 per cent discount on singles.

Chiefly, these are the price changes announced by Capitol:

(1) All 78 r.p.m. records increased to 98 cents; 45 r.p.m. records remain at 89 cents. Allowance of a 10 per cent exchange privilege, with returns in either single records or albums. In addition to dealers, returns may be made by both juke box operators and one-stops.

(2) Eighty-seven per cent of Capitol's 12-inch pop LP's reduced

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## Mercury Sets Price & Discount Changes

CHICAGO, Jan. 8. — Mercury Records this week moved along the lines of other labels by reducing LP prices, raising the price of 78 r.p.m. standards and adjusting dealer discounts. The label, however, went a step further than most other firms and instituted a 100 per cent exchange policy on all goods purchased between now and February 28. Exchange must be made by March 1.

The price revisions affected almost all items in the Mercury catalog and also cover Mercury's jazz label EmArcy. Only series which remains unchanged is the 98-cent Childcraft kiddie line. The 5 per cent return privilege applies only to single records. No return at all is slated for packaged merchandise.

Basically, Mercury will offer a discount of 38 and 6 per cent on single records and the usual 38 per cent on packaged goods. Singles on 45 r.p.m. remain at 89 cents, while 78 r.p.m. singles are now 98 cents. The 12-inch LP disks now list for \$3.98 and the 10-inch LP's for \$2.98.

On EP and LP multi-disk packages, Mercury veered from the RCA Victor price pattern but only slightly.

Mercury veepee Art Talmadge

said, concerning the price and discount structure revisions, "We sincerely hope that the reductions will bring in the added volume which will be needed. It would be terrible if prices had to be raised again because the expected added volume didn't come in."

## Decca-Coral Revise Prices & Discounts

NEW YORK, Jan. 8. — Decca and Coral Records joined the price-adjustment party Thursday (6), and revised suggested listings on LP's and a few Coral-Brunswick EP packages. Unlike many other large firms, Decca-Coral decided to hold the line at 89 cents on all 78 and 45 singles.

In the LP field, they followed the general pattern set by RCA Victor—the 38 per cent dealer discount and no return policy, with all 10-inch LP's set at \$2.98 and 12-inch LP's at \$3.98, with the exception of a few sets in the \$4.98 category. These exceptions include

Decca's 9000 series—"The King and I," "Wonderful Town," etc. However, Decca did not specifically describe the exceptions as "original cast" packages.

All EP's—Decca, Coral and Brunswick—will retain their present suggested list price, with the exception of Coral's 85000 series, which drops from \$1.58 to \$1.47, and Brunswick 97100 series, which changes to \$4.41. Existing dealer discounts and return privileges will be retained on all singles and EP's. Children's sets, 78 albums, and a few de luxe packages will stay at their present suggested listings.

## One-Stop Ops Undecided on Single Prices

NEW YORK, Jan. 8.—Most one-stop operators in the East are still undecided on what prices to charge for single records. One of the larger operators, however, Leslie Distributors, has set a 60-cent price on 78 r.p.m. records and 63 cents for 45 r.p.m. disks. Leslie operates one-stops in this city, Hartford, Conn., and Pittsburgh.

Several other large one-stops, Beacon in Providence, R. I.; Joe Williams in Philadelphia, and Jerry Flatto in Boston, said they were waiting until the price situation cleared up a little more before they made final price decisions. It is generally believed that most one-stops will eventually settle at the 60 and 63-cent prices.

## LP Price-Cut Leaders' Sales OK, Others Off

NEW YORK, Jan. 8. — Manufacturers in the vanguard of the LP price drop reported brisk sales to distributors this week, while producers whose policies have just been revised found sales of all but demand items lagging.

For RCA Victor heavy orders began reaching the factory toward the end of the week, after only moderate initial action. London reported orders substantially above normal expectations for this time of the year, with some of its just introduced packages already out of stock. M-G-M, too, found sales peaking at the week's end.

## CALL FOR NEW PUB VIEW

### Sheet Sales' Drop, Many Factors In Flux Offer Re-Appraisal Need

• Continued from page 1

remain in business, their margin of safety is narrow indeed if they must depend upon this segment of the business to the almost complete exclusion of others—notably sheet sales. And the performance picture, too, lousy as it is at present, carries with it some uncertainties. One of the most interesting of these lies in the rapid rate with which songwriters and publishers are entering the professional sphere. The current active membership of the American Society of Composers, Authors and Publishers, for instance, is 4,026, of whom 731 are publishers. Three years ago the number of ASCAP writers totaled less than 2,000.

Changes in the Society's regulations, as well as the frantic pace of the business, explain the rising figure. One regularly published work admits a writer to membership.

What this will mean in future years is speculative, for it depends upon many factors in the show business, particularly the degree of health enjoyed by TV, AM

and other purchasers of performance licenses. For some years performance money earned by ASCAP and Broadcast Music, Inc., has risen steadily. This reflected the growth of TV and the relatively stable condition of the independents, as opposed to network radio.

Whether or not indie radio can continue to maintain its current state of health, and consequent importance in the performance money picture, is dubious. In recent months there have been signs of a drop, and should this prove more than a momentary phase, then the plight of the average pop publisher and writer will become that much more precarious.

#### Favorable Facets

As against this dim view, there are some extremely favorable facets of the performance picture. TV income has not yet reached its peak, the juke box field may yet be tapped and other fields may be made to produce more—so that the \$20,000,000 level now reached by ASCAP and the nearly \$7,000,000

achieved by BMI may be exceeded considerably.

Granting, however, the healthy state of performances and future possibilities for expansion, no pop publisher or writer would care to stake his future on this alone. And this again brings up the inescapable problem—the necessity for a major attempt to examine the sheet music operation.

A survey by The Billboard of top music-record dealers indicates the extent to which the publisher has lost contact with the consumer with reference to sheet music. The stores polled are credited with doing about 85 per cent of the total dollar volume of the recording business. Of these stores, only 38 per cent answered affirmatively the question: "Do you sell sheet music?" Another 2 per cent stated they "intended to" sell sheet music.

#### Sales Per Cent

According to the survey, the percentage of the average store's dollar volume represented by pop

(Continued on page 38)

## Bourne Files Vs. Aladdin; 1st in Series

HOLLYWOOD, Jan. 8.—In what is scheduled to be the first of an upcoming series of law suits leveled at independent recording companies, Bourne, Inc., music publishers, this week filed suit in Los Angeles Federal Court asking \$200,000 in damages for alleged fraud, unfair competition and copyright infringement.

Named as defendants in the action were Aladdin Records, Inc.; Leo Mesner, Edward Mesner, Messner Sales, Inc.; Messner & Messner, Inc., and 15 Does.

Altho the specific cause of action was filed by Bourne, Inc., the move was reported to have the support and co-operation of the Music Publishers' Protective Association and Harry Fox.

Specifically, plaintiff's claim is that the songs, "San Antonio Rose"

(Continued on page 38)

## LP PRICES CUT EVEN FOR HOCK

NEW YORK, Jan. 8.—The price cut on LP's reached deep into the country's economy this week when the Provident Loan Society cut the size of loans given on disk pledges. Consumers wishing to hock their record collections now will get a maximum of \$1 per 12-inch classical LP from the society. The previous ceiling was \$1.25.



# NAMM Exec Blasts RCA's Price Cutting

CHICAGO, Jan. 8.—One of the strongest reactions to the RCA Victor price drop came from Earl Campbell, president of the National Association of Music Merchants: In a telegram to Frank M. Folsom, president of the Radio Corporation of America, Campbell wrote:

"The recent price action taken by RCA is deplored by music dealers throughout the country. The action utterly disregards the dealer's responsibility of serving the public with RCA Victor records, making that service an incalculable liability. If it is in the interest of RCA for Victor dealers to carry a full stock of your products, certainly it is to your interest to avoid jeopardizing the financial position of your representatives. The manner in which your price action was taken is indefensible."

## DUAL BASIS

### Furniture, Style Hi-Fi New Trend

FORT WAYNE, Ind., Jan. 8.—The high-fidelity field over the short span of its existence has more and more gone into the idea of selling equipment on the dual basis of entertainment with furniture styling. The announcement this week of the new custom-built line of instruments which will be marketed shortly by the Capehart-Farnsworth Company and the Dunbar Furniture Company, Berne, Ind., again proves the theory that equipment in furniture styling is the trend.

The new line, which also includes Capehart's TV line, is being shown currently at the winter market of the American Furniture Mart being held in Chicago. The line, it was announced, will be sold thru both Capehart and Dunbar outlets. Prototype models being (Continued on page 38)

## Arnold Cuts His Own Unique Path In TV Film Deal

Continued from page 1

film package on a similar arrangement. Guy Lombardo, one of the few musical personalities who produces his own film series, has managed to hold onto ownership of his films, but in the process had to sign an exclusive long-term distribution contract with the Music Corporation of America.

Most of the other musical film series are wholly or partially financed by outside interests, although in several cases the stars own a percentage of the packages. Musical personalities available on film include Guild's Frankie Laine, Florian Zebach and Liberate; Ziv's Eddie Cantor; MCA's Xavier Cugat and Lombardo; Flamingo's "Grand Ole Opry"; Official's "This Is Your Music," and North American Television Alliance's Carl Brisson.

## Granz Ups Prices On Clef, Norgan With Guarantees

NEW YORK, Jan. 8.—In the midst of a general decrease in the suggested list prices of records by the large and small diskeries, Norman Granz this week upped the price of his Clef and Norgan disks.

The price increase was only a small one on LP's; 3 cents each on the firm's \$3.95, \$4.95 and \$5.95 LP's. But the firm also raised all EP's from \$1.47 to \$1.59 cents, and also upped all 78's from 89 cents to 98 cents. In addition, the label guaranteed all disk prices for "at least 60 days."

# Coast Indie Diskers Hold Price on 78's

HOLLYWOOD, Jan. 8.—Despite the fact that none of the independent recording companies, with few exceptions, have raised the price of their 78 r.p.m. singles to 98 cents, it was generally believed by dealers, disk manufacturers and other trade people, that all 78 r.p.m. singles will be sold at the new price regardless of individual company policy.

The none of the dealers in this area were selling independent company pops, rhythm and blues or country and western records at 98 cents, a majority of dealers indicated they would shortly do so. Move is viewed as one that would stabilize the industry at one common meeting ground inasmuch as a majority of the major record labels had increased their price of 78 r.p.m. records to 98 cents.

Abbott, Aladdin, Specialty, Modern and Imperial made no move to change their prices this week, though the possibility exists that such a change would be forthcoming once disclosure of all the major label prices were made.

Sales activity in the Southern California area, particularly of all major labels, came to a virtual halt this week. The dealers were kept relatively busy at the consumer level, little buying was being done by dealers on new merchandise or replenishment stock. News of the price structure of Columbia Records did not reach dealers thru Columbia channels until Thursday (6).

## SLIDE VIEWERS

### Designed to Sell Capitol's Pkg. Goods

HOLLYWOOD, Jan. 8.—Capitol Records will introduce a limited number of slide projection units to selected record dealers thruout the country this month in a move designed to further acquaint the potential record buyer with Capitol's package merchandise.

Unit is designed to contain a series of 12 color slides which revolve automatically and project onto a 12-by-12-inch screen which is part of the same unit. Color slides showing new Capitol album covers will be available to the dealer.

The new merchandising promotion, called Tele-Story, marks the first introduction of slide projection at the dealer level. The (Continued on page 38)

# Columbia Modifies New Disk Price Structure

NEW YORK, Jan. 8.—Columbia Records this week made some modifications in its new price and discount schedules as set up last week (The Billboard, January 8). One of the modifications was an extra discount on its \$4.98 and \$5.98 12-inch LP's—a limited offer for the month of January only. The other was holding the discount on single records, 45's and 78's in the pop and country categories, to 38 per cent.

As noted last week, Columbia reduced the price of the majority of its 12-inch LP's to \$3.98, but also placed some of them in a new price category of \$4.98 while retaining a few in the \$5.95 classification.

This week, however, the firm authorized its distributors to give an extra 5 per cent discount on \$4.98 LP's and an extra 7 per cent discount on \$5.95 LP's for the month of January. This means that dealers can buy LP's at discounts

# Price List Reflects Firmer Structure in Cost of Disks

## Decca-Coral, Cap, Mercury Clarify Picture; Local Pricing May Vary

NEW YORK, Jan. 8.—With the three announcements this week by Decca-Coral, Capitol and Mercury of their new price and discount structures, the picture for retail dealers and operators became clearer. And while some further adjustments may be made by the larger labels in weeks to come, it is now generally believed that suggested list prices will remain fairly constant for the time being.

The listing by label herein offered is presented by The Billboard as a service to dealers and operators and, in addition, to manufacturers and distributors. All prices listed are suggested prices, including the resale prices from distributor to dealer and operator.

Dealers are cautioned to check with their local distributors for any local or last-minute national changes in either costs or selling prices, since manufacturers do not ordinarily control the prices at which distributors sell to retail outlets. These prices are also listed as of the close of business on Friday (7).

Several of the labels have special exchange and/or return privileges available to dealers as well as additional merchandising pro-

grams which may affect the purchase or selling prices.

Capitol			
78 R.P.M.	List	Cost	
10-Inch Single	.98	.60	
45 R.P.M.			
Single	.88	.55	
1 EP	1.49	.87	
2 EP	2.98	1.74	
3 EP	4.47	2.61	
33 1/3 R.P.M.			
1 12-Inch (T)	3.98	2.48	
1 12-Inch (W)	4.98	3.10	
1 12-Inch (P)	4.98	3.10	
1 12-Inch (S)	5.95	3.69	
1 12-Inch (Sal)	6.75	4.19	
1 12-Inch (H)	2.98	1.85	
1 10-Inch (Cetra)	2.98	1.85	
1 12-Inch (Cetra)	4.98	3.10	
Special exchange and/or credit applies to singles merchandise. Special exchange applies on initial order for LP merchandise.			
Columbia			
78 R.P.M.	List	Cost	
10-Inch Pop	.98	.60	
10-Inch Country	.89	.55	
45 R.P.M.			
Single Pop, Country	.89	.55	
1 EP	1.49	.86	
2 EP	2.98	1.73	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.84	
1 12-Inch (CL 500)	3.95	2.45	
1 12-Inch (ML)	3.98	2.46	
1 12-Inch (4ML)	4.98	3.08	
1 12-Inch (5ML)	5.95	3.68	
1 12-Inch (6ML)	6.95	4.30	
1 12-Inch (Entire)	2.98	1.84	
2 12-Inch (SL)	7.96	4.92	
2 12-Inch (SSL)	9.96	6.18	
2 12-Inch (SSL)	11.90	7.36	
2 12-Inch (SSL)	13.90	8.60	
(Special sets SL 190, SL 200 and SL 220 remain unchanged.)			
Distributors are offering an extra 5 per cent discount on \$4.98 LP's and an extra 7 per cent discount on \$5.95 LP's during January.			

## IT'S HERE, BUT GOOD

# Majors Really Jump With the R&B Beat

NEW YORK, Jan. 8.—The extent to which r.&b. tunes and the r.&b. beat have invaded the pop field was dramatically demonstrated this week when RCA Victor's Joe Carlton jumped on a ditty now stirring up action in the r.&b. field and waxed it with Perry Como. The tune is "Ko Ko Mo," originally released on the Combo label with Gene and Eunice.

Altho RCA Victor was not the only label to cut the burgeoning hit with a top pop name—Mercury cut it with the Crew Cuts, Capitol with the Hutton Sisters and Label "X" with Bill Darnell and Betty Clooney—the Como recording indicated conclusively that the music with an r.&b. beat was no longer regarded as a passing phase by any of the major firms.

As if to prove this even more conclusively, Columbia Records, which, as RCA Victor, had not paid too much attention to r.&b. tunes, had a release set for next week with Tony Bennett on two r.&b.-type sides, both featuring a

wailing tenor sax and the r.&b. beat.

### Past Sporadic

Up to a year ago only a few large firms were covering r.&b. tunes that had broken out on indie r.&b. labels with their top artists. Labels attempted it from time to time, but their efforts were sporadic. It was the sudden surge of r.&b. records, of the type com-

(Continued on page 38)

## 'INVESTIGATOR'

# Sudden Run on Disk Catches Dealers Asleep

NEW YORK, Jan. 8.—One of the fastest selling LP disks—and at a \$5.95 list price—to hit this area in a long time is "The Investigator" being issued by B. & C. Recording on the Discuroisities label. On the market for little over a week, the label's national distributor here, Dauntless International, has already shipped 12,000 copies of the 12-inch set and is heavily back-ordered. Demand for the album was so strong that bootleg copies have already hit the market.

"The Investigator" is an off-the-air recording of a one-hour broadcast which took place last May as the final program in a series on the Canadian Broadcasting Corporation network. Material is an allegorical and thinly veiled dig at Senator McCarthy and his investigations. The names are not used, the actor playing the title role, John Drainie, gets off a good imitation of McCarthy.

Script was written by Reuben Ship, who had his own run-in with investigations and sold the NBC for a one-shot radio broadcast. Attorney for Ship and for John L. Bubbers and Walter T. Colquit, of B. & C., are currently ironing out legal details.

The album suddenly became a terrific demand item when Jack (Continued on page 38)

Coral-Brunswick			
78 R.P.M.	List	Cost	
10-Inch	.89	.55	
45 R.P.M.			
Single	.89	.55	
1 EP	1.47	.91	
2 EP (Coral 55009)	1.47	.91	
3 EP	4.41	2.73	
33 1/3 R.P.M.			
1 10-Inch (Coral 55000)	2.98	1.85	
1 10-Inch (Brunswick 58000)	2.98	1.85	
1 10-Inch (Brunswick 59000)	2.98	1.85	
1 12-Inch (Coral 57000)	3.98	2.47	
1 12-Inch (Brunswick 54000)	3.98	2.47	
DECCA			
78 R.P.M.	List	Cost	
10-Inch	.89	.55	
45 R.P.M.			
Single	.89	.55	
1 EP (ED 3500L)	1.47	.91	
1 EP (ED 2000)	1.47	.91	
1 EP (ED 1000)	2.10	1.30	
2 EP (ED 500)	2.94	1.82	
3 EP (ED 800)	4.41	2.72	
4 EP (ED 900)	5.87	3.63	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 12-Inch	3.98	2.47	
1 12-Inch (9000)	4.98	3.08	
Label "X"			
78 R.P.M.	List	Cost	
10-Inch	.98	.57	
45 R.P.M.			
Single	.89	.52	
1 EP	1.48	.86	
2 EP	2.98	1.73	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 12-Inch (When Issued)	3.98	2.47	
London			
78 R.P.M.	List	Cost	
10-Inch	.89	.55	
45 R.P.M.			
1 7-Inch	.89	.55	
1 EP	1.49	.91	
2 EP	2.98	1.82	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 12-Inch	3.98	2.47	
2 12-Inch	7.96	4.94	
3 12-Inch	11.94	7.41	
4 12-Inch (MGL)	15.92	9.18	
OL-2-100	9.96	6.18	
OL-2-101	11.96	7.42	
MG 20049	10.00	6.17	
M-G-M			
78 R.P.M.	List	Cost	
10-Inch	.98	.57	
45 R.P.M.			
7-Inch	.89	.52	
1 EP	1.49	.91	
2 EP	2.98	1.72	
3 EP	4.47	2.58	
4 EP	5.96	3.44	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 12-Inch	3.98	2.47	
2 12-Inch (MGL)	7.96	4.94	
3 12-Inch (MGL)	11.94	7.41	
4 12-Inch (MGL)	15.92	9.18	
OL-2-100	9.96	6.18	
OL-2-101	11.96	7.42	
MG 20049	10.00	6.17	
RCA Victor			
78 R.P.M.	List	Cost	
10-Inch	.98	.57	
45 R.P.M.			
7-Inch Single	.89	.52	
1 EP	1.49	.91	
2 EP	2.98	1.73	
3 EP	4.47	2.58	
4 EP	5.96	3.44	
Multi-EP sets which duplicate 12-inch LP albums, regardless of number of EP's	3.98	2.31	
1 EP (Bluebird)	1.19	.69	
1 EP (Camden)	.79	.46	
33 1/3 R.P.M.			
1 10-Inch	2.98	1.85	
1 10-Inch (LPMX 3230)	3.98	2.47	
1 12-Inch	3.98	2.47	
1 12-Inch (Original Cast) (HMV)	4.98	3.09	
1 12-Inch (Bluebird)	2.98	1.85	
1 12-Inch (Camden)	1.98	1.23	
2 12-Inch	7.96	4.95	
3 12-Inch	11.94	7.43	
4 12-Inch	15.92	9.91	
4 12-Inch (HMV)	19.98	12.39	
3 12-Inch (Bluebird)	8.98	5.57	
3 12-Inch (Bluebird)	8.98	5.57	
Tchaikovsky Symphonies	10.98	6.81	
3 12-Inch (The Ballet)	13.98	8.67	

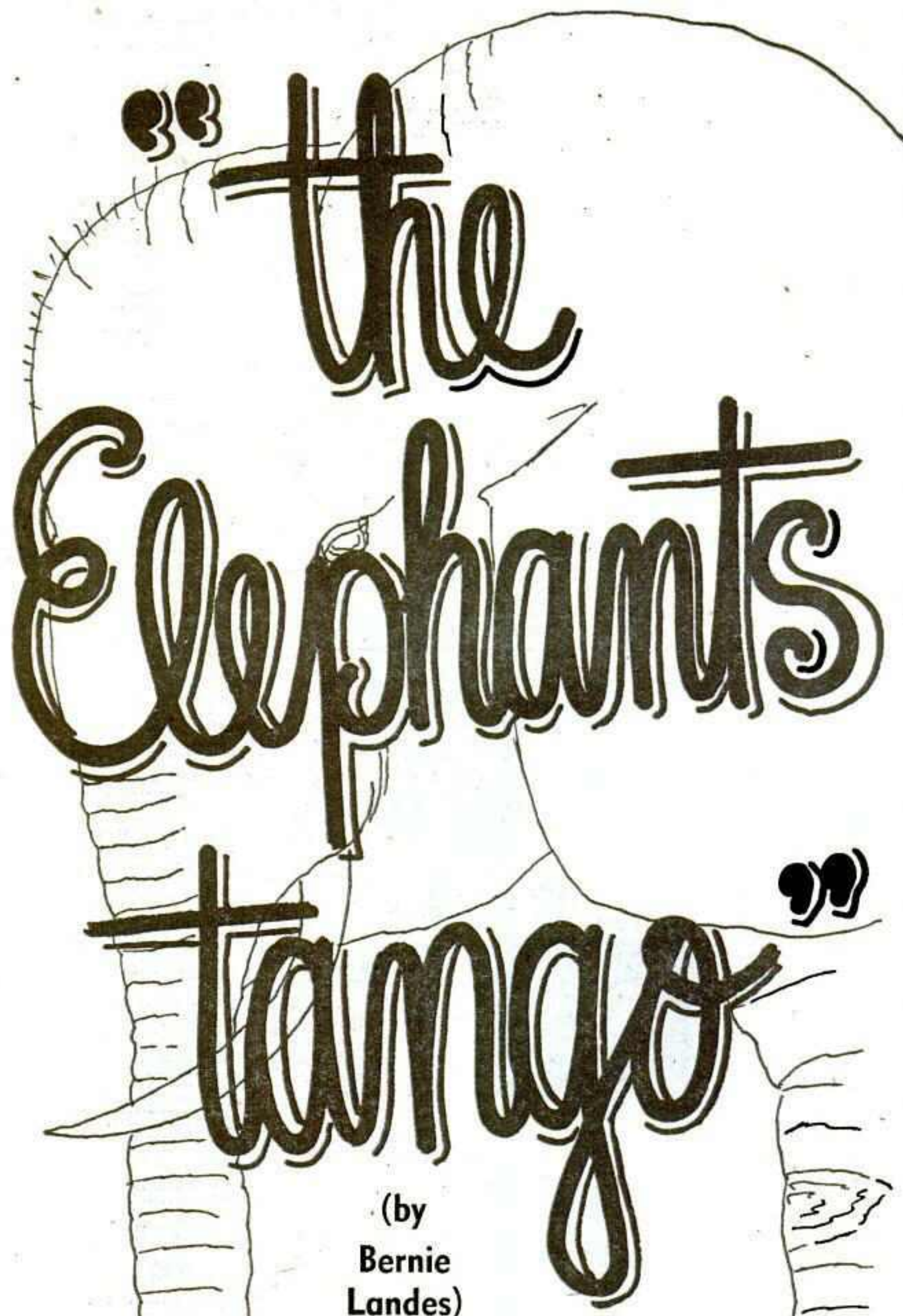
# Victor Reduces Price on Disks For Canadians

TORONTO, Jan. 8.—A whole series of price reductions were announced Thursday (6) by RCA Victor Company, Ltd., for Canada. The reductions were effective immediately. The biggest reduction was in the LP line, where the \$5.95 lines were reduced to \$4.80; the \$4.95, to \$3.80, and the \$4.45, to \$4.20. All LPM and LPT 10-inch sets which used to range from (Continued on page 38)



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DANCEABLE! LISTENABLE!**



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**Commanders**

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*America's Fastest-Selling Records*



## VOX JOX

By CHARLOTTE SUMMERS

**JOX TRIX:** KOA's entire staff turns disk jockey on the Sunday afternoon operation of Denver's NBC outlet station as all of the radio and TV personalities come on in an afternoon of fast moving chatter and platter parade in the form of a three-ring circus. The entire four-hour show is laid out like a mythical circus with ring masters Norman Nesbitt, Pete Smythe, Frank White, Ben Avery and others talking about records, artists, old-timers and up coming hits. Circus music, "The Billboard March," hawkers and appropriate sound effects are all wrapped together into a disk show by producer Jimmy Atkins.

Bill Bennett, WAND, Canton, O., deejay, has received some weird answers to his latest contest question, "What is a doodle-li-boop?" It has to do with Art Carney's Christmas novelty tune, and WAND will award each of 10 winners a copy of the record, "Santa and the Doodle-li-Boop." . . . Rex Dale, WCKY, Cincinnati, has devoted his show for the past month to the emergency March of Dimes. Dale sent autographed records to the listeners contributing \$1 or more to the fund. . . . This past week we received a note from the "Midnight Masquerader," telling us about his-her (?) new show. "Romance is on South Florida's air during the early morning hours. A new romantic show, done by unidentified and masked deejay, consists of soft romantic music with bits of verse and philosophy beamed exclusively to those who are in love."

Don Sherman, WLYN, Lynn, Mass., writes: "We had some fun recently with Dolores Hawkin's record 'George.' A lot of the jocks have been running contests to identify 'George'; so I decided to pull a switch. I told them that I knew who George was but that because of an agreement among the deejays I couldn't tell them. However, I said I wanted them to be in on the secret and gave them a secret phone number to call. I then gave them the number of Dave Maynard, WHIL, Boston. He got so many calls that he finally had to ask what was going on, and when he found out, he pulled a switch. He told his audience to call our number and ask 'Who Don Sherman Is?' After  
*(Continued on page 42)*

## DEALER DOINGS

By JUNE BUNDY

**TRAFFIC BUILDERS:** Decca is gifting dealers with special auto bumper tags to plug Bill Haley's "Dim, Dim the Lights." The tags are printed in a bright green of the same material used for bumper tape, and the message, of course, also carries a practical meaning for motorists. . . . Joske's of San Antonio is sponsoring a new deejay series, "Musical Workshop," over local Station KENS on Sundays. . . . Lillian Patton, who owns the White Novelty, a wholesale-retail record outlet in Detroit, went into the mail order record album business over the holidays, with orders pulled via Phil McKeller's CKLW show on Friday and Saturday nights. "Mrs. Pat" often appears on the show herself to discuss EP and LP packages, and in time she hopes to sponsor the McKeller show across-the-board. The mail order business, which operates under the name L. & J. Music, provides a 24-hour phone order service for listeners, and thus far business has been excellent. Mrs. Patton will continue her White Novelty activities as usual, operating the mail order outfit as a separate business.

**JUST BROWSING:** Herbert Gray, The Music Box, Hillsdale, N. J., has nothing but praise for his Victor salesman. "Last week," says Gray, "the Victor man asked me to get my invoice out on some radios I bought from him last summer, and said that for every \$50 worth I'd bought he'd give me one free punch from a punch board. Believe it or not I punched out \$5. He dug down and paid me right away without an order. You could have knocked me over with a 45 record."

**IN THE FIELD:** Jean H. Saul, Fred Scott Record Shop, Charleston, W. Va., passes along the following selling advice: "In order to sell records you have to like what you're selling, and let people know you like it. If there's a new record, and you want to sell it, tell the people you like it, and play the new songs while waiting for people to make up their minds. Maybe they'll buy just from listening to it once. A smile is always a best seller. Try it!" . . . In the same vein Romaine Beach, McCrory Stores, Hagerstown, Md., writes, "When I have a record in stock I politely ask my customers if they've heard it. If they say 'no' I play it for them and tell them who the artist is and all I know about the disk to get them interested. Three out of five times I sell it."

**EXPANDING:** Little Al's Record Shop will move to new and larger quarters in the same block on Lawrence Avenue in Chicago at the end of the month. Al reports he is happy over the price revamping because he was caught with a heavy stock of 78 r.p.m. records. In less than an hour after he heard of the price change he had window cards printed and erected in his store window and was probably the first store locally to get on the new price structure. He reported LP sales spurted from the hour on.

## JUKE BOX WRAP-UP

Juke box operators view new record price structure with little concern. Big hope here is that record companies will increase their selections available in 45's. Seventy-eight r.p.m. increase offset by reduction in 45 price.

Philadelphia operators prepare to give dime play on juke boxes a dry run. All operators will sample several machines to determine public reaction. Results will decide if Philly goes 100 per cent dime play.

Detroit's recent move to dime play met with no opposition. Newspapers, radio and television softened the public for the ops. Feature stories announcing the change appeared in papers thruout country.

Wurlitzer, a major phonograph manufacturing company, prepares to bow new juke box. Distributors' showings of '55 model to be held later this month.

For full details on these stories see Music Machines Department beginning on Page 86.



without any further conversation

# MR. DEALER

*Mercury Records is confident that the new price structure will greatly increase traffic in your store and we are offering you a*

## 100% EXCHANGE PRIVILEGE

*for all extended play and long play records, in like series, purchased from January 5th, to February 28th.*

### MERCURY RECORDS

#### NEW PRICE LIST

10 inch singles—78 rpm . . . . .	98c ↗	DEALER COST 57c
7 inch singles—45 rpm . . . . .	89c ↗	DEALER COST 52c
One record EP 45 rpm album . .	\$1.49 ↗	DEALER COST 86c
10 inch long play . . . . .	\$2.98 ↗	DEALER COST \$1.85
12 inch long play . . . . .	\$3.98 ↗	DEALER COST \$2.47



*The usual 5% return privilege on all single  
78 and 45 rpm records with no return privilege  
on any 45 rpm EP albums, 10 or 12 inch long play records*

SEE YOUR



SALESMAN NOW!



# TALENT TOPICS

## FLANAGAN ORK TO PLAY S. W. THRU JANUARY . . .

The Ralph Flanagan orchestra will play the Texas, Oklahoma, Kansas, Missouri and Nebraska territory thru the end of January. Bookings include a five-day stand beginning today (8) at the Coliseum in Houston, followed by one-night stands at ballrooms, country clubs and Army posts. On January 18 the band plays the University of Texas.

## ADVANCE ON GOBEL POINTS TO SELLOUTS . . .

George Gobel bids fair to play to two capacity houses on his appearance at the Taft Theater, Cincinnati, January 15, judging from an unusually heavy advance sale chalked up thru last weekend. Mail orders from Tuesday thru Thursday (4-6) totaled more than \$7,000, with the mail total thru Saturday reported at better than \$10,000. Handling the promotion is the local Frank Sennes Agency, which handled Gobel on his first major nitery dates. Tickets are scaled from \$2.20-\$4.00. On Sunday (16), the Sennes office has Gobel set on a polio telethon at the Field House, Dayton, O., sponsored by stations WHIO-TV and WLW-D, with ducats pegged from \$2 to \$5. On the Cincy date, Gobel is reported to be on a \$5,000 guarantee against 60 per cent of the gross. Sennes office is surrounding the comic with six standard turns, with Willie Thall, of WLW-T, serving as emcee.

## FEYER AND MARKS SIGN PUBLISHING CONTRACT . . .

George Feyer, Vox pianist whose "Echoes" series has been a best-selling line for the label, has closed a deal with E. B. Marks to publish his piano arrangements in folio form. The pattern will follow the disk series with tunes identified with the various countries covered in his "Echoes" survey. Feyer has also recently signed a management pact with Music Corporation of America.

## BETTY JOHNSON TO CUT FIRST VICTOR SIDES . . .

Betty Johnson, who left Bell Records to sign with RCA Victor this month, will cut her first four sides for the latter January 24. The canary is booked

for a week-long guest spot on Don McNeill's "Breakfast Club" over ABC and ABC-TV, starting Valentine's Day. McNeill inaugurated a guest-vocalist policy this month and will continue it until permanent warbling replacements are selected for Johnny Desmond and Eileen Parker, who bow off the program January 21.

## RCA ADDS MISS WOOD TO C.&W. ROSTER . . .

Steve Sholes, RCA Victor artist and repertoire exec, has added Del Wood to his country and western talent roster. Miss Wood, a featured performer on "Grand Ole Opry," formerly recorded for Decca and Republic Records. Sholes will travel to Nashville in two weeks to cut his first sides with the pianist for a scheduled February release.

Jan August will be at the Monte Cristo in Palm Beach, Fla., for a nine-day engagement starting January 22. . . . The Gaylords will open a two-weeker at the Golden Hotel in Reno, Nev., starting January 12. . . . Benny Goodman will be featured soloist with the Symphony of the Air at Carnegie Hall on January 19. He will play the solo part in the first New York performance of Paul Hindemith's "Clarinet Concerto." . . . Shaw Artists has set up a cocktail department, and Larry Meyers, formerly with Music Corporation of America, will head it up.

Earl Bostic and his ork will appear with Herb Shriner at a one-nighter at New Orleans' Municipal Auditorium on March 16. Promoter Tuddy Mancuso is promoting the date. . . . Bill Kenny has been signed to a booking pact with the Associated Booking Corporation. Kenny has also severed his management pact with personal manager Howard Christensen. . . . The Rover Boys opened at the El Morocco in Montreal. . . . Sunny Skylar has been signed as an artist by Decca Records. The first release features Skylar singing two tunes written by himself and Andy Ackers.

Decca's country and western topper Paul Cohen has signed veteran c.&w. artist Bob Willis. . . . Teresa Brewer visits Chicago this week to plug her new Coral disk "I Gotta Go Get My Baby" with local deejays. . . . Johnny Parker will play a return engagement as guest vocalist on Ted Steele's WOR-TV show here the week of January 24.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Smiley Burnette has kicked off a tour of 65 one-nighters thru nine States, which will have him winding up in California March 11. Trek got under way at Mount Airy, N. C., Monday of last week (3). . . . Hal Smith, who handled the managerial reins on Ray Price until last November, is now working in a similar capacity with Carl Smith and His Tune-smiths. Before entering the management end of the business, Hal played with various bands on "Grand Ole Opry." The recent report that June Carter was quitting Mother Maybelle and the Carter Sisters to team with Carl Smith was a bum steer, says Hal Smith.

A new-type "Grand Ole Opry" unit hit the road January 5 when Martha Carson's Spiritual Singathon began a two-week swing thru South Carolina, Georgia and Florida. Group includes George Morgan, the Happy Goodman Family and the Louvin Brothers. . . . Lonzo and Oscar last week began a four-week tour of Army camps in Texas, Louisiana and Mississippi. . . . Roy Acuff and the Smokey Mountain Boys returned to Nashville Saturday (8) from a USO Camp Show tour of military bases in

Alaska. They hit out for Florida this week for a string of personals. . . . Cowboy Copas and Bill Monroe will guest on the network portion of "Grand Ole Opry" Saturday (15), with Jimmy Dickens and Marty Robbins filling that slot January 22.

Jim Reeves returns to "Louisiana Hayride," Shreveport, Saturday (15) after a tour of military installations in France, Germany and Iceland, winding up with a shot on Ed Sullivan's TV show from New York Sunday (9). . . . Porter Wagoner and Hawkshaw Hawkins slated to cut a session this week for Steve Sholes, of Victor. . . . Bud Isaacs, steel guitarist with the Red Foley and a Victor waxer on his own, has removed the cast from his right wrist which was severely sprained in a recent horseback-riding accident.

Ford Rush, for many years associated with Roy Acuff, is now handling bookings for Capitol's Jean Shepard, Victor's Hawkshaw Hawkins and Decca's Foggy River Boys. All are associated with "Ozark Jubilee," and Ford is working out of the Top Talent office, Springfield, Mo. . . . Latest issue of Pickin' and Singin' News features a double-page spread on

(Continued on page 61)

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

The new year is starting out as a bright one for r.&b. diskeries with the music with a beat still on top as the most exciting in the business today. Proof again of this is the fast-rising recording of "Tweedle Dee" by Lavern Baker on Atlantic. It marks the latest in a long list of records that sell equally well in both the pop and r.&b. fields. The music with a beat has so invaded the pop field that even Perry Como on RCA Victor cut an r.&b. tune this week, and Tony Bennett on Columbia will be out with some r.&b.-type sides next week. (See separate story.)

As of this date, practically all of the independent r.&b. labels are holding the list price of 78 r.p.m. records at the 89-cent price. This includes labels such as Atlantic, Chess and Checker, Imperial, and others. On the major label front, only RCA Victor's Groove label, subsidiary label "X" and M-G-M Records have jumped the price to 98 cents for 78 r.p.m. records. Columbia, Capitol, Decca, Mercury, and Okeh are holding, as of this week, at 89 cents.

The "Rock and Roll Ball," which is being thrown next Friday and Saturday nights at the St. Nicholas Arena in New York by deejay Alan Freed, of Station WINS here, is now a complete sellout, according to Freed's manager, Lew Platt. This dance, based on the same pattern that proved so successful at other Freed dances in the Midwest, looks like another big one for the deejay.

Probably the saddest note of the old year was the accidental death on Christmas day of the singer-ork leader Johnny Ace. In Ace's short career he came up with a remarkable string of hits, all notable for

their sincerity and quality. We extend our condolences to his family, and to Duke Records head Don Robey and sales manager Irv Marcus, who helped guide Ace to the top.

A new radio station, KATZ, opened in St. Louis last week. The station will specialize in r.&b. and spiritual wax, and will cover a radius of 35 miles around the Midwestern city. The head of the station is Bill Garrett, and Bob Heatherington is veepee in charge of sales. We wish the new station many years of happy spinning of the top r.&b. and spiritual records.

The Five Pearls will appear at the Madison Ballroom in Detroit on January 14, 15 and 16. . . . Columbia Records this week released its first waxings by Mahalia Jackson. The firm released two records which are available either singly or in a two-pocket EP package. The package contains pictures and a biography of the great gospel singer, and the firm intends to hand the disks a powerful send-off.

## ATTENTION, DISKERIES . . .

As you all know, we have the second annual rhythm and blues special coming up on January 29. We intend to run a listing of the talent under contract to each of the r.&b. labels. But we can only make it a complete listing if you all send us in a list of your artists, singers, orks, guitarists, etc. If you have more than one label, please specify which label the artist records for. We need the info quickly; so let's get it to the R.&B. department of The Billboard at 1564 Broadway, New York City, pronto. Gracias.

# MUSIC AS WRITTEN

## FILIPPO TOPS PROMOTION FOR DECCA IN PHILLY . . .

Mario Filippo has been appointed promotion manager of the Philadelphia branch of Decca's Eastern division. He succeeds Leonard Salidor, who has been named branch manager. Meanwhile, Decca's Richmond, Va., branch—under the management of Bill Donovan—has moved to new and larger quarters.

## LESLIE DISTRIBUTORS IN NEW QUARTERS . . .

Leslie Distributors, New York City one-stop, moves to new quarters. According to Lou Boorstein, Leslie chief, the new quarters boast a completely re-designed layout with better display space. Also offered are parking accommodations for all customers. Leslie also operates one-stops in Hartford, Conn., and Pittsburgh.

## HERB COOK DIES IN KANSAS CITY . . .

Herb Cook, singer, pianist and song writer, died December 31 at his home in Kansas City, Mo., at the age of 59. Cook was one of the trio which originated the hit song, "Three Little Words," and composed a song used as the State song of Oklahoma until Rodgers and Hammerstein's "Oklahoma!" was adopted.

## SPIN IT RECORDS' JANUARY 17 DEBUT . . .

Spin It Records, headed by Nick Therry and Eddie LeBaron, have been organized in Hollywood and bow January 17 via two releases featuring Mimi Martel and Nick Therry. Firm is currently setting national distribution.

## A QUICK DELIVERY ON MISS COLLINS' DISK . . .

Audivox Records cut a Dorothy Collins cover on "Tweedle Dee" Monday (3) and had it out to local deejays 36 hours afterwards. Dealers received it Thursday (6). The disk is backed by "Get Happy," utilizing the spiritual-type arrangement featured by the canary on a recent "Hit Parade" telecast.

## PALMER RETURNS TO COAST MERCURY POST . . .

Lee Palmer, formerly associated with Jay-Kay Distributing Company on the Coast, has returned to his post as sales and promotion manager with the Mercury Record Distributing Corporation, Hollywood. Move is effective immediately. Ralph Anthony, who filled Palmer's position at Mercury, will remain with the company.

## New York

A. Oldrich, Midwestern division manager of Coral Records, was in town from Chicago recently to confer with Coral sales chief Norm Weinstroer. . . . M-G-M's Albany, N. Y., distributor, Leonard Smith, visited the label's Manhattan headquarters last week. . . . Fran Warren, who became the mother of a girl last week, is scheduled to take over the lead in the road company of "Pajama Game" sometime this month.

The recently formed Tony Scott Septet made its New York debut at a Birdland concert Monday (3). This modern group has recently cut a number of sides for RCA Victor that will be released in the near future on an LP.

Southern Music has acquired the tune "Dixie Danny" from Sound Records, Philadelphia indie label which owns the tune. The Sound record has been making noise in Philly. . . . Being a newspaperman is usually considered to be enough of a problem for any one man to handle, but Morton Levand, a veteran of 16 years in the newspaper business, has turned songwriter, publisher and record company owner. Levand, who is a stockholder in and son of the publisher of The Wichita (Kansas) Beacon, has started the Tex label. First four sides are out. Levand will also start a pop label called Top "20" Records. He also operates Robbie Music. . . . Veteran publicist Henry Okun has been appointed to the board of directors of the Police Athletic League of Newark, N. J. . . . Another new label in the field is American Records. Gene R. Ormdorf is Eastern repre-

sentative. . . . Jazz lecturer and deejay Sid Gross left for the West Coast this week. He'll do some jazz recording there for Urania Records. Gross is set to start a new jazz course at the Carl Fischer Sky Room early in February. . . . Joe De Vico, advertising manager of Majestic Radio and Television, has resigned his post after nine years with the firm. His new affiliation will be announced shortly.

## Chicago

Buddy Black, WGN disk jockey, has added another segment to his broadcast day. This one starts at 11:05 p.m. and runs till midnight and is sponsored by Nash dealer Barrow Brothers. . . . Bud Brandon, Brandom Music Company, has added a Joni James song folio to his properties. The book features her most popular numbers and is complete with pix. Selling agent is Keys Music Company, New York. . . . Dirk Courenay's "Midnight Run," seen over WGN-TV is now a three-night-a-week schedule. Gray Thornton does the musical chores for the show, which features guest artists and recorded music.

Jack Fascinato, formerly musical director of the "Kukla, Fran and Ollie" show, is now doing the musical chores on the "Tennessee Ernie" show across the board. . . . A contract negotiated by Al Trace brought Kitty White into the Mercury Record fold last week. Teddy Phillips and his orchestra have been held over at the Flamingo in Las Vegas for four more weeks. . . . Studs Terkel's Briefcase, a new musical show over WBKB-TV, premiers Sunday, January 16, from 11 to 11:30 p.m. The show is a mixture of jazz, opera, drama, and guests. . . . Art Rupe, head of Specialty Records, appointed James H. Martin, Inc., as the line's distributor of r.&b. records for the Chicago area.

## Hollywood

ASCAP songwriter Ruth Graham, daughter of vet songscribe and music publisher Lou Herscher, and husband, Alan Graham, became the parents of a boy, born December 27. . . . Bill Leob has set Mel Torme for three weeks at the Bimbo Club, San Francisco, starting January 13. Torme then goes to the Aero-Marine Club, Seattle, for one week beginning February 15. . . . Quality Records of Canada has added the S&S line, with Eddie Dean's "I Dreamed of a Hillbilly Heaven" the first record. . . . Adolph Deutsch will do the dramatic scoring and conducting on M-G-M's "Interrupted Melody." . . . Louis Armstrong and crew made their first appearance on the Sunset Strip in two years last week, opening at the Crescendo for a fortnight. . . . Ella Logan will hyp her current Statler stint as well as her new "Finian's Rainbow" album on Capitol via a series of mass interviews with high school editors and guest shots with local disk jockeys. . . . Patty Andrews will start work on an upcoming picture this summer to enable her to fill 16 weeks of night club engagements before then. . . . The Columbia film, starring Frankie Laine, will feature the song, "Gandy Dancers' Ball," popularized by Laine on records two years ago. . . . Les Brown ork drew a rousing 16,740 dancers in its first week at the Hollywood Palladium. Harry James ork opens there January 25, with Les Elgart following on February 15. . . . Ina Ray Hutton has been named March of Dimes queen for the San Fernando Valley. . . . Vic Damone due in next week to prepare for his upcoming Coconut Grove appearance. . . . Machito and band inked for two weeks at San Francisco's Down Beat Club, and then into the Crescendo on January 24.

## Cincinnati

Larry Norrett, veteran song plugger with E. B. Marks, is in Room 342, Jewish Hospital, this city, recovering from a heart ailment. He will go to Florida in a few weeks to recuperate. There's only one redeeming feature, says Larry. Herbert Marks, head of the Marks org, is picking up the tab for his illness.



# IMPACT

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• • • • THE NATION'S TOP DISC JOCKEY SHOW

• • • • THE RECORD INDUSTRY'S NUMBER ONE PLUG

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Two years ago, HOWARD MILLER created a format for the first true Disc-Jockey show on television. Predicated on the belief that music had the greatest entertainment appeal, the show was presented with a philosophy that good records require no visual gimmicks to make them attractive entertainment. These records, presented with the performing talent in an intelligent interview and discussion, combine in a show which captures the viewing of the Middle West. The result was the birth of a television Disc-Jockey show that has become a first in the industry and nation.

The almost instantaneous success of a record presented on THE HOWARD MILLER SHOW has made it the record industry's number one plug. Without exception, the greatest names in the business have launched many of their top-sellers on THE HOWARD MILLER SHOW.

From this story of the nation's top Disc Jockey show has come television's most amazing rating; polls indicating listenership equal to, and frequently more than, all other stations combined.

That is the story of THE HOWARD MILLER SHOW, heard and seen for two hours every Friday night on WBBM-TV, CBS in Chicago.

## THE HOWARD MILLER SHOW

ON

### WBBM-TV

	<u>11:00 PM</u>	<u>11:15 PM</u>	<u>11:30 PM</u>	<u>11:45 PM</u>	<u>12 M</u>	<u>12:15 AM</u>	<u>12:30 AM</u>	<u>12:45 AM</u>
WBBM-TV	13.3	12.7	13.0	11.7	9.7	7.7	7.0	6.0
STATION X	5.3	4.7	3.7	3.0	3.3	3.3	3.0	3.0
STATION Y	12.0	10.7	6.7	3.3	...	...	...	...
STATION Z	3.7	4.0	4.3	4.0	3.0	3.0	2.7	2.7

(Special Telepulse rating for December 10, 1954.)

HOWARD MILLER ON  
RADIO-WIND, TOP RATED  
MORNING SHOW, 6:30-8:00

HOWARD MILLER PRODUCTIONS  
540 N. MICHIGAN AVE.  
CHICAGO, ILL.



## Majors Jump With R.&B. Beat

• Continued from page 33

monly known as "cat" music, into the pop markets that helped to change slowly the thinking of the larger firms.

The successful cover record of "Sh-Boom" by the Crew Cuts on Mercury last year helped start that label on an r.&b. cover kick. Capitol Records did the same, and Decca Records also jumped on the bandwagon. Last year's cover waxing of "Shake, Rattle and Roll" by the Bill Haley crew on Decca has turned out to be one of the firm's top-selling records.

During this period, however, both RCA Victor and Columbia had remained somewhat aloof from the new trend. This is no longer so. Joe Carlton, RCA Victor pop a.&r. chief, stated this week that the firm will make waxings of what it considers potential hit r.&b. tunes as often as the firm comes across them, and will use top artists when the tunes fit the singers. The "Ko Ko Mo" disk with Como is expected to be only the first of many RCA Victor cuttings in this vein.

Mitch Miller this week also stressed that the diskery would put out disks featuring the music with a beat whenever it found suitable material for its artist. The thinking

of both the Victor and Columbia recording heads was that if this was what the kids wanted, this was what they were going to get.

The "Ko Ko Mo" story, is another of an r.&b. tune breaking loose from r.&b. to pop. First put out on the Combo label, it hit big in New York and Chicago very quickly. A version on the Tampa label by the Dooley Sisters broke loose last week in Pittsburgh. The E. H. Morris Publishing Company, getting wind of the excitement, bought the tune this week for an advance of better than \$5,000. RCA Victor, Mercury and Label "X" were rushing out their versions. Some of the tunes that have made it in both the r.&b. and pop fields include "Sh-Boom"; "Shake, Rattle and Roll"; "Hearts of Stone," "Tweedle Dee," "Honey Love" and "Sincerely."

## New Cap Prices

• Continued from page 32

to \$3.98. Remaining in Capitol's \$4.98 W series are the best selling albums of Gleason, Sinatra and N. t (King) Cole. No return privilege; 100 per cent exchange allowed.

(3) All of Capitol's \$5.95 full dimensional sound classics reduced to \$4.98. FDS quality, inner protective sleeve, laminated covers, etc., will be retained.

(4) All of Capitol's original sound-track albums, Broadway show albums and other specialized packages remain at \$5.95. Cap's SAL series of high-fidelity albums remain at \$6.75.

(5) Single pocket extended play albums at \$1.49; double pocket EP's at \$2.98. No return privilege, the 100 per cent exchange privilege allowed.

(6) All single 12-inch Cetra LP's reduced to \$4.98; 10-inch Cetra LP's reduced to \$2.98.

(7) All 10-inch pop LP's reduced to \$2.98.

Capitol will guarantee price protection of all albums listed at \$4.98 and above until June 30. The firm's 100 per cent exchange privilege will be given on a dealer's first order for any new album released after January 10, and is limited to the stipulation that the exchange must be for other albums of like price and type of music, and that the initial order must be for not less than two of each album on any one speed. The exchange privilege will continue for six months after the release date of each album or until the dealer's first reorder date, whichever occurs first.

## Slide Viewers

• Continued from page 33

unit can be located in a dealer's store window for maximum traffic appeal or within the store itself. Each set of slides furnished with a Tele-Story unit will be a self-contained promotion within itself for a specific group of merchandise, i.e., 12 slides each with particular series of pop albums, classics, etc.

Tele-Story units and a set of slides will be offered to dealers with maximum traffic locations at no cost. Owing to the initial expense of the viewer itself, Capitol is limiting the distribution of Tele-Story.

## Bourne Files

• Continued from page 32

and "Steel Guitar Rag," written by Bob Wills and Leon McAuliffe respectively, appeared in record form and that the defendants reproduced it without Bourne's permission.

Bourne asked the court for an injunction and destruction of masters and stampers of the aforementioned songs and penalties totaling six times the royalty allegedly due them.

Similar actions against the same defendants were filed in behalf of Lasalle Music in the matter involving the song, "Down Yonder," and by Robbins Music Corporation concerning the tune "Johnson Rag." Both suits asked for specific damages of \$100,000 each, in addition to penalties.

## RCA Asks Pub Rate on Free 'Digest' EP's

NEW YORK, Jan. 8.—RCA Victor has asked publishers to give it a special half-cent mechanical rate on many recorded but unreleased ditties to permit the diskery to assemble a pop EP package to be given away with phonographs in a "Listener's Digest" type promotion.

The Victor plan is to build a set of 10 EP's, holding 40 tunes cut by leading artists, including Perry Como, Eddie Fisher, Dinah Shore, et al. All the material has been cut and is in the can, and there is no intention to bring them out as regular singles.

It is known that some publishers have already consented to the reduced royalty rate, with a few rejecting the proposal unconditionally.

If enough publishers agree, Victor will offer the 10 EP's to the public in a tie-in package with a 45 r.p.m. player at a list price of \$39.95. The label has already turned out classical, country and western and mood-music sets in similar promotions.

## Decca Execs To Tour U.S.

NEW YORK, Jan. 8. — Decca prexy Milt Rackmil and sales chief Syd Goldberg will start a cross-country tour of the label's branch offices next week, conferring with Eastern division sales execs here Monday (10); North Central in Cleveland, January 14; Midwest, Chicago, January 15; South, New Orleans, January 17 and Western division, January 19.

The Decca toppers will discuss the label's plans for 1955, and the new price adjustments are sure to be spotlighted at each discussion period.

## 'Investigator'

• Continued from page 33

Gould, New York Times radio-TV columnist, devoted a full column to the piece last weekend. Since then radio station WLIB here broadcast the entire album, and Jay Tuck handed the album a lengthy review in his New York Post column.

Most dealers here were caught without a single copy—including those dealers to whom Dauntless had originally tried to sell the package on a consignment basis. Most dealers at first rejected the album because it was priced at \$5.95. But customers right now are willing to pay any price for the album.

Heavy orders from out-of-town areas were beginning to flood Dauntless by the end of this week, and the distributor and manufacturer hope to be able to press enough copies to fill orders within a week or two.

## MAILING TO DJ'S FINDS 45'S OK

HOLLYWOOD, Jan. 8.—A recent mail survey of disk jockeys taken by Abbott Records bears out the decided swing toward the use of 45 r.p.m. records by radio stations. According to the diskery, which mailed cards to jockeys asking whether they could play 45 r.p.m. disks, over 90 per cent of the returns said they could handle the records. Total returns thus far are over 1,000.

The diskery made the mailing for its latest DeCastro Sisters disk. This was the first time that the Fabor Robinson company had attempted to make use of 45's for deejay use.

## Call for New Pub View

• Continued from page 32

sheet music sales amounted to 5.85 per cent.

Total dollar volume of the sheet music sales is highly speculative. Compilations of the Music Publishers' Association (The Billboard, July, 1954) placed the figure at \$30,000,000 annually, 75 per cent of which is derived from the sale of educational and standard music and the remainder from pop publications.

In The Billboard survey, dealers indicated what, in their minds, would make sheet music a more desirable commodity. The answers may be summarized as follows:

1. Dealers want lower prices for the consumer and a greater profit margin for themselves.

2. Printing the titles of sheet music at the top of the cover sheet and a catalog service (such as Phonolog in the record field) would facilitate the handling of sheet music. Also helpful to dealers would be display suggestions.

3. The release of sheet music should tie in with the release of hit records. Many records have achieved top popularity before the sheet music begins to move.

4. Many dealers insist that sheet music should be removed from drugstores, grocery stores and newsstands and only carried in music stores.

5. Many noted that they carried sheet music for the customer's convenience and as a traffic item.

### Promotion Needed

Quite a large number of dealer returns protested the utter lack of any organized promotional or merchandising effort. The average publisher, according to the dealer, turns out his sheets, gets plugs on the song and promptly forgets the whole matter. His operation is totally unlike the record manufacturer who keeps promoting by trade ads, consumer material on albums, window displays, racks, colorful jackets, packages and various point of sale items.

The publishing industry has made sporadic attempts to re-establish a sounder contact with the consumer. But many firms are frankly discouraged. One leading jobber voiced the thought of many of the publishing fraternity by blaming the situation on the great number of records released, which contributes so much to the accelerated rate of the business and consequent short life of a song. It is conservatively estimated that 150 records, 300 sides, are released per week.

The Copyright Act's compulsory licensing provision, which permits any disk manufacturer to record a tune after the first license has been granted, is also blamed—the argu-

## Indies on LP's

• Continued from page 32

\$3.15 for 10's. But next week it will give its distributors allowances permitting movement to dealers of three 12-inches for every two purchased at normal price, and four 10's for every three bought.

### Haydn Society

Haydn Society is holding its \$5.95 list, with a special incentive deal expected soon. It is also expected that the label later may adjust its lists downward, with dealers protected by a guarantee on purchases made beforehand.

Vox reiterated its intention to keep to \$5.95 in a letter to dealers this week. But the document, over the signature of George Mendelssohn, president, asked for dealer suggestions as to its future course.

No change in Angel's price policy, if one is indeed taken, is expected for another month. Dealers have, meanwhile, been given guarantees on new purchases.

## Dual Basis

• Continued from page 33

shown are done in modern styling, with solid brass legs and brass hardware. Cabinets are done in mahogany and walnut, while the speaker grilles are done in caned bamboo. All panels are almost one inch thick to add to tonal quality. All models will be manufactured to decorator specifications and will list at \$1,100.

ment being that the publisher loses control of his copyright.

### Price Necessary?

Whether present sheet music prices are justified is also a controversial matter. Some publishers state it is scarcely a factor. Others claim that 50 cents for pop sheets are unjustified for such a "transitory" piece of merchandise which costs the publisher about 4½ cents to print. The dealer pays 26 cents for this, and the jobber about 22 cents. There is a 40 per cent mark-up at the dealer level. The publisher generally makes a clean 15-cent profit after the writer's share has been deducted.

Analysts of the sheet music picture often try to correlate sales with the production and sale of other instruments, notably pianos. The music instrument industry is booming generally, the American Music Conference reporting that it exceeds \$325,000,000 at the retail level (see additional figures in separate story). This is four times the dollar volume of 1939. AMC also estimates that 9,300,000 people in the United States play piano.

### NPM Figures

Figures supplied by the National Piano Manufacturers' Association of America indicate that piano production has advanced a lot since the depression years of the 1930's—but much progress must still be made before the piano industry can achieve figures prevalent in first three decades of the century. In 1914, for instance, 322,652 pianos were shipped and 333,046 in 1919. In 1929 the figure dropped to 120,754; down to 27,274 in 1932, etc. By 1953 the industry had come back to the extent of 160,883 pianos shipped. The 1954 figure is believed to be comparable.

The number of musical instruments owned in the United States, according to the AMC, is 27,000,000, a better than 50 per cent increase over 1936.

The prosperous condition of the instrument business, however, is regarded as tying in more closely with the standard and educational segments of the publishing field—rather than with the pop category. The more astute of the pop publishers have recognized the lure of the educational segment and have been making efforts to gear their operation to take advantage of it. Those with sufficient catalog and cash are getting into it more and more. But this is, at best, a way out of—rather than a solution to—the pop dilemma.

## WATCH FOR

Billy Reid's

## "THE CROSS OF GOLD"

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## IT'S A WOMAN'S WORLD

ROBBINS MUSIC CORPORATION

ANOTHER **BMI**  
"PIN-UP"  
HIT

THAT'S ALL I WANT FROM YOU

Recorded by  
JAYE P. MORGAN, Victor  
DICK JACOBS, Coral

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A Great New Instrumental and Vocal

"MY OWN TRUE LOVE"  
(Tara's Theme)

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JUST RELEASED!

Leroy Anderson's  
**SANDPAPER BALLET**  
in  
**SONG OF THE BELLS**

Recorded by LEROY ANDERSON  
Decca #29319

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**BRINGS YOU ANOTHER SMASH FROM  
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# The MILLS Brothers



# "PAPER VALENTINE"

**b/w THE URGE**

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## • Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) ..... RCA Victor LM 1817
2. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) ..... RCA Victor LM 1838
3. HANDEL: MESSIAH—Huddersfield Choral Society, Liverpool Philharmonic Orchestra (Sargent) ..... Angel 3510 C
4. TCHAIKOVSKY: THE NUTCRACKER — Minneapolis Symphony (Dorati) ..... Mercury OL 2-101
5. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) ..... Columbia ML 4879

## • Reviews and Ratings of New Popular Albums

### MARTERIE BLOWS AND THE CATS PLAY ..... 74

Ralph Marterie Ork, The Harmonicats (1-10")  
Mercury MG-25195  
The label has combined its top dance ork with Jerry Murad's Harmonicats on this new release. The combination is a good one, the not as terrific as one might expect. But even then, the fans of each group should help make this set a good seller for the label. Tunes include a fine selection of evergreens, including "Frenesi," "Perfidia," "Indian Summer," "Orchids in the Moonlight" and others. This could do nicely in the stores, and it's a good item for deejay programming, too.

### JAZZ JAZZ JAZZ JAZZ JAZZ JAZZ A NIGHT AT BIRDLAND, VOL. 3 ..... 78

Art Blakey Quintet (1-10")  
Blue Note  
This, the third in the Birdland series issued by the label, featuring the Art Blakey Quintet and recorded at the at the jazz spot, is not only the best in the series but an outstanding jazz album. The Blakey combo features the leader on drums, Clifford Brown on trumpet, Lou Donaldson on alto sax, Horace Silver on piano and Curley Russell on bass. The group swings out on three original tunes and they come thru with some very exciting jazz. Tunes include "Now's the Time," a 12-bar blues penned by Charlie Parker, "If I Had You," and "Confirmation." Fans of the quintet and many other cool jazz fans will want this release.

### THE ARTISTRY OF BUDDY DE FRANCO ..... 77

(1-12")  
Norgran MGN 1012  
Each new set of De Franco's stylings seems to indicate ever refined technique and musical growth. That is the case here, where he is in top form. Modernists will especially like the clarinetist's inventive exploitation of familiar material like Charlie Parker's "Now's the Time" (a high

point in the package). Billy Taylor's "Titoro," and Mulligan's "Gerry's Tune." The range of the artist is revealed in the ease into which he can swing into tastefully sentimental standards like "Autumn Leaves" and "You Go to My Head." There is something here for jazz fans of several schools, and dealers should not fail to capitalize on that fact.

### HI FI JAZZ, VOL. 1 ..... 74

Terry Gibbs Sextet, Georgie Auld All Stars, Tony Scott Quintet (1-10")  
Brunswick BL-58058  
Some of the finest modern jazzmen in New York (along with about 1,000 of their fans) gathered at the Pythian Temple on the night of April 3, 1953, and the four swinging selections in this package indicate that a lively time was had by all. "Bernie's Tune," a mellowish swing opus that has become quite a favorite among New York groups, shows Gibbs and his boys (particularly tenor man Ray Abrams) at their best. In "Tea for Two" clarinetist Tony Scott joins forces with Auld's virile tenor and Charlie Shavers' wild trumpet for some witty, brilliantly executed interplay. Scotty has another fine inning with his own men in pianist Dick Katz's "Cupcake." Scott, Katz and that wonderful bassist Milt Hinton are all impressive in their solos.

### WADE LEGGE TRIO ..... 73

(1-10")  
Blue Note 5031  
Here's a bright new jazz set featuring pianist Wade Legge, a young man who has been playing the 88's with the Dizzy Gillespie group for the past two years. He has ability and he gets a good chance to show off his cool jazz stylings on this new release. Tunes include four standards, the jazz anthem "Perdido," a Swedish air, a blues, and Bud Powell's "Dance of the Infidels." A lot of jazz fanciers should hand this young pianist (20) a listen as they'll probably be hearing more about him in the future.

## • Reviews and Ratings of New Classical Releases

### BEEHOVEN: PIANO CONCERTO NO. 5 (EMPEROR) (1-12")—Edwin Fischer, Piano; Philharmonia Orchestra; Wilhelm Furtwangler, Cond. RCA Victor LHMV-4 ..... 75

This brings the number of LP recordings of the "Emperor" to over a dozen, with at least half of those available of undisputed merit. Admittedly the problem of selection is difficult, and is now compounded by this further addition of top quality. Yet advice to the dealer who does more than a token classical business must be to stock this entry. The Furtwangler name is a potent draw in Beethoven repertoire and that of Fischer only slightly less to knowledgeable keyboard fans. A collector's item in the truest sense, this set will pull sales for many years.

### RIMSKY-KORSAKOV: LA GRANDE PAQUE RUSSE OVERTURE; CAPRICCIO ESPAGNOL (1-12")—Detroit Symphony Orchestra; Paul Paray, Cond. Mercury MG 58039 ..... 74

This LP is apparently a re-coupling of two of Paray's past waxings for the label. His performance of "Capriccio Espagnol" is available on Mercury 50020 backed by Ravel's "Bolero"; and his Russian Easter Overture (La Grande Paque Russe) is also out on Mercury 50028, backed by the composer's "Symphony No. 2." Performances and sound are excellent.

### BACH: VIOLIN PARTITA NO. 2 IN D MINOR; VIOLIN PARTITA NO. 3 IN E (1-12")—Zino Francescatti, Violin. Columbia ML 4935 ..... 70

A familiar facet of Francescatti's art is revealed here and it is one that a good many fiddle fanciers relish. The romanticism that this superb artist brings to his more familiar concerto readings, plus the remarkably clean technique, is much in evidence in this "bible" literature for the instrument. It must also be realized, however, that his lush approach will not be universally appreciated among more sophisticated Bach collectors. This,

then, is a good item to expose to purchasers whose first interest is the instrument, and second the composer.

### DVORAK: LEGENDS, OP. 69 (1-12")—Little Orchestra; Thomas Scherman, Cond. Columbia ML 4920 ..... 69

Enduringly popular as Dvorak's "Slavonic Dances" have proven to be, it is surprising that the "Legends" are not equally known. Written shortly after the "Dances," they have the same richness and spontaneity of melody, the same folk quality that stamp his more frequently programmed works. The sound is fresh and vivid, in contrast to the only other version available (which also is an incomplete series).

### BAROQUE CHAMBER MUSIC (1-12")—Haydn Society HSL 117 ..... 66

Eighteenth Century music, sensitively played and clearly recorded by a group of French musicians, this set should exert strong attraction for connoisseurs of the period. The five works grouped in this attractive disk program include G. P. Telemann's Quintet in G, J. J. Quantz' Trio Sonata in C Minor, A. Scarlatti's Quintet in F, J. C. Bach's Quintet in C, and Handel's Trio Sonata in E Flat. Instruments used in varying assortments are flute, oboe, bassoon, violin and harpsichord.

### SHOSTAKOVICH: SYMPHONY NO. 10; KABALEVSKY: COLAS BREUGNON OVERTURE (1-12")—National Philharmonic Orchestra; Dmitri Shostakovich, Cond. Colosseum CRLP 173 ..... 62

The basic appeal here is the authenticity provided by the composer's direction of his symphony, a work which excited such strong comment at its introduction here a few months ago. But this fact will interest only the most serious collector when it must be balanced against the generally poor sound. Addition of the brilliant Kabalevsky piece awards the set a slight competitive assist.

# PHONOS—HI FI

By STEVE SCHICKEL

## STROMBERG-CARLSON SHOWS NEW LINES . . .

The 1955 line of high-fidelity equipment was unveiled last week in Washington by Stromberg-Carlson at the firm's Eastern division convention for distributors. Besides the showing, firm representatives learned first-hand of the company's advertising, merchandising and sales promotion for the first quarter. Featured in the new line is a recently introduced console model (HFCM) which will retail at \$199.95 in mahogany, and \$209.95 in bleached mahogany. Already in the line are a portable model at \$98.95 and a Hi-Fi-Et, console model, which will retail at \$119.95 in mahogany and \$124.95 in bleached mahogany. A similar regional convention took place late in the week at the Chase Hotel, St. Louis, for the firm's Western distributors.

## PILOT'S NEW TABLE HI-FI AND PRE-AMP . . .

The Pilot Radio Corporation of New York announced recently the addition of a de luxe, encore, high-fidelity table model phonograph, Model PT-1020. This three-speed, automatic unit will spearhead the firm's hi-fi line. It features a push-pull, six-tube, eight-watt amplifier; a Garrard RC-80 automatic changer with CE variable reluctance cartridge, and a three-step equalization control for all records. The speaker system consists of a heavy-duty, eight-inch woofer and a six-inch tweeter, both enclosed in an acoustic chamber. Wrought-iron legs are available for \$3.95. Unit is done in mahogany finish and will retail at \$179.50. The firm also announced a new professional control pre-amplifier-equalizer, the Pilotrol, Model PA-913. The unit will retail at \$119.50, and features push-button operation.

## WEBCOR DEVELOPS 1955 ADVERTISING CAMPAIGN . . .

S. T. Seaman, director of marketing for Webcor, revealed the firm's advertising plans for the first six months of 1955 at a distributors meeting held in conjunction with the current furniture show in Chicago. He announced that the campaign would be

one of local advertising on a national scale. Utilized will be 24-sheet billboards and heavy circulation newspaper supplements, as well as national magazines. The entire cost of the program will be borne by the factory, with dealers and distributors tying-in with their own ads in newspaper issues containing the supplement ads by the factory. The theme of the campaign will be "Verified High-Fidelity."

## HALLICRAFTERS REVAMPS MODEL FOR 1955 LINE . . .

The Hallicrafters Company has revamped its Virtuoso high-fidelity console unit for inclusion in its 1955 line, which is showing at the American Furniture Mart in Chicago. The unit will be available in mahogany at \$199.95 retail, and \$209.95 in blond. The set stands on legs and can be made into a table model. The firm also has a \$99 model and a top-end \$799 model in its line.

## ANOTHER TOP-LEVEL 1955 FORECAST . . .

Another forecast and business outlook survey result, this one by the F. W. Dodge Corporation for the Prudential Insurance Company, points to a bright year ahead. Theme of the prognostication was based on the fact that people are buying more and saving less. Figures indicate that the total value of all goods and services for 1955 may reach \$370 billion, a new record, if true, by going well over the previous record of \$367 billion in 1953, and the estimate of \$356 billion in 1954. Another statistics firm announced retail sales for the first-half of 1955 will be 4 per cent over last year, another new all-time peak.

## AUDIO MARKETING TO SPONSOR SALES-ADVERTISING FORMS . . .

Audio Marketing Service, Los Angeles group of manufacturers' representatives specializing in audio component sales to distributors and dealers, will sponsor a series of weekly forums devoted to new techniques in selling, merchandising and advertising high-fidelity components. Meetings will be held on five consecutive weeks, beginning March 9.

# LINER NOTES

By IS HOROWITZ

Columbia Records and the Metropolitan Opera this week terminated their longtime exclusive contract, and RCA Victor immediately completed plans to produce its first official Metopera disking.

Knowing tradesters had long anticipated a break-up of the Columbia deal. In eight years it had resulted in only 10 complete Met recordings. While high recording costs contributed to this modest production, other factors included the increased competition from opera albums cut abroad in recent years.

Perhaps the most single important factor, however, was the control of Met artists by other diskeries than Columbia. With rare exceptions, such as Richard Tucker and Lily Pons, practically all headline artists at the opera company came under exclusive recording contract to Victor and London Records.

Victor's roster, for instance, includes such Met stalwarts as Leonard Warren, Zinka Milanov, Robert Merrill, Roberta Peters, Victoria de Los Angeles, Licia Albanese and Jan Peerce. London has Mario del Monaco, Renata Tebaldi, Cesare Siepi, Fernando

Corena, Ettore Bastianini, Guilietta Simionato, Hilde Gueden and Lisa Della Casa, in addition to conductor Alberto Erede.

Columbia was faced with the unpleasant situation of recording Met Operas without many of its most lustrous names.

## Victor Pact

Victor's quick move into the Met arena is not being taken under an extended contract. However, there may be additional recording sessions from time to time, according to present plans.

On Sunday (9) Victor will begin cutting a highlight version of Verdi's "Masked Ball," with substantially the same cast that the Met used in its highly publicized performance with Marian Anderson last night (7). The single 12-incher will be rushed out quickly, at the new \$3.98 price, of course.

In the disk cast, in addition to Miss Anderson, are Warren, Peerce and the Misses Milanov and Peters. Peerce is the only disk replacement, Richard Tucker having sung in the live production.

Dimitri Mitropoulos will conduct.

## LONG TERM

### Weems and MCA Mark 30th Anni.

CHICAGO, Jan. 8. — The new contract set this week between Ted Weems and the Music Corporation of America will mark Weems' 30th anniversary with the booking firm, longer than any talent on the MCA roster. Weems organized his band in 1923 and was one of the first to make "name band" tours across the country.

Weems first signed with MCA in 1925, and the following year he signed his first record contract with the Victor Talking Machine Company. This same year he released his first tune, "Somebody Stole My Gal." Since then, such notable tunes as "Piccolo Pete," "Nola," "Canadian Capers" and "Heartaches" were recorded and made famous. "Heartaches" enjoyed a healthy revival in 1947.

Over the years, Weems has recorded for Victor, Decca, Columbia, Bluebird, Brunswick, Mercury and currently M-G-M. Some of the names growing out of the organization were Marilyn Maxwell, Art Weems, Red Ingle, Elmo Tanner, Country Washburn, Snooky Lanson, Jack Owens, Arthur Jarrett and Perry Como. Dewey Berg-

man, head of Benida Records, was one of the original members of the band, playing in the group's first engagement at the L'Aiglon Cafe in Philadelphia.

## Hi-Fi Institute's Industry, Public Campaigns Click

CHICAGO, Jan. 8.—The High-Fidelity Institute, the national non-profit group organized to tell the hi-fi story to the public, is making marked success on both the public front as well as the intra-industry level.

Response to the group's promotional material, according to the organization's commissioner, Jerome J. Kahn, was in good quantities and from all over the country. Kahn also stated that the intra-industry differences were being reconciled and progress was being made.

"It is evident that a wide area of agreement exists on the need for promotion of hi-fi at the public level, and the potential market is so great that there is room for all sorts of merchandising and distribution, as well as products," Kahn said.

Speaking on the subject of the recently organized hi-fi group in New York, Kahn said that it appeared to have the same goal as the national organization and there-

## Cap Dealers Take Orders

HOLLYWOOD, Jan. 8.—Record dealers thruout the country were taking orders on Capitol Records' de luxe \$24.95 Stan Kenton package this week, despite the fact that the album is not slated for release until February 7.

Move is part of Cap's advance merchandising of the Kenton Anthology, with dealers giving their customers a certificate which reserves the limited edition package. The album represents Capitol's first push package at the high-ticket level, and in addition to the four 12-inch LP's and a 44-page two-color history of the Kenton band, it bears the first metallic acetate printing in disk packaging.

Capitol has prepared a special disk jockey kit containing a 10-inch LP of excerpts from the album and the original discography. Kenton is scheduled to tour the major cities in conjunction with the release of the album.

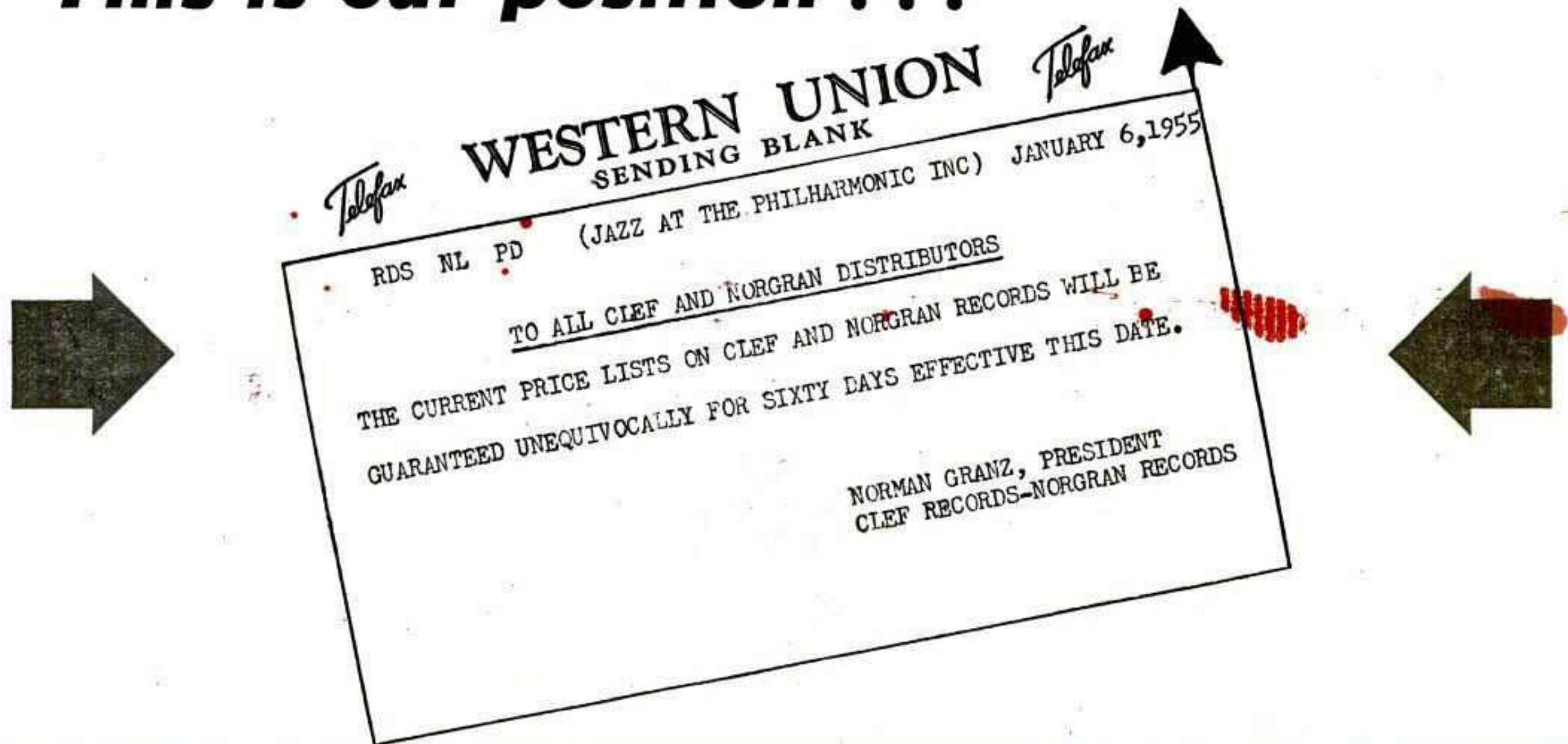
fore was invited to become a part of the national group.

The Institute went ahead with its plans for setting up advisory committees. Further regional meetings will be held in January and February, and it is expected the national program will be under full steam by March.



# ATTENTION ALL DEALERS!!!

***This is our position . . .***

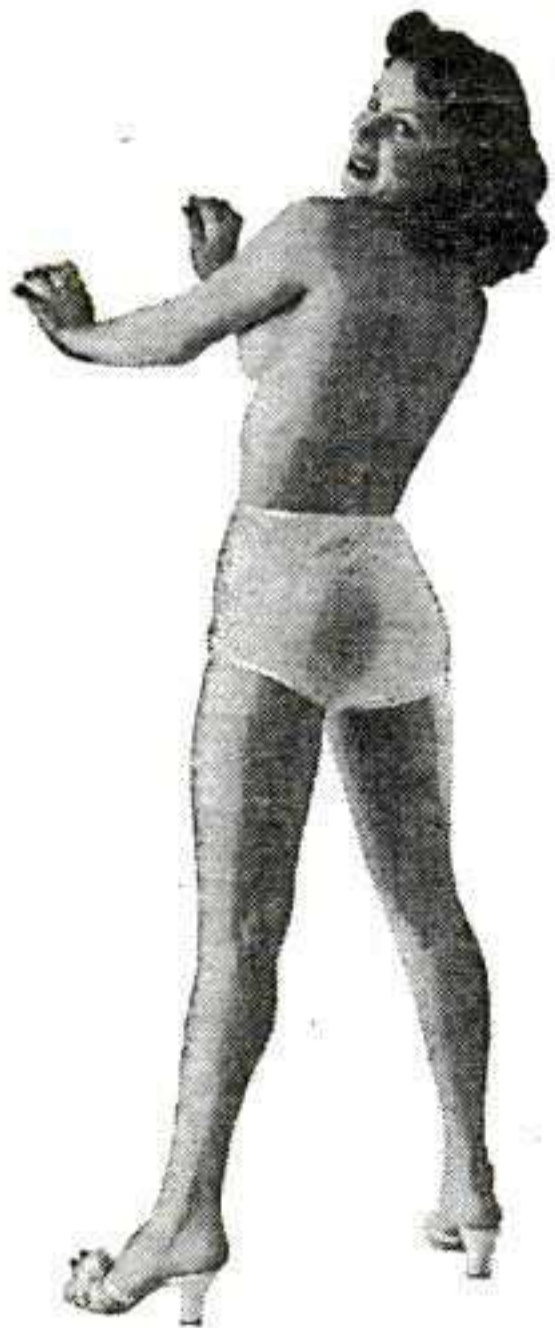


## And This Is Our Policy:

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*Norman Granz,*  
President





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NEW YORK: 151 W. 46th St. • COLUMBUS 5-4758

# VOX JOX

Continued from page 34

we were both off, I called him, and we both had a laugh."

The five-year-old son of John Woods, WTAC, Worcester, Mass., took over his dad's Sunday show with a stack of kidisks. His opening line was "Good afternoon. This is Mark Woods dressed in Sunday best. I'll be with you in a minute. First, here is your announcer, my dad." Station WTAC, Worcester, Mass., recently broadcast a service feature to their listeners which ran on Mark Wood's daddy's show, "Sunday Best." The unusual half-hour show was devoted to hi-fi, which included sound tests by which listeners could adjust their FM and hi-fi equipment for maximum tonal response. Woods played musical notes ranging from 20 cycles per second to 18,000 cycles per second. The show also included hi-fi records and commentary on the development of FM radios, hi-fi phono and radio equipment and tape-recorders.

**SURFACE NOISES:** "Why is it that this dance-craze called 'The Mambo' is being applied to 75 per cent of arrangements and orchestrations?" writes Marc Jennings, WCMI, Huntington, W. Va. "I think it's a sacrilege to put 'Jingle Bells' in this current dance fad. And, to add insult to injury, on the flip-side is 'Rudolph, the Red-Nosed

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Reindeer,' humbled to a mambo rendition. It wouldn't surprise me if 'Silent Night' were to appear in this style. Honestly, just because the record industry is searching frantically for 'the new sound' is no reason why all songs should be subjected to such irking and cannibalistic dance arrangements called The Mambo. It's dreadful, and I'm doing my best to stamp it out in my own local airwaves sphere of influence."

Ed Millar, KSOK, Arkansas City, Kan., reports: "I have noticed that The Billboard's DJ poll results showed station management was getting more control of what records were being played on shows. Jockeys might be interested to know what happened here at KSOK. We started a program of having one person make a music list for all record shows every day to control the type

### YESTERYEAR'S TOPS— The nation's top tunes on records

- as reported in The Billboard  
JANUARY 13, 1945
1. Don't Fence Me In
  2. I'm Making Believe
  3. Ac-Cent-Tchu-Ate the Positive
  4. Trolley Song
  5. Into Each Life Some Rain Must Fall
  6. Rum and Coca-Cola
  7. There Goes That Song Again
  8. I Dream of You
  9. Dance With a Dolly
  10. I'll Walk Alone
- JANUARY 14, 1950
1. I Can Dream, Can't I?
  2. Mule Train
  3. Dear Hearts and Gentle People
  4. The Old Master Painter
  5. A Dreamer's Holiday
  6. Slipping Around
  7. Don't Cry, Joe
  8. Johnson Rag
  9. There's No Tomorrow
  10. Bibbidi-Bobbidi-Boo

of records used by the deejay. This lasted only about a month. Then it just about died of its own accord. The reason was that it helped to destroy the individuality of the jockey and the show, even if it was a segue show. Each person has different musical tastes and programing ideas as to the order of records. To force only one person's taste on everyone else is to make your over-all shows mechanical and tired, the same as if you talked to one person and only one person all day long."

**CHANGE OF THEME:** Sandy Singer, KCRG, Cedar Rapids, Ia., called us this past week to tell us that his station's call letters which originally were KCRG and then changed to KCRI have returned again to the KCRG title. . . . Johnny Sippel, Western division manager of Mercury Records, read our call for Wally Nelskog's whereabouts for Buddy Basch, New York flack, who had difficulty in reaching Welskog at KUTI, Yakima, Wash. Sippel reports that there definitely is a station called KUTI. He says, "And I can attest to that for I was there and had breakfast with Nelskog at the local hotel after meeting him at the station. Nelskog, incidentally, owns KUTI and intends to open two more stations in Lake Moses and Everett, both in Washington."

Bill Zollman was named music director of KSIB, Creston, Ia. . . . Peter Lyman, program director of KAAA, Red Wing, Minn., will make a whirlwind tour of Southern resort spots, doing a half-hour tape recording in each spot. He begins the jaunt in New Orleans on January 17. . . . Bob E. Lloyd, WAVZ, New Haven, Conn., tells us about his new baby daughter, Carol Ann. . . . Jerry Joynes, WROV, Roanoke, Va., also had a happy event when his son, Thomas Dudley, appeared. . . . Bert Cornwell has been

### BACK TO BACK

## Coral Starts Silver Star Hit Series

NEW YORK, Jan. 8.—Coral is readying a new Silver Star series of singles, featuring "hits back to back." The first release, out January 20, will include new diskings by Les Brown and Don Cornell of their past platter successes, and a re-issue of two hit sides cut by the Ames Brothers when they were on the Coral label.

Coral chief Norm Weinstroer says that eventually the series will include the best of the label's catalog. However, the Brown disk is a new recording of his old Colum-

### LATIN TRADE

## Price Cut Hits Disk Exports to S. America

NEW YORK, Jan. 8.—Record exports to Central and South America, normally slow at this time of the year, stopped "deader than dead" this week in the wake of price reductions by major manufacturers.

Orders were canceled wholesale as the news of the price drop on LP's filtered thru to Latin accounts. In some cases exporters voluntarily withheld shipments ordered at the old prices to retain customer good will.

Specialists in this hotly competitive phase of the record business estimate it will take them at least a year to build up sufficient volume at the lower prices to return the profit picture to its present level. The lower prices will not be so attractive to consumers below the border, it is said, since much of the retail price is determined by heavy import duties.

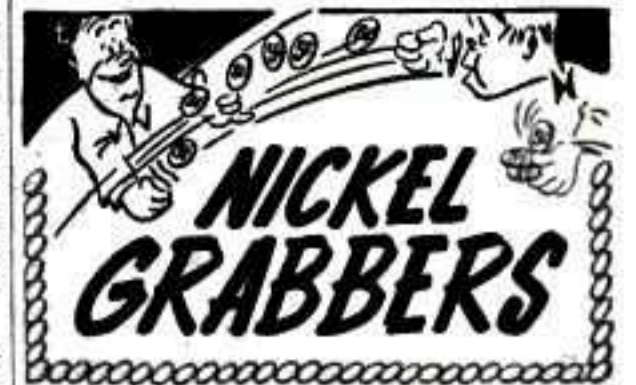
The import duty on disks in Venezuela, the largest South American consumer country, amounts to 25 per cent. In Colombia, another strong importer, the duty is 80 per cent. The ordinary buyer in either of these countries will find the price reduction of slight significance, compared to purchasers in the United States, exporters predict.

promoted to program director at WKYR, Keyser, W. Va.

Dan Anderson has joined WLOL, Minneapolis. . . . Hank Goldman reports the birth of his second boy. Goldman spins at WANN, Annapolis, Md. . . . Ken Garland, WPOR, Portland, Me., has been upped to the bell-ringing chores on the "Alarm Clock Club" and would appreciate words of advice from fellow early birds. . . . Eddie Dillon, WHJB, Greensburg, Pa., is leaving his post and heading for the West Coast. . . . Bob France, recently a lieutenant in the U. S. Army, has joined the staff of KSET, El Paso, Tex. . . . Completion of a two-year talent search and re-programing job was announced last week by KSFO, San Francisco, with the signing of Dick Cook for a featured deejay position. Cook's latest position was as program director of WMPS, Memphis.

Winfred McDaniel has left WARB for parts unknown, and Bill Bise has taken his stand. . . . Tom Warner, KVAN, Vancouver, Wash., is in the Good Samaritan Hospital suffering from a hand injury. . . . Wayne Hetrich, WKVA, and Bob Hale, WBUX, Allentown, Pa., have left their stations to join WAEB, Allentown, Pa., to do a show together. . . . Dave White left WFRX, West Frankfort, Ill., to return to his studies at Southern Illinois University.

bia hits, "I've Got My Love to Keep Me Warm" and "New Mexican Hat Dance," while the Cornell waxing is a new version of his Sammy Kaye hit, "It Isn't Fair," backed by his old Coral click, "I'm Yours." The Ames sides feature "Sentimental Me" and "Rag Mop." The Brown record will be sent to deejays and handled as a new release sales-wise.



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BAZOOM  
DE LUXE 6076

**HEARTS OF STONE**  
WHO KNOWS  
DE LUXE 6062

**THE MIDNIGHTERS**  
STINGY LITTLE THING  
TELL THEM  
FEDERAL 12202

**EARL BOSTIC**  
SONG OF THE ISLANDS  
LIEBSTRUM  
KING 4754

**HARVEY JUNE VAN**  
THE LIGHTS ARE GROWING DIM  
I'M JUST NOT THAT KIND  
KING 1387

**THE PLATTERS**  
VOO-VEE-AH-BEE  
SHAKE IT UP MAMBO  
FEDERAL 12198



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### KO KO MO

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# 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

Perry Como's ultra-relaxed warbling style is a natural for the current rhythm and blues trend in the pop field; so it shouldn't come as any surprise that his waxing of the new r.&b. smash "Ko Ko Mo" is one of the best pop versions of the



PERRY COMO

tune yet released.

Style-wise, the disk captures the old Como-with-a-beat, best personified by his past record click "Hubba-Hubba." Since "Silk Stockings" still hasn't opened on Broadway, it's quite possible that Como's "Ko Ko Mo" will take off



THE CREW CUTS

ahead of his waxing of the title tune from Cole Porter's oft-postponed musical.

The flip on the Como record is "You'll Always Be My Lifetime Sweetheart," strictly for the pop ballad fans. However, the Crewcuts, who also cut one of the best pop versions of "Ko Ko Mo," went all the way on the r.&b. kick, with the flip on their new Mercury record, another r.&b. smash "Earth Angel." The boys were among the first pop artists to make it big with r.&b. ditties, and their waxing of "Ko Ko Mo" has the same solid beat that made "Sh-Boom" a hit.

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Let Me Go, Lover	3	6
2. Mr. Sandman	1	9
3. Naughty Lady of Shady Lane	5	7
4. Count Your Blessings	2	14
5. This Ole House	4	19
6. Teach Me Tonight	6	11
7. Melody of Love	-	1
8. Hearts of Stone	11	3
9. Make Yourself Comfortable	-	1
10. I Need You Now	9	18
11. If I Give My Heart to You	9	18
12. Papa Loves Mambo	13	11
13. That's All I Want From You	-	1
14. Hold My Hand	-	15
15. Dim, Dim the Lights	-	1

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending January 5

This Week	Last Week	Weeks on Chart
1. Let Me Go, Lover	2	6
2. Mr. Sandman	1	11
3. Naughty Lady of Shady Lane	3	8
4. Hearts of Stone	6	7
5. Teach Me Tonight	4	14
6. Melody of Love	15	2
7. Count Your Blessings	7	13
8. This Ole House	8	23
9. I Need You Now	5	19
10. Make Yourself Comfortable	9	7

## Second Ten

11. THAT'S ALL I WANT FROM YOU	14	5
12. PAPA LOVES MAMBO	10	15
13. IF I GIVE MY HEART TO YOU	12	19
13. NO MORE	20	2
15. DIM, DIM THE LIGHTS	-	1
16. SHAKE, RATTLE AND ROLL	17	18
17. MAMBO ITALIANO	15	9
18. SINCERELY	-	1
19. HOLD MY HAND	18	18
20. EARTH ANGEL	-	1

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

All of You (R)—Chappell—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Fanny (R) (M)—Chappell—ASCAP
Hearts of Stone (R)—Regent—BMI
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey! Puchinello (R)—Paramount—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High Society (R)—Leeds—ASCAP
Hold Me in Your Arms (R)—Artists—ASCAP
Hold My Hand (R)—Raphael—ASCAP
I Need You Now (R)—Miller—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
Let Me Go, Lover (R)—Hill & Range—BMI
Little Shoemaker (R)—Bourne—ASCAP
Mambo Italiano (R)—Rylan—ASCAP
Melody of Love (R)—Shapiro-Bernstein—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
Mobile (R)—Ardmore—ASCAP
Muskrat Ramble (R)—Geo. Simon—ASCAP
My Own True Love (R) (F)—Remick—ASCAP
Naughty Lady of Shady Lane (R)—Paxton—ASCAP
No More (R)—Maple Leaf—BMI
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Silk Stockings (R) (M)—Chappell—ASCAP
Sincerely (R)—Arc—BMI
Teach Me Tonight (R)—Hub-Leeds—ASCAP
That's All I Want From You (R)—Weiss & Barry—BMI
This Ole House (R)—Hamblen—BMI
You My Love (R)—Marvelle—BMI

### Television

Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Follow Me (R)—Hollis—BMI
Hernando's Hideaway (R) (M)—Frank—ASCAP
Howdy Doozy Mambo (R)—Trinity—BMI
I Gotta Go Get My Baby (R)—Four Star—BMI
I Need You Now (R)—Miller—ASCAP
If You Believe (R)—Berlin—ASCAP
I'm Not at All in Love (R) (M)—Frank—ASCAP
Let Me Go, Lover (R)—Hill & Range—BMI
Mambo Italiano (R)—Rylan—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Melody of Love (R)—Shapiro-Bernstein—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
Mobile (R)—Ardmore—ASCAP
Mood Indigo (R)—Mills—ASCAP
My Own True Love (R) (F)—Remick—ASCAP
Naughty Lady of Shady Lane (R)—Paxton—ASCAP
No More (R)—Maple Leaf—BMI
Ole Pappy Time (R)—Hamblen—BMI
Open Up Your Heart (R)—Hamblen—BMI
Over and Over Again (R)—Windy City—BMI
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Pupalina (R)—Pincus—ASCAP
Shake, Rattle and Roll (R)—Progressive—BMI
Teach Me Tonight (R)—Hub-Leeds—ASCAP
That's All I Want From You (R)—Weiss & Barry—BMI
That's What I Like (R)—Chappell—ASCAP
This Ole House (R)—Hamblen—BMI
Two Ladies in the Shade of the Banana Tree (R)—Harwin—ASCAP
Tyrolian Tango—Pleasant—ASCAP

## 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.

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



# AN OPEN LETTER FROM CAPITOL RECORDS

Capitol is the last major record company to announce a new price and discount structure. We have deliberately taken our time in making a decision that must necessarily be of vital importance to our customers—dealers, distributors, operators and consumers.

We believe the decision we have made to be a good one for all concerned, and one that we can all "live with." It offers new advantages to the dealer and operator as well as the consumer.

All distributors of Capitol merchandise now have the details of our new plan, which is immediately effective. Features such as the 10 per cent exchange on single record purchases and 100 per cent exchange on all albums were designed to protect the dealer against excessive inventory losses. The price reductions that have been made are neither as drastic nor as numerous as our competitors'.

May we state frankly that we debated a long time before placing our full dimensional sound classics at \$4.98. We know, of course, that there is "hot competition" at \$3.98, and we would naturally like to meet it. But we have built something in our FDS recordings that we find difficult to tear down under the heat of competitive pressure. While it is frequently a matter of individual taste whether or not one classical performance is "better" than another of the same work, today there are other elements that vitally concern the quality of the final recorded performance: the recording technique, manufacturing care and integrity and packaging for protection as well as appeal. In manufacturing, for example, FDS records are test-played; occasional flaws that inevitably occur in a product that must be right to the millionth of an inch are reason for rejection in Capitol's plant . . . a plant that, incidentally, is one of the largest in the world and incorporates every modern facility and economy of operation. FDS records at \$5.95 were not overpriced. But due to the growing acceptance and sales it is possible to maintain FDS quality at a \$4.98 price.

In the final analysis, every manufacturer makes his own decision—ours is to protect the dealer to the limit of our ability and still remain competitive, and to protect the Capitol record buyer with a product that will never compromise with quality—a product that every dealer can be proud to sell.

GLENN E. WALLICHS  
President, Capitol Records, Inc.

**ALL CAPITOL PRICES SET FORTH ARE USUAL RETAIL PRICES ONLY, INCLUDING FEDERAL EXCISE TAX.**



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending January 5

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	12	MR. SANDMAN—Chordettes I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
2.	2	7	LET ME GO, LOVER—J. Weber.... Marionette—Col 40366—BMI	
3.	3	8	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	
4.	7	6	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	
5.	6	15	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
6.	5	24	THIS OLE HOUSE—R. Clooney..... Hey, There—(25)—Col 40266—BMI	
7.	8	12	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	
8.	9	5	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	
9.	4	20	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	
10.	13	8	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Crazy 'Bout Lollipop—Mercury 70432—ASCAP	
11.	10	8	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	
12.	14	9	DIM, DIM THE LIGHTS—B. Haley.. Happy Baby—Dec 29317—BMI	
13.	11	22	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI	
14.	15	6	MELODY OF LOVE—B. Vaughn.... Joy Ride—Dot 15247—ASCAP	
15.	17	8	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	
16.	11	16	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	
17.	16	3	NO MORE—DeJohn Sisters..... Theresa—Epic 9085—BMI	
18.	20	8	HEARTS OF STONE—Charms..... Who Knows—DeLuxe 6062—BMI	
19.	24	2	SINCERELY—McGuire Sisters..... No More—Coral 61323—BMI	
20.	22	4	EARTH ANGEL—Penguins..... Hey, Senorita—Dootone 348—BMI	
21.	19	3	OPEN UP YOUR HEART— Cowboy Church Sunday School.... The Lord Is Counting on You— Dec 29367—BMI	
22.	29	2	MELODY OF LOVE—D. Carroll.... Golondrina, La—Mercury 70516—ASCAP	
22.	21	10	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	
24.	25	5	LET ME GO, LOVER—P. Page..... Hocus Pocus—Mercury 70511—BMI	
25.	23	27	HEY, THERE—R. Clooney..... This Ole House—(6)—Col 40266—ASCAP	
26.	—	5	NAUGHTY LADY OF SHADY LANE— A. Bleyer..... While the Vesper Bells Were Ringing— Cadence 1254—ASCAP	
27.	—	1	TWEEDLE DEE—L. Baker..... Tomorrow Night—Atlantic 1047—BMI	
28.	—	1	I LOVE YOU MADLY—Four Coins... Maybe—Epic 9082—BMI	
29.	—	1	LING TING TONG—Charms..... Bazoom (I Need Your Lovin')— DeLuxe 6076—BMI	
30.	—	4	THIS OLE HOUSE—S. Hamblen.... When My Lord Picks Up the Phone— V 20-5739—BMI	

## • This Week's Best Buys

TWEEDLE DEE (Progressive, BMI) — Georgia Gibbs —Mercury 70517

While La Vern Baker's recording of this tune is now on both the national pop and rhythm and blues retail charts, Georgia Gibbs is also making a fine showing in many pop markets, and is coming up rapidly. Best sales have been reported in Philadelphia and major Midwestern markets like St. Louis, Chicago, Milwaukee, Detroit, Cleveland and Cincinnati. Two other pop versions of the tune showing better than average sales are by the Lancers and Vicki Young. Flip of the Gibbs record is "You're Wrong, All Wrong." It was a previous Billboard "Spotlight" pick.

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


**Please send**

One Year.....\$10  
(1 year at single copy price USA  
and Canada is \$12)

Foreign Rate.....\$20

Payment enclosed

885



name.....

title or position.....

company.....

nature of business.....

address.....

city, zone, state.....

The Billboard • 2160 Patterson St. • Cincinnati 22, Ohio

## • Most Played in Juke Boxes

For survey week ending January 5

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	6	LET ME GO, LOVER—J. Weber.... Marionette—Col 40366—BMI	
2.	1	10	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
3.	3	14	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
3.	4	6	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	
5.	7	5	HEARTS OF STONE— Fontane Sisters..... Bless Your Heart—Dot 15265—BMI	
6.	5	20	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	
7.	10	7	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	
8.	6	4	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	
9.	9	23	THIS OLE HOUSE—R. Clooney..... Hey, There—(22)—Col 40266—BMI	
10.	7	14	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	
10.	12	3	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	
12.	14	9	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	
13.	12	16	IF I GIVE MY HEART TO YOU— Doris Day..... Anyone Can Fall in Love—Col 40300—ASCAP	
13.	14	4	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	
15.	11	15	HOLD MY HAND—D. Cornell..... I'm Blessed—Coral 61206—ASCAP	
16.	19	2	MELODY OF LOVE—B. Vaughn.... Joy Ride—Dot 15247—ASCAP	
17.	14	17	SHAKE, RATTLE AND ROLL— B. Haley..... A.B.C. Boogie—Dec 29204—BMI	
17.	17	9	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	
17.	18	4	TEACH ME TONIGHT—J. Stafford.. Suddenly—Col 40351—ASCAP	
20.	—	1	NAUGHTY LADY OF SHADY LANE— A. Bleyer..... While the Vesper Bells Were Ringing— Cadence 1254—ASCAP	
20.	—	1	MELODY OF LOVE—Four Aces..... There's a Tavern in the Town—Dec 29395—ASCAP	

## • Most Played by Jockeys

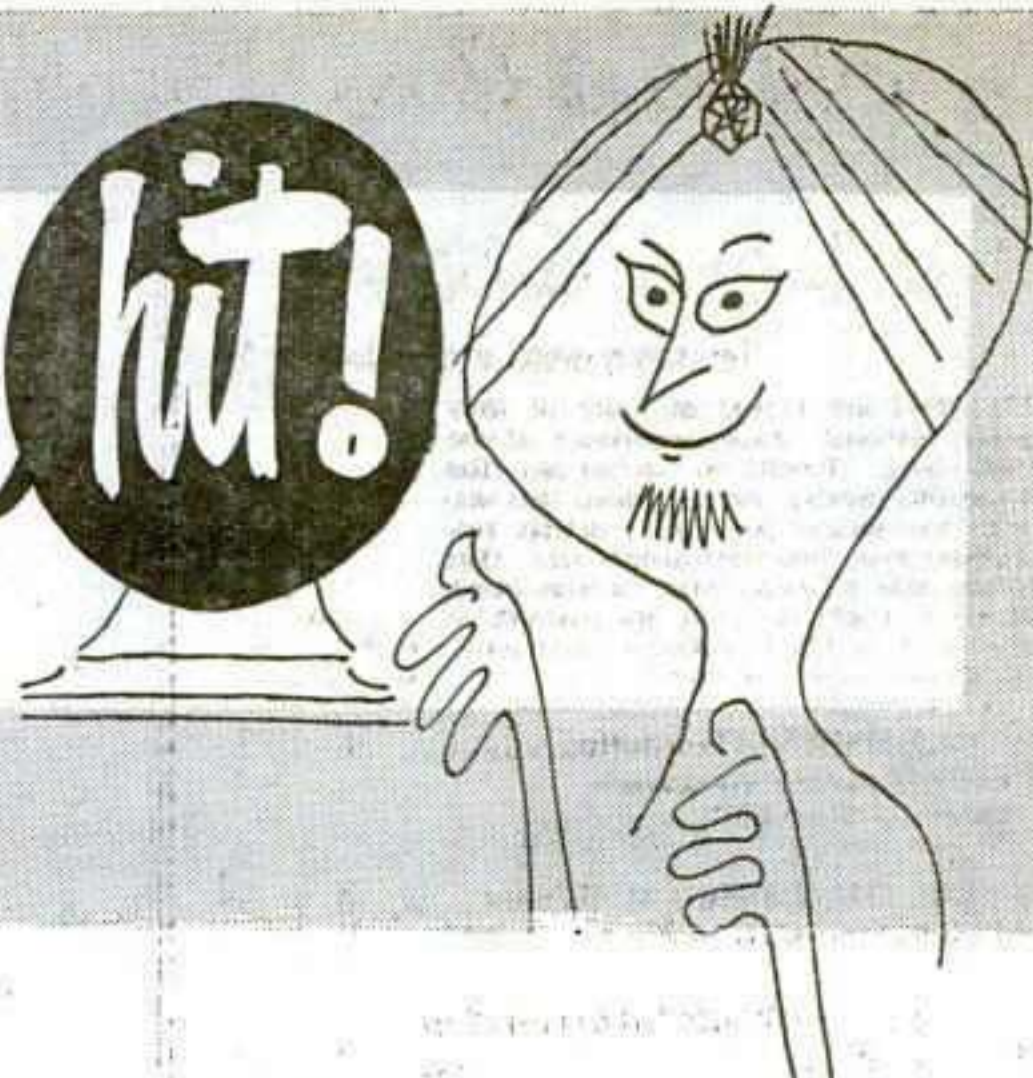
For survey week ending January 5

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	6	LET ME GO, LOVER—J. Weber.... Marionette—Col 40366—BMI	
2.	1	12	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
3.	3	9	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	
4.	7	6	HEARTS OF STONE—Fontane Sisters. Bless Your Heart—Dot 15265—BMI	
5.	5	8	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	
6.	4	14	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
7.	6	8	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	
8.	10	5	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	
9.	15	4	NO MORE—DeJohn Sisters..... Theresa—Epic 9085—BMI	
10.	11	6	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	
11.	9	19	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	
12.	14	12	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	
13.	—	1	MELODY OF LOVE—B. Vaughn.... Joy Ride—Dot 15247—ASCAP	
14.	12	5	LET ME GO, LOVER—P. Page..... Hocus Pocus—Mercury 70511—BMI	
15.	—	1	SINCERELY—McGuire Sisters..... No More—Coral 61323—BMI	
16.	—	1	DIM, DIM THE LIGHTS—B. Haley.. Happy Baby—Dec 29317—BMI	
17.	—	6	NAUGHTY LADY OF SHADY LANE— A. Bleyer..... While the Vesper Bells Were Ringing— Cadence 1254—ASCAP	
18.	18	15	PAPA LOVES MAMBO—P. Como.... Things I Didn't Do—V 20-5857—ASCAP	
19.	15	5	TEACH ME TONIGHT—J. Stafford.. Suddenly—Col 40351—ASCAP	
20.	—	6	MAMBO ITALIANO—R. Clooney.... We'll Be Together Again—Col 40361—ASCAP	



Gotta be a smash hit!



# I GOTTA GO GET MY BABY

CORAL 61339 (78 RPM) and 9-61339 (45 RPM)

Sung by

# teresa brewer



**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of MCCA RECORDS, INC.)



# CREW CUTS

## 'KO KO MO'

(I LOVE YOU SO)



BY

# CREW



MERCURY 70529 • 70529X45



# **Double Smash!**

## **'EARTH ANGEL'**



### **THE CUTS**

## **NOW DELIVERING**



# M-G-M's BIG 5 for '55



Watch this space every week for M-G-M Records campaign on 5 top records of the week.

## JONI JAMES

### WHEN WE COME OF AGE

and  
EVERY TIME  
YOU TELL ME  
YOU LOVE ME

MGM 11865 78 rpm • K 11865 45 rpm

## 2 DEEP IN MY HEART



All star deluxe sound track album

- |                   |                  |
|-------------------|------------------|
| Jose Ferrer       | Howard Keel      |
| Gene & Fred Kelly | William Olvis    |
| Ann Miller        | Rosemary Clooney |
| Helen Traubel     | Vic Damone       |
| Jane Powell       | Tony Martin      |

E3153 LP • X276 EP • MGM 276 (78)

Cashbox "Sleeper of the week"

## BETTY MADIGAN

### 3 I HAD THE FUNNIEST FEELING

### BE A LITTLE DARLIN'

MGM 11903 78 rpm • K 11903 45 rpm

Variety "Best Bet"

## LEROY HOLMES

### 4 TARA'S THEME

from the MGM Film, "Gone With the Wind" and JAMIE

MGM 11854 78 rpm • K 11854 45 rpm

## BOB STEWART

### 5 A MILLION STARS

### YOURS FOR THE ASKING

MGM 11902 78 rpm • K 11902 45 rpm

### BILLY FIELDS

#### SINCERELY

and  
YOUNG AND FOOLISH

MGM 11917 78 rpm  
K 11917 45 rpm

### THE NATURALS

#### THE FINGER OF SUSPICION

and  
REMEMBER

MGM 11918 78 rpm  
K 11918 45 rpm

### PAT O'DAY

#### EARTH ANGEL

and  
STEP CAREFUL, HEART

MGM 11904 78 rpm  
K 11904 45 rpm

### ROBERT MAXWELL

#### PRELUDE TO A STAR | BEWITCHED

MGM 11899 78 rpm  
K 11899 45 rpm

### ART MOONEY

#### HONEY-BABE | NO REGRETS

MGM 11900 78 rpm  
K 11900 45 rpm

### THE NOCTURNES

#### THESE ARE THE THINGS WE'LL SHARE | HEY, PUNCHINELLO

MGM 11906 78 rpm  
K 11906 45 rpm

### JERRY FISH HORN | JEROME

#### GOOFUS | SLEEPY TIME GAL

MGM 11890 78 rpm  
K 11890 45 rpm

### DICK HYMAN TRIO

#### I'VE GOT MY LOVE TO KEEP | JEALOUS ME WARM

MGM 11889 78 rpm  
K 11889 45 rpm

### DAVE DENNY

#### THE FATE OF A FALLEN ROSE | I JUST CAN'T LET YOU GO

MGM 11905 78 rpm  
K 11905 45 rpm

### BILLY JACK WILLS

#### TEARDROPS ON A DIARY | FOR THE CHILDREN'S SAKE

MGM 11907 78 rpm  
K 11907 45 rpm

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending January 5  
Listings are based on late reports secured from top dealers in each of the markets listed.

#### Atlanta

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Count Your Blessings, E. Fisher, V.
4. Naughty Lady of Shady Lane, Ames Brothers, V.
5. Let Me Go, Lover, T. Brewer, Cor.
6. That's All I Want From You, J. P. Morgan, V.
7. Ling Ting Tong, Five Keys, Cap.
8. Dim, Dim the Lights, B. Haley, Dec.
9. No More, De John Sisters, Epi.

#### Balti.-Wash.

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Hearts of Stone, Fontane Sisters, Dot
4. Naughty Lady of Shady Lane, Ames Brothers, V.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. Dim, Dim the Lights, B. Haley, Dec.
7. Teach Me Tonight, DeCastro Sisters, Abb.
8. This Ole House, R. Clooney, Col.
9. I Need You Now, E. Fisher, V.
10. That's All I Want From You, J. P. Morgan, V.

#### Boston

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Hearts of Stone, Fontane Sisters, Dot
4. Naughty Lady of Shady Lane, Ames Brothers, V.
5. Teach Me Tonight, DeCastro Sisters, Abb.
6. No More, DeJohn Sisters, Epi.
7. Melody of Love, D. Carroll, Mer.
8. Make Yourself Comfortable, S. Vaughan, Mer.
9. Let Me Go, Lover, T. Brewer, Cor.
10. Melody of Love, B. Vaughn, Dot

#### Buffalo

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

#### Chicago

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Hearts of Stone, Fontane Sisters, Dot
4. Melody of Love, B. Vaughn, Dot
5. That's All I Want From You, J. P. Morgan, V.
6. Make Yourself Comfortable, S. Vaughan, Mer.
7. Naughty Lady of Shady Lane, Ames Brothers, V.
8. Melody of Love, D. Carroll, Mer.
9. Dim, Dim the Lights, B. Haley, Dec.
10. Naughty Lady of Shady Lane, A. Bleyer, Cdc.

#### Cincinnati

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

#### Cleveland

1. Open Up Your Heart, Cowboy Church Sunday School, Dec.
2. Melody of Love, B. Vaughn, Dot.
3. Earth Angel, Penguins, Dtn.
4. Mr. Sandman, Chordettes, Cdc.
5. Let Me Go, Lover, J. Weber, Col.
6. Sincerely, McGuire Sisters, Cor.
7. Tweedle Dee, L. Baker, Atl.
8. Hearts of Stone, Fontane Sisters, Dot
9. Naughty Lady of Shady Lane, Ames Brothers, V.
10. Make Yourself Comfortable, S. Vaughan, Mer.

#### Dallas-Fort Worth

1. Let Me Go, Lover, J. Weber, Col.
2. Hearts of Stone, Fontane Sisters, Dot
3. Mr. Sandman, Four Aces, Dec.
4. Mr. Sandman, Chordettes, Cdc.
5. Make Yourself Comfortable, S. Vaughan, Mer.
6. Naughty Lady of Shady Lane, Ames Brothers, V.

#### Denver

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane, Ames Brothers, V.
3. Let Me Go, Lover, T. Brewer, Cor.
4. Mr. Sandman, Four Aces, Dec.
5. Hearts of Stone, Charms, Del.
6. Count Your Blessings, E. Fisher, V.
7. Shake, Rattle and Roll, B. Haley, Dec.
8. Let Me Go, Lover, J. Weber, Col.
9. I Need You Now, E. Fisher, V.
10. Hearts of Stone, Fontane Sisters, Dot

#### Detroit

1. Mr. Sandman, Chordettes, Cdc.
2. Dim, Dim the Lights, B. Haley, Dec.
3. Let Me Go, Lover, J. Weber, Col.
4. Melody of Love, D. Carroll, Mer.
5. Sincerely, McGuire Sisters, Cor.
6. Ling Ting Tong, Charms, Del.
7. I Love You Madly, Four Coins, Epi.
8. Hearts of Stone, Fontane Sisters, Dot
9. Shake, Rattle and Roll, B. Haley, Dec.
10. Hearts of Stone, Charms, Del.

#### Kansas City

1. Mr. Sandman, Chordettes, Cdc.
2. Hearts of Stone, Fontane Sisters, Dot
3. Let Me Go, Lover, J. Weber, Col.
4. Count Your Blessings, E. Fisher, V.
5. Naughty Lady of Shady Lane, Ames Brothers, V.
6. No More, DeJohn Sisters, Epi.
7. Melody of Love, Ink Spots, Kag.

#### Los Angeles

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

#### Milwaukee

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Open Up Your Heart, Cowboy Church Sunday School, Dec.
4. Naughty Lady of Shady Lane, Ames Brothers, V.
5. Hearts of Stone, Fontane Sisters, Dot
6. Make Yourself Comfortable, S. Vaughan, Mer.
7. Dim, Dim the Lights, B. Haley, Dec.
8. Sincerely, McGuire Sisters, Cor.
9. Count Your Blessings, E. Fisher, V.
10. No More, DeJohn Sisters, Epi.

#### Mpls.-St. Paul

1. Mr. Sandman, Four Aces, Dec.
2. Naughty Lady of Shady Lane, Ames Brothers, V.
3. Let Me Go, Lover, J. Weber, Col.
4. No More, DeJohn Sisters, Epi.
5. Mr. Sandman, Chordettes, Cdc.
6. Hearts of Stone, Fontane Sisters, Dot
7. Count Your Blessings, E. Fisher, V.
8. Melody of Love, B. Vaughn, Dot
9. This Ole House, R. Clooney, Col.
10. Shake, Rattle and Roll, B. Haley, Dec.

#### New Orleans

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Four Aces, Dec.
3. Hearts of Stone, Charms, Del.
4. Mambo Italiano, R. Clooney, Col.
5. Mr. Sandman, Chordettes, Cdc.
6. This Ole House, R. Clooney, Col.
7. Naughty Lady of Shady Lane, Ames Brothers, V.
8. Dim, Dim the Lights, B. Haley, Dec.
9. That's All I Want From You, J. P. Morgan, V.
10. Hey, There, R. Clooney, Col.

#### New York

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Teach Me Tonight, DeCastro Sisters, Abb.
4. Naughty Lady of Shady Lane, Ames Brothers, V.
5. Papa Loves Mambo, P. Como, V.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Hey, There, R. Clooney, Col.
8. This Ole House, R. Clooney, Col.
9. Mambo Italiano, R. Clooney, Col.
10. Cara Mia, D. Whitfield, Lon.

#### Philadelphia

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane, Ames Brothers, V.
4. Teach Me Tonight, DeCastro Sisters, Abb.
5. Hearts of Stone, Fontane Sisters, Dot
6. Mambo Italiano, R. Clooney, Col.
7. Count Your Blessings, E. Fisher, V.
8. Papa Loves Mambo, P. Como, V.
9. This Ole House, R. Clooney, Col.
10. No More, DeJohn Sisters, Epi.

#### Pittsburgh

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Sincerely, McGuire Sisters, Cor.
4. Count Your Blessings, E. Fisher, V.
5. Earth Angel, Penguins, Dtn.
6. Naughty Lady of Shady Lane, Ames Brothers, V.
7. This Ole House, R. Clooney, Col.
8. Make Yourself Comfortable, S. Vaughan, Mer.
9. Melody of Love, B. Vaughn, Dot
10. Papa Loves Mambo, P. Como, V.

#### St. Louis

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

#### San Francisco

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

#### Seattle

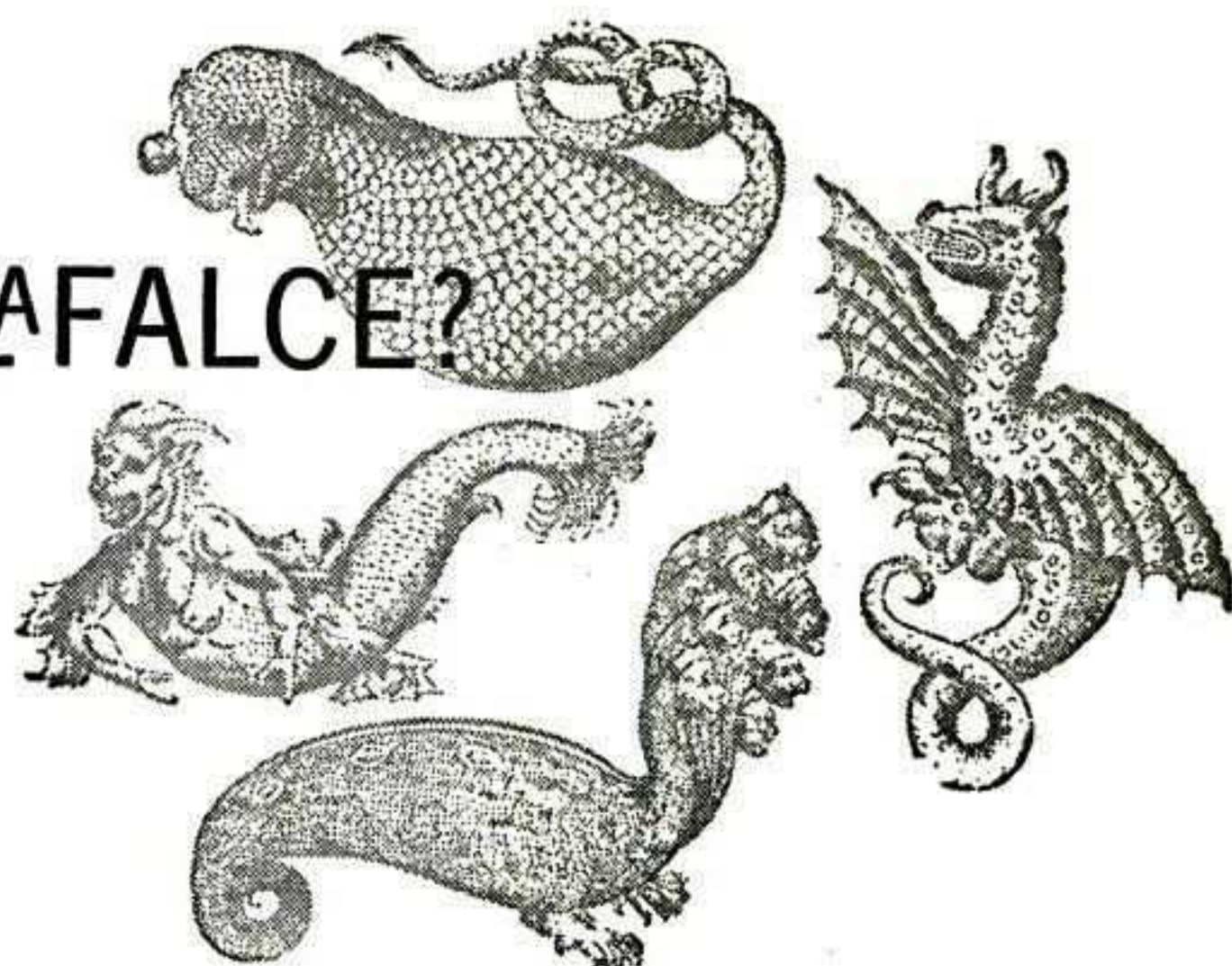
1. Earth Angel, Penguins, Dtn.
2. Mr. Sandman, Chordettes, Cdc.
3. Hearts of Stone, Fontane Sisters, Dot
4. Naughty Lady of Shady Lane, Ames Brothers, V.
5. Let Me Go, Lover, T. Brewer, Cor.
6. Make Yourself Comfortable, S. Vaughan, Mer.
7. Let Me Go, Lover, J. Weber, Col.
8. Sincerely, McGuire Sisters, Cor.
9. Dim, Dim the Lights, B. Haley, Dec.
10. Count Your Blessings, E. Fisher, V.

## M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



IS THIS A L<sup>A</sup>FALCE?



NO...THESE ARE LAFALCES (La-fal-chees)



# THE 9 L<sup>A</sup>FALCE BROTHERS

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20/47-5981





America's Fastest-Selling Records



# LENNY DEE

and that  
**W-I-L-D**  
Organ Sound



# THE PLANTATION BOOGIE

b/w  
**THE BIRTH OF THE BLUES**  
DECCA 29360 • 9-29360



## The Billboard Music Popularity Charts POPULAR RECORDS

### Review Spotlight on... RECORDS

**PERRY COMO**  
Ko Ko Mo (Meridian, BMI)—RCA Victor 5994

**THE CREWCUTS**  
Earth Angel (Dootsie Williams, BMI)—Mercury 70529  
Here are two striking performances of a new hit r.&b. novelty. Como comes thru with a swinging reading on a fine record, and the Crew Cuts handle it like another "Sh-Boom" as it may well be. The latter group also does a fine job with another r.&b. hit, "Earth Angel." Two other pop recordings of the tune came out this week, a good one with Betty and Marion Hutton on Capitol and another with Betty Clooney and Bill Darnell on "X" 87. The Dooley Sisters record on Tampa 100 is already getting attention in Pittsburgh, and the original r.&b. version, by Gene and Eunice on Combo 64 is breaking out right now.

**PATTI PAGE**  
Everlovin' (Tannen, ASCAP) — Mercury 70528 — Patti Page returns to a type of country material with which she has had her greatest success and comes thru with a fine performance on a bright new tune now getting attention in the country field via the Davis Sisters recording on Victor. Good wax. Flip is a ballad "You Too Can Be a Dreamer." (Mills, ASCAP).

**TERESA BREWER**  
I Gotta Go Get My Baby (Springfield, BMI)  
What More Is There to Say (Mellin, ASCAP)—Coral 61339—The vivacious thrush does a sparkling job with an unusual new country-styled tune, selling it with a lot of excitement. She hands the flip side, a fine, warm ballad, a fetching reading. Good potential here on both sides.

**JOHNNY MADDOX**  
The Crazy Otto—Dot 15325—This hokey item is so corny that it sounds fresh, as played here by Maddox. It is a medley of rhythmic tunes. The original version on the German Polydor label here has been getting action in the West for weeks. It's for the pop and country fields and boxes. Flip is "Humoresque."

### Reviews of New Pop Records

- |  |  |
|--|--|
| <p><b>TERESA BREWER</b><br/>I Gotta Go Get My Baby ..... 82<br/>CORAL 61339—Ballad with contrasting rhythms is awarded a cute reading by the thrush. It has lots of appeal and figures to stimulate many deejay spins. Should also garner many sales. (Springfield, BMI)</p> <p>What More Is There to Say?.... 79<br/>Miss Brewer pleads for another chance in this weeper ballad. She puts her heart in this reading, one likely to awaken a sympathetic response in many listeners. (Mellin, BMI)</p> <p><b>BOB MANNING</b><br/>My Love Song to You ..... 82<br/>CAPITOL 3014 — What with the heavy Gleason push, this figure to sell strongly. Story about the ditty is well-known by now—all that remains is for the action to take over. (Songsmith, ASCAP)</p> <p>After My Laughter Came Tears.... 77<br/>Fine tune is delivered smoothly by Manning to another fine Sic Feller ork backing. (Shapiro - Bernstein, ASCAP)</p> <p><b>MILLS BROTHERS</b><br/>Paper Valentine ..... 80<br/>DECCA 29382—One of the better Mills' performances in some time comes on slick new Tin-Pan-Alleyish ballad which has the feeling of "Paper Doll." Should do fine for the boys and could break thru for a big one. (Stratton, BMI)</p> <p>The Urge.... 80<br/>The melody, better known as an operatic aria, will strike a responsive note with many. The lyric is slick and the performance good. Watch this, too. (Meridian, BMI)</p> <p><b>DORIS DAY</b><br/>The My Love Comes to Me ..... 80<br/>COLUMBIA 40408—Here's a melody that'll be familiar to most at the first listen. Paired, as it is, with a fine new lyric and enhanced by the warm Day pipes this is a potential click disk. It's from the flick "Young at Heart." (Artists, ASCAP)</p> <p>There's a Rising Moon.... 77<br/>Another strong mating here of melody, lyric and performance. Here, too, the Percy Faith ork turns in some fine backing for the thrush. (Artists, ASCAP)</p> <p><b>PARIS SISTERS</b><br/>Ooh La La ..... 79<br/>DECCA 29372—A Billboard Talent "Spotlight" 1-8-'55. (Golden State, BMI)</p> <p>Whose Arms Are You Missing?.... 75<br/>A Billboard Talent "Spotlight" 1-8-'55. (Peer, BMI)</p> <p><b>THE CHEERS</b><br/>Bernie's Tune ..... 78<br/>CAPITOL 3019 — Novelty ditty has some odd sound gimmicks to spice interest and the group sings it with enthusiasm. The kids may go for it strong. Side could generate lots of action. (Atlantic, BMI)</p> <p>Whadaya Want?.... 77<br/>Wild chant job by the group in a performance that moves solidly all the way. Great for the jitterbugs, the waxing ought to pull juke coin. (Quintet, BMI)</p> | <p><b>GUY LOMBARDO ORK</b><br/>Blue Mirage ..... 78<br/>DECCA 29377 — A haunting tango with group vocal, which should get plenty of spins. It approximates the mood of one of Lombardo's biggest disk clicks, "The Third Man Theme." The tune's original German name was "Fata Morgana." (B. F. Wood, ASCAP)</p> <p>Greensleeves.... 76<br/>Lombardo wraps up the lovely folk theme with a smooth instrumental waltz arrangement.</p> <p><b>BOB STEWART</b><br/>A Million Stars..... 78<br/>M-G-M 11902—Stewart sings with rich sincerity on a pretty ballad, with celestial chorus-type backing.</p> <p>Yours for the Asking.... 73<br/>An attractive vocal on a pleasant ballad, which should get some jockey play.</p> <p><b>DON, DICK &amp; JIMMY</b><br/>The Touch of Your Lips ..... 77<br/>CROWN 131—The boys' warm reading of the lovely Ray Noble ballad should get lots of air play and could make a strong follow-up to their recent clicks. (Joy, ASCAP)</p> <p>(Where Do I Go?)<br/>I Go to You.... 76<br/>The boys come thru with a first class reading of a new and attractive ballad. Good wax, this.</p> <p><b>THE DOOLEY SISTERS</b><br/>Ko Ko Mo ..... 77<br/>TAMPA 2000—The Dooley Sisters, a new duo, bow on the label with a most attractive reading of a strong new piece of material with an r.&amp;b. beat. The gals can sell a song and they certainly do here. They're worth watching. (Hi Fi, BMI)</p> <p>Heart Throb.... 72<br/>Another impressive side by the girls, this time with support from a male chorus. Once again the rhythm is in the r.&amp;b. tradition. The girls have a real sound on this side, too. (Webster, BMI)</p> <p><b>LENNY DEE</b><br/>Plantation Boogie ..... 76<br/>DECCA 29360—The organist swings out on a catchy boogie, with a fine dance beat. Should garner him even more juke play than usual. (Copar, BMI)</p> <p>The Birth of the Blues.... 74<br/>Same comment. (Harms, ASCAP)</p> <p><b>ALAN DALE</b><br/>The Song I Heard Last Night..... 76<br/>CORAL 61325—Pretty tune penned by Mitchell Paris and Vic Mizzy receives a good performance from Alan Dale over a capable ork backing. This is one of Dale's best sides in a while and it could get spins. (Feist, ASCAP)</p> <p>Learn to Croon.... 74<br/>The Bing Crosby hit of two decades ago is sung sweetly here by Dale once again over good ork support. Jocks may use this a lot. (Famous, ASCAP)</p> <p><b>HARVEY STONE</b><br/>Army Blues ..... 75<br/>CORAL 61329 — One of Harvey Stone's funniest routines concerning</p> |
|--|--|

(Continued on page 56)



*New sound with a new sister\* team!*

# BETTY and MARION

# KO KO MO



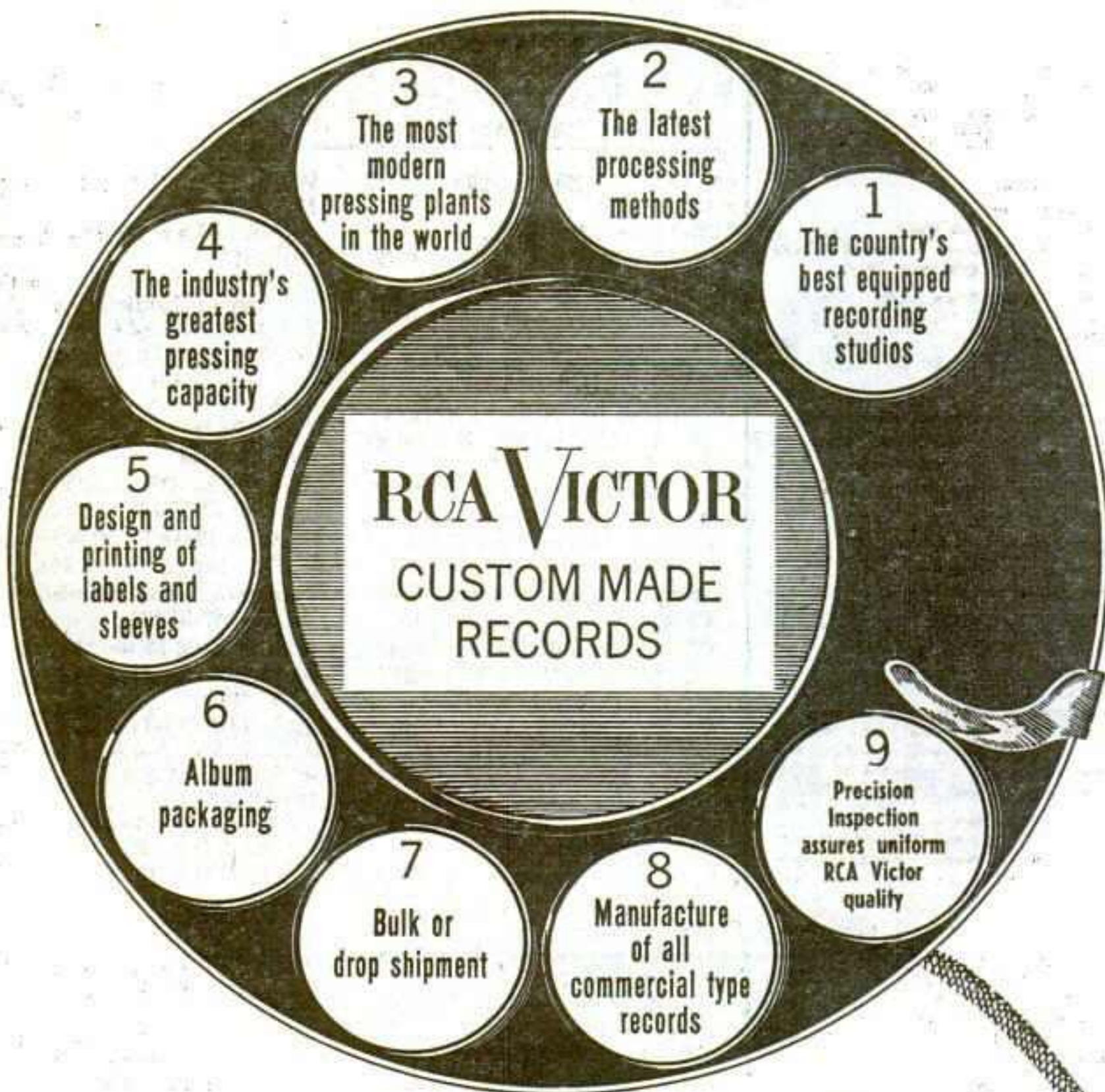
\* **HUTTON** that is!



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**• Reviews of New Pop Records**

• Continued from page 54

- Army days, takes its place along the other fine recordings of comic's routines on Coral. This one should appeal to all vets, it's that appropo. Steady sales are in store. (Harvey Stone)
- Lois...74**  
Same comment. (Harvey Stone)
- STEVE LAWRENCE**  
**Kiss Me Now**.....74  
CORAL 61327 — The young singer warbles a Latin-tempo novelty with verve and personality. Lyrics have interesting theme. (Pincus, ASCAP)
- How Do I Break**  
**Away From You**...72  
A warm vocal on a pretty ballad, which will undoubtedly get some extra plugging by Lawrence on Steve Allen's NBC-TV show. (Vim, ASCAP)
- RUSTY DRAPER**  
**Lookin' Back to See**.....74  
MERCURY 70526 — Country novelty is covered somewhat belatedly, but it still has plenty to recommend it in this bright treatment. Deejays should expose it plentifully and it could pull pretty well on the coin boxes. (Dandelion, BMI)
- Shame on You**...71  
Bouncy ditty is given a joyful performance by Rusty and a big band that swings happily. Pleasant listening and a side likely to be enjoyed by the many Draper fans. (Hill & Range, BMI)
- MITCH MILLER ORK**  
**The Singing Lesson**.....73  
COLUMBIA 40409—This is a happy ditty done instrumentally—even the voices are used instrumentally—and which should get lots of air play. It's unusual stuff on wax since it's a sort of round written on singing portions of the scale a la rehearsing vocalists. (E. H. Morris, ASCAP)
- Follow Me**...73  
This is an attractive, folk-like tune done up delightfully by the Miller ork and chorus. Should get spins. (Hollis, BMI)
- EILEEN TODD**  
**Want Me**.....75  
CORAL 61326 — An attractive new ballad is romantically sung by the thrush for a good, listenable side. (GH, BMI)
- To Ev'ry Girl—To Ev'ry Boy**...69  
More of the same on another nice love tune. (Goday, BMI)
- LORRY RAINE**  
**Lost Weekend**.....73  
DOT 1203—Miss Raine turns in a strong plea not to be left alone again. The sentimental ditty should please lots of listeners. (Gayle, ASCAP)
- When Your Lover Has Gone**...70  
Another sentimental side, sung with sex and intimacy by the thrush. (Remick, ASCAP)
- THE INK SPOTS**  
**Melody of Love**.....72  
KING 1429—The Ink Spots recorded this tune about nine months ago, but since it is now a big hit, have re-cut it using a saxophone in the background to more closely approximate the original Wayne King recording. This recitation is affecting and may still get a share of the loot. (Presser, ASCAP)
- There Is Something Missing**...68  
KING 1429—A pretty ballad in the old Ink Spots manner, even to the recited second chorus. Tho the arrangement is a bit dated, there will still be Ink Spots fans who will have to have this. (BMI)
- CONNIE RUSSELL**  
**Green Fire**.....72  
CAPITOL 3020—Title ditty from the M-G-M flicker is given a big performance by the thrush. (Robbins, ASCAP)
- Snow Dreams**...69  
An echo effect is used tastefully in this slow, atmospheric ballad, sung dreamily by Connie Russell. Little pop potential tho. (Raphael, ASCAP)
- BILLY FIELDS**  
**Sincerely**.....71  
M-G-M 11917—The singer makes a good impression with this r.&b. hit material. Retaining much of the flavorsome arrangement of the original, Fields should enjoy good sales wherever the McGuire Sisters haven't saturated the market. (Arc, BMI)
- Young and Foolish**...68  
A pleasantly sentimental ditty from the musical "Plain and Fancy" that makes easy listening. Backing by the girl chorus and LeRoy Holmes ork is pretty and hitingly rhythmic. (Chappell, ASCAP)
- CHRIS POWELL**  
**Mr. Sandman**.....71  
GRAND 120—The current click tune makes for good material done in mambo style. The group delivers a fine performance. (E. H. Morris, ASCAP)
- Mambo Gunch**...67  
Piano-led combo turns in a neat instrumental reading in mambo tempo. (Slotkin, BMI)
- JACK HASKELL**  
**I Remember Mambo**.....69  
THUNDERBIRD 19552—The warbler sings this new mambo effort in very capable fashion over substantial and lively ork and chorus support. Even tho the lyrics are not very clear, side is bright enough to get spins. (Rosen, BMI)
- Who Can Say?**...68  
Jack Haskell bows on the new label with an impressive reading of a pleasant ballad, over a good ork arrangement. The chanter is a good singer and he is bound to get attention with this waxing. (Rosen, BMI)
- ROGER KING MOZIAN ORK**  
**Ugh! Could I Hug You**.....69  
PIC 0023—Sung in Indian ugh-ugh talk by a thrush billed as "Squaw Tickfeather," this novelty has a good beat and makes plenty of noise. (Village, BMI)
- Story of a Starry Night**...65  
Pop rework of a Tchaikovsky melody is tastefully played in slow fox-trot tempo by the large ork. (Mutual, ASCAP)
- CAESAR PETRILLO**  
**When I Grow Too Old to Dream**....68  
MERCURY 70522—Lots of strings and muted horns play the standard gently. Easy listening here. Name on the label figures to attract curiosity spins. (Robbins, ASCAP)
- Drifting and Dreaming**...66  
More of the same by the ork led by the namesake of the musicians' union chief. (Burke & Van Heusen, ASCAP)
- BOYD BENNETT**  
**Waterloo**.....67  
KING 1413—A pretty girl brings the singer to his "Waterloo." Bennett's vocal is a little more inspired than the material, which is on the pretentious side. The Latin pattern in the backing is attractive. (Lois, BMI)
- I've Had Enough**...66  
This cute tune is set to a Dixieland backing and Bennett comes thru with a pleasantly styled reading. (Lois, BMI)
- ART CARNEY**  
**Sheesh, What a Grouch**.....67  
COLUMBIA 40387—Carney is still trying to come up with a material click—trying too hard, maybe—this won't make it.
- She Never Left the Table**...62  
More comedy stuff—in tango tempo yet. The girl eats a lot says the lyric.
- LOU MENCHELL**  
**All I Want for Chanukah**  
**Is Marilyn Monroe**.....65  
ALEXANDER—Yiddish type piece of material is cleverly written and neatly performed. Could do business in major population centers where there is a large Yiddish clientele for disk shops.
- She Was Out With a Mambo**...65  
Here's a Yiddish parody on the Vaughn Monroe click. It's funny, but a little too brusque for air play. Not dirty, tho.
- THE THREE HARMONICAIRE**  
**Tuxedo Junction**.....65  
DE LUXE 2028—This classic from the Swing Era in a pretty instrumental version by three top-notch harmonica players. Deejays will love this wailing melodic reading. (Lewis, ASCAP)
- Jazz Pizzicato Boogie**...64  
Here, good opportunity for virtuoso playing is offered the harmonica players. They strut their stuff to a solid boogie beat that invites dancing. (Mills, ASCAP)
- ED CURRY**  
**What Do You Think?**  
**(My Heart Is Made Of)**.....64  
ARCADE 110—Curry sounds like an okay balladeer as he delivers an attractive ballad with good small combo backing. (Mills, ASCAP)
- Beginning Tomorrow**...60  
Routine rhythm ditty is handed a routine reading and orking. (Music Counter, ASCAP)
- Sacred**
- TRACE FAMILY TRIO**  
**My Mother's Dying Message**.....75  
KING 1422—Mrs. Trace and her two daughters give a moving reading of this vision of heaven's glories. The material is powerful even in such a simple, unadorned arrangement. There is a good market for this in the Bible Belt. (Lois, BMI)
- My Title to Heaven**...74  
The trio exalts in the sacrifice of the Savior which gives us all claim to a mansion above. Another fine side whose sincerity and conviction will appeal to all who enjoy this music. (Lois, BMI)
- THE JORDANAIRE**  
**When the Saints Go Marching In**.....72  
CAPITOL 3022—A fine vocal treatment of the Dixieland tune, with a catchy beat and considerable juke appeal. (Beechwood, BMI)
- All the Way**...70  
The Jordanaires contribute their usual expert blend to an up-tempo sacred item. (Central, BMI)
- Jazz**
- AHMAD JAMAL**  
**But Not for Me**.....74  
PARROT 810—Ahmad Jamal and his combo turn in a frilly and delicate instrumental performance here of the Gershwin favorite that will interest some of the cool cats.
- Seleritus**...74  
Same comment.



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending January 5

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'LOOSE TALK-C. Smith', 'MORE AND MORE-W. Pierce', 'LET ME GO, LOVER-H. Snow'.

Most Played in Juke Boxes

For survey week ending January 5

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'MORE AND MORE-W. Pierce', 'LET ME GO, LOVER-H. Snow', 'LOOSE TALK-C. Smith'.

Most Played by Jockeys

For survey week ending January 5

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'LOOSE TALK-C. Smith', 'MORE AND MORE-W. Pierce', 'IF YOU AIN'T LOVIN'-F. Young'.

Reviews of New C & W Records

WEBB PIERCE I'm Gonna Fall Out of Love With You... DECCA 29391... REX ALLEN L-o-n-e-s-o-m-e Letter Blues... DECCA 29397... ROLAND WILLIAMS Blue Lights and Broken Hearts... CARDINAL 5002... BILLY STRANGE Let Me in There, Baby... CAPITOL 3021...

Full Notes on Arnold Top Disks

Continued from page 31

ANGRY-(see 20/47-5189) P-195 EPB-3031-LPM-3031 ALL TIME HITS FROM THE HILLS-Vol. I-Eddy Arnold ROCKIN' ALONE-(NY) 8/19/47... WHISPERING HOPE-(NY) 10/23/53 (Alice Hawthorne) Hill & Range... EPA 427 THE OLD RUGGED CROSS-Eddy Arnold... EPA 328 ALL TIME HITS FROM THE HILLS-Vol. 2-Eddy Arnold... EPA 261 EDDY ARNOLD'S FAVORITE SACRED SONGS... EPA 544 SONGS OF HOPE AND INSPIRATION-Eddy Arnold... EPA 544 HILLS OF TOMORROW-(NY) 8/20/47

Advertisement for Eddie Dean and The Frontiersmen. Text: 'This Week's Best Boys', 'I DREAMED OF A HILLBILLY HEAVEN-Eddie Dean-Sage & Sand 180', 'S&S #180', 'Sage & Sand Records, 5653 1/2 Hollywood Blvd. Hollywood, Calif. Ph. HO 91527'.

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

**• This Week's Best Buys**

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

**MR. SANDMAN** (E. H. Morris, ASCAP)—Chet Atkins—RCA Victor 20-5956

It is only rarely that an instrumental in this field enjoys the acceptance given Atkins' "Sandman." Volume has increased nationally to the point where it appears this week on the national retail chart. Among the territories where it was rated strong were Atlanta, Charlotte, Durham, Richmond, Knoxville and Nashville. Flip is "Set a Spell" (Acuff-Rose, BMI).

**I'M GONNA FALL OUT OF LOVE WITH YOU** (Fairway, BMI)

**IN THE JAILHOUSE NOW** (Peer, BMI)—Webb Pierce—Decca 29391  
All Southern territories that had received shipments of the new Pierce disk this week reported immediate acceptance. The long unbroken string of hits by this artist made heavy orders on this most recent release by retailers and operators an automatic move. Good action was reported on both sides, with no immediate preference. A previous Billboard "Spotlight" pick.

**• Review Spotlight on...**

**RECORDS**

**MARTY ROBBINS**

Gossip (Acuff-Rose, BMI)  
That's All Right (Wabash, BMI)—Columbia 21351—The weeper, "Gossip," is delivered with touching sincerity in Marty Robbins' best manner. The other side, a convert from the r.&b. field, is handed an exciting ride.

**TALENT**

**MARVIN RAINWATER**

The chanter, new to the label, sings out with authority, showing vocal talent that has immediate appeal. He shows his considerable ability in two good sides, "I Gotta Go Get My Baby" and "Daddy's Glad You Came Home." This could happen. Coral 61342.

**• C & W Territorial Best Sellers**

For survey week ending January 5

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. Let Me Go, Lover, H. Snow, V.
2. One by One, R. Foley & K. Wells, Dec.
3. This Is the Thanks I Get, E. Arnold, V.
4. If You Ain't Lovin', F. Young, Cap.
5. More and More, W. Pierce, Dec.
6. I Don't Hurt Anymore, H. Snow, V.
7. This Ole House, S. Hamblen, V.

**Charlotte**

1. Loose Talk, C. Smith, Col.
2. Let Me Go, Lover, H. Snow, V.
3. Mr. Sandman, C. Atkins, V.
4. More and More, W. Pierce, Dec.
5. If You Ain't Lovin', F. Young, Cap.
6. Hearts of Stone, R. Foley, Dec.
7. Sing, Sing, Sing, H. Williams, M-G-M
8. Wait a Little Longer Please, Jesus C. Smith, Cap.
9. I Dreamed of a Hillbilly Heaven E. Dean, S & S
10. Little Tom, F. Huskey, Cap.

**Cincinnati**

1. Loose Talk, C. Smith, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. Let Me Go, Lover, H. Snow, V.
4. New Green Light, H. Thompson, Cap.
5. I'm Looking for a Date Tonight J. Tubb, Dec.
6. Hearts of Stone, R. Foley, Dec.
7. I Don't Hurt Anymore, H. Snow, V.
8. Cattle Call, S. Whitman, Imp.
9. Kiss Crazy Baby, Johnnie & Jack, V.
10. Menu Love, Geer Sisters, X

**Dallas-Fort Worth**

1. More and More, W. Pierce, Dec.
2. Hearts of Stone, R. Foley, Dec.
3. Loose Talk, C. Smith, Col.
4. I Don't Hurt Anymore, H. Snow, V.
5. Let Me Go, Lover, H. Snow, V.
6. Redheaded Stranger, A. Smith, M-G-M
7. If You Don't Someone Else Will W. Jackson & B. Gray, Dec.
8. I Love You Mostly, L. Frizzell, Col.

**Houston**

1. I Love You Mostly, L. Frizzell, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. This Is the Thanks I Get, E. Arnold, V.
4. More and More, W. Pierce, Dec.
5. Loose Talk, C. Smith, Col.
6. Cattle Call, S. Whitman, Imp.
7. Penny Candy, J. Reeves, Abb.
8. Let Me Go, Lover, H. Snow, V.
9. This Ole House, S. Hamblen, V.
10. Are You Mine? G. Wright & T. Tall, Fab.

**Knoxville**

1. You're Not Mine Anymore W. Pierce, Dec.
2. Mr. Sandman, C. Atkins, V.
3. Loose Talk, C. Smith, Col.
4. This Ole House, S. Hamblen, V.
5. I Don't Hurt Anymore, H. Snow, V.
6. More and More, W. Pierce, Dec.

**Memphis**

1. If You Ain't Lovin', F. Young, Cap.
2. Loose Talk, C. Smith, Col.
3. Let Me Go, Lover, H. Snow, V.
4. More and More, W. Pierce, Dec.
5. I Don't Hurt Anymore, H. Snow, V.
6. Day Dreaming, B. Deckleman, Mtr.
7. If You Don't Someone Else Will Jimmy & Johnny, Chs.
8. If Don't Don't Someone Else Will R. Price, Col.
9. Company's Comin', P. Wagoner, V.
10. New Green Light, H. Thompson, Cap.

**Nashville**

1. Let Me Go, Lover, H. Snow, V.
2. Loose Talk, C. Smith, Col.
3. More and More, W. Pierce, Dec.
4. If You Ain't Lovin', F. Young, Cap.
5. This Ole House, S. Hamblen, V.
6. Beware of It, Johnnie & Jack, V.
7. Sure Fire Kisses G. Hill & J. Tubb, Dec.

**New Orleans**

1. More and More, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. That Crazy Mambo Thing, H. Snow, V.
4. New Green Light, H. Thompson, Cap.
5. Let Me Go, Lover, H. Snow, V.

**Richmond, Va.**

1. More and More, W. Pierce, Dec.
2. Making Believe, J. Work, Dot
3. Are You Mine? M. Lorrie & B. DeVal, Abb.
4. Mr. Sandman, C. Atkins, V.
5. This Ole House, S. Hamblen, V.
6. When I Get the Money Made M. Wiseman, Dot
7. This Is the Thanks I Get, E. Arnold, V.
8. Let Me Go, Lover, H. Snow, V.

**St. Louis**

1. Cattle Call, S. Whitman, Imp.
2. More and More, W. Pierce, Dec.
3. If You Don't Someone Else Will Jimmy & Johnny, Chs.
4. One by One, K. Wells & R. Foley, Dec.
5. Let Me Go, Lover, H. Snow, V.
6. This Ole House, S. Hamblen, V.

**Arnold Top Disks**

• Continued from page 57

**EPA 239**  
**TO MOTHER—Eddy Arnold**  
**THAT WO'DERFUL MOTHER**  
**OF MINE—(NY) 12/20/48**

(Clyde Hager-Walter Goodwin) M. Witmark & Sons  
**M-O-T-H-E-R—(NY) 12/20/48**  
(Howard Johnson - Theodore Morse) Leo Feist, Inc.

**I WOULDN'T TRADE THE**  
**SILVER IN MY MOTHER'S**  
**HAIR—(NY) 12/20/48**

(Jack Little-Fred Coats) Bourne, Inc.

**MY MOTHER'S SWEET VOICE**  
**—12/20/48**

(Dale Parker) Hill & Range  
Eddy Arnold, Leader-Guitar;  
Harold Bradley, Loren  
Shook, Roy Wiggins, Guitars;  
Charlie Grean, Bass;  
Jack Pleis, Piano, Buck Lambert, Violin

**Y-459**  
**SMOKEY THE BEAR—(NY)**  
**7/24/52**

(Steve Nelson-Jack Rollins) Hill & Range

**HORACE THE HORSE—(NY)**  
**7/24/52**

(Cy Coben-Charlie Grean) Alamo

Eddy Arnold, Leader-Guitar;  
Roy Wiggins, Hank Garland,  
Al Chernet, Guitars; Charlie  
Grean, Bass; Marty Gold,  
Piano; Terry Snyder, Drums

**Y-WY 492**  
**THE HORSE IN STRIPED PA-**  
**JAMAS—(NASH) 9/22/54**

(Fred Ebb-Paul Klein) Trinity Music

**WHY, DADDY? — (NASH)**  
**9/22/54**

(Sid Tepper-Roy Bennett) Alamo Music

Charles Grean, Leader-Guitar;  
Eddy Arnold, Hank Garland,  
Jack Shook, Guitars;  
Marvin Hughes, Piano;  
James Burke Jr., Vibraphone;  
Eddy Arnold and his little  
daughter, Jo Ann, singing

Don't Take Our Word for It, Take It From The Billboard:

"...both sides are mighty strong"

NO I DON'T BELIEVE I WILL

KISSES DON'T LIE

Columbia 21340

—both sides featured in The Billboard's January 1 Review Spotlight:

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



**CARL SMITH**





**A NATURAL HIT FOR THE NEW YEAR**

**MYRNA LORRIE & BUDDY DeVAL**

**"ARE YOU MINE"**

b/w

**"YOU BET I KISSED HIM"**

(Songs Published by DANDELION MUSIC CO.)

ABBOTT 172

**ABBOTT RECORDS, INC.**

6636 Hollywood Blvd. Hollywood 28, Calif.  
Distributed in Canada by QUALITY RECORDS, Ltd., Toronto

**2 NATURAL HITS!**

**GINNY WRIGHT SINGS**

**"ARE YOU MINE"**

TEAMED WITH TOM TALL

b/w

**"I'VE GOT SOMEBODY NEW"**

(Songs Published by DANDELION MUSIC CO.)

FABOR 117



GINNY WRIGHT



TOM TALL

**FABOR RECORD CO.**

6636 Hollywood Blvd. Hollywood 28, Calif.  
Distributed in Canada by QUALITY RECORDS, Ltd., Toronto

**BACK AGAIN WITH 2 GREAT SIDES**

**JIM REEVES**

**"WHERE DOES A BROKEN HEART GO"**

(DANDELION MUSIC CO.)

b/w

**"THE WILDER YOUR HEART BEATS THE SWEETER YOU LOVE"**

(FAIRWAY MUSIC CORP.)

ABBOTT 174



STILL GOING STRONG: "PENNY CANDY" ABBOTT 170

**ABBOTT RECORDS, INC.**

6636 Hollywood Blvd. Hollywood 28, Calif.  
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OPS, JOCKS, DISTRIBUTORS  
AND DEALERS  
FOR MAKING OUR LABEL  
THE MOST OUTSTANDING  
OF 1954

Original Smash Version

**"EARTH  
ANGEL"**

THE PENGUINS

#348

---

**"BUICK 59"**

b/w

**"THE LETTER"**

THE MEDALLIONS

#347

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TO ME**

by PERCY MAYFIELD

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b/w SOMEBODY HELP ME  
Edna Gallmon Cooke  
NASHBORO 549

**CALL YOU IN THE MORNING**  
b/w Letter From Jesus  
The Skylarks  
NASHBORO 548

**NOW LISTEN, BABY**  
b/w THE SNEAK (instrumental)  
Kid King's Combo  
with "Good Rockin' Sam"  
EXCELLO 2051

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Arthur Gunter  
EXCELLO 2047

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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:

**PLEDGING MY LOVE** (Lion, BMI)—Johnny Ace—Duke 136  
The recent death of Ace gave added impetus to what would probably have been heavy first week sales in any case. It is spiraling upwards at dazzling speed, and is almost as popular with pop customers, as with r.&b. Flip is "No Money" (Lion, BMI).

**LING TING TONG** (St. Louis, BMI)  
**BAZOOM (I NEED YOUR LOVIN')** (Quintet, BMI)—The Charms—De Luxe 6976  
Success "covers" of r.&b. hits are infrequent, but here is one that looks like a big one even tho the Five Keys have been holding sway there for seven weeks already. Territories reporting good sales include Cincinnati, Cleveland, Detroit, Nashville, Atlanta, Richmond and St. Louis. A previous Billboard "Spotlight" pick.

**KO KO MO** (Meridian, BMI)—Gene & Eunice—Combo 64  
The flurry of "covers" on this disk indicates the kind of excitement it has stirred up in its first few weeks. Kicked off in a big way in New York, the record went on to sweep Chicago, Cincinnati, Cleveland, Atlanta and Los Angeles. Flip is "You and Me."

**• Review Spotlight on . . . RECORDS**

**JOHNNY ACE**  
Pledging My Love (Lion, BMI)—Duke 136—See "Best Buys."

**GENE AND EUNICE**  
Ko Ko Mo (Meridian, BMI)—Combo 64—See "Best Buys."

**BUDDY GRIFFIN AND CLAUDIA SWANN**  
I Wanna Hug Ya, Kiss Ya, Squeeze Ya (Arc, BMI)—Chess 1586—Here's a happy vocal due with an interesting blend. The tune is an energetic novelty, with plenty of bounce and a solid beat. It should get spins. The flip is "Please Come Back to Me" (Arc, BMI) with Miss Swann doing a pleasant solo vocal job.

**FAYE ADAMS**  
Anything for a Friend (Rish, BMI)—Herald 444—The lusty-voiced canary socks across a fine item with a big beat. Style-wise the disk is similar to her smash "Shake a Hand" and it could approximate its success. Flip is "Your Love Has My Heart Burnin'" (Angel, BMI).

**• R & B Territorial Best Sellers**

For survey week ending January 5  
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. Tweedle Dee, L. Baker, Atl.
  2. Hearts of Stone, Charms, Del.
  3. Ling, Ting, Tong, Five Keys, Cap.
  4. Earth Angel, Penguins, Dtn.
  5. Reconsider, Baby, L. Fulson, Che.
  6. You Upset Me, Baby, B. B. King, RPM
  7. Sincerely, Moonglows, Chs.
  8. Ling, Ting, Tong, Charms, Del.
  9. Yes, Yes, Yes, Cashmeres, Mer.
  10. Poison Ivy, W. Mabon, Chs.
- Balti.-Wash.**
1. Hearts of Stone, Charms, Del.
  2. Ling, Ting, Tong, Five Keys, Cap.
  3. Earth Angel, Penguins, Dtn.
  4. Reconsider, Baby, L. Fulson, Che.
  5. You Took My Lovin', J. Griffin, Dot
- Charlotte**
1. Hearts of Stone, Charms, Del.
  2. Tweedle Dee, L. Baker, Atl.
  3. Stinky Little Thing, Midnighters, Fed.
  4. Ling, Ting, Tong, Five Keys, Cap.
  5. Earth Angel, Penguins, Dtn.
  6. Don't Drop It, W. Harrison, Sav.
  7. Poison Ivy, W. Mabon, Chs.
  8. Sincerely, Moonglows, Chs.
- Chicago**
1. Teach Me Tonight, D. Washington, Mer.
  2. Honey Love, Drifters, Atl.
  3. Reconsider, Baby, L. Fulson, Che.
  4. Mellow Down Easy, Little Walter, Che.
  5. Dim, Dim the Lights, B. Haley, Dec.
- Cincinnati**
1. Hearts of Stone, Charms, Del.
  2. Teach Me Tonight, D. Washington, Mer.
  3. Earth Angel, Penguins, Dtn.
  4. Hurt, R. Hamilton, Epi.
  5. Stinky Little Thing, Midnighters, Fed.
  6. Let Me Go, Lover, Counts, Dot
  7. Reconsider, Baby, L. Fulson, Che.
- Detroit**
1. Hearts of Stone, Charms, Del.
  2. Sincerely, Moonglows, Chs.
  3. Teach Me Tonight, D. Washington, Mer.
  4. Ling, Ting, Tong, Charms, Del.
  5. Whole Lotta Love, B. B. King, RPM
  6. Earth Angel, Penguins, Dtn.
  7. Bazoom (I Need Your Lovin') Charms, Del.
  8. Reconsider, Baby, L. Fulson, Che.
  9. You Upset Me, Baby, B. B. King, RPM
  10. Poison Ivy, W. Mabon, Chs.
- Los Angeles**
1. Sincerely, Moonglows, Chs.
  2. Earth Angel, Penguins, Dtn.
  3. Shoo Doo Be Do  
B. Lester-Moonlighters, Chs.
  4. Reconsider, Baby, L. Fulson, Che.
  5. All Night Long, J. Houston, Mon.
  6. Hurt, R. Hamilton, Epi.
- New Orleans**
1. Hearts of Stone, Charms, Del.
  2. Earth Angel, Penguins, Dtn.
  3. Thinking of You, Fats Domino, Imp.
  4. Sincerely, Moonglows, Chs.

**A SURE FIRE HIT!**

**Pee Wee Crayton**  
**"I NEED YOUR LOVE"**  
b/w  
**"YOU KNOW, YEAH"**  
#5321

**Imperial Records**  
4425 Hollywood Blvd.  
Hollywood 28, Calif.

**RHYTHM & BLUES RECORDS**

**• Best Sellers in Stores**

For survey week ending January 5

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 rhythm and blues records. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Chart
1.	12	HEARTS OF STONE—Charms..... 1 12 Who Knows—DeLuxe 6062—BMI
2.	7	SINCERELY—Moonglows ..... 5 7 Tempting—Chess 1581—BMI
3.	5	EARTH ANGEL—Penguins..... 3 5 Hey, Senorita—Dootone 348—BMI
4.	5	TEACH ME TONIGHT—D. Washington..... 4 5 Wishing Well—Mercury 70497—ASCAP
5.	3	LING TING TONG—Five Keys..... 7 3 I'm Alone—Cap 2945—BMI
6.	1	TWEEDLE DEE—L. Baker ..... — 1 Tomorrow Light—Atlantic 1047—BMI
7.	7	RECONSIDER, BABY—L. Fulson..... 6 7 I Believe I'll Give Up—Checker 804—BMI
8.	5	HURT—R. Hamilton..... 9 5 Star of Love—Epic 9086—ASCAP
9.	11	YOU UPSET ME, BABY—B. B. King..... 8 11 Whole Lotta Love—RPM 416—BMI
10.	5	POISON IVY—W. Mabon..... 10 5 Say, Man—Chess 1580—BMI

**• Most Played in Juke Boxes**

For survey week ending January 5

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 thruout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Chart
1.	4	EARTH ANGEL—Penguins..... 3 4 Dootone 348—BMI
2.	10	MAMBO BABY—R. Brown..... 1 10 Atlanta 1044—BMI
3.	10	HEARTS OF STONE—Charms..... 2 10 DeLuxe 6062—BMI
4.	3	SINCERELY—Moonglows ..... 5 3 Chess 1581—BMI
5.	10	YOU UPSET ME, BABY—B. B. King..... 4 10 RPM 416—BMI
6.	6	RECONSIDER BABY—L. Fulton..... 8 6 Checker 804—BMI
7.	3	POISON IVY—W. Mabon..... 7 3 Chess 1580—BMI
8.	1	TWEEDLE DEE—L. Baker..... — 1 Atlantic 1047—BMI
9.	17	HURTS ME TO MY HEART—F. Adams..... — 17 Herald 435—BMI
9.	1	COME BACK—R. Charles..... — 1 Atlantic 1050—BMI

- New York**
1. Earth Angel, Penguins, Dtn.
  2. Sincerely, Moonglows, Chs.
  3. Hurt, R. Hamilton, Epi.
  4. Teach Me Tonight, D. Washington, Mer.
  5. Tweedle Dee, L. Baker, Atl.
  6. Make Yourself Comfortable S. Vaughan, Mer.
  7. Shoo Doo Be Do  
B. Lester-Moonlighters, Chs.
  8. Sentimental Reasons, Rivileers, Btn.
- Philadelphia**
1. Teach Me Tonight, D. Washington, Mer.
  2. Sincerely, Moonglows, Chs.
  3. Ling, Ting, Tong, Five Keys, Cap.
  4. Earth Angel, Penguins, Dtn.
  5. Mr. Sandman Mambo, C. Powell,
  6. Hearts of Stone, Charms, Del.
  7. Hurt, R. Hamilton, Epi.
  8. I Love You Madly, Charlie & Ray, Her.
- St. Louis**
1. Reconsider, Baby, L. Fulson, Che.
  2. Teach Me Tonight, D. Washington, Mer.
  3. Hearts of Stone, Charms, Del.
  4. Last Night, Little Walter, Che.
  5. You Upset Me, Baby, B. B. King, RPM
  6. Poison Ivy, W. Mabon, Chs.
  7. Sincerely, Moonglows, Chs.
  8. Earth Angel, Penguins, Dtn.

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YA, KISS YA,  
SQUEEZE YA"**

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b/w  
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by THE ROAMERS  
Savoy 1147

**Still Going Strong!**  
**DON'T DROP IT**  
by WILBERT HARRISON  
Savoy 1138

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BEEN GONE  
RUTH BROWN  
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## Reviews of New R & B Records

**BUDDY JOHNSON**  
Upside Your Head...86  
MERCURY 70523—A Billboard "Spotlight" 1-8-'55. (Sophisticate, BMI)  
Crazy 'Bout Saxophone...77  
Buddy Johnson himself handles the vocal on this rhythmic new effort, with help from the sidemen. Tune shows off the fine Johnson ork and the ork leader's sax work. Good listening. (Sophisticate, BMI)

**THE MEDALLIONS**  
The Telegram...84  
DOOTONE 357—A Billboard "Spotlight" 1-8-'55. (Dootsie Williams, BMI)  
Coupe De Ville, Baby...83  
A Billboard "Spotlight" 1-8-'55. (Dootsie Williams, BMI)

**FAYE ADAMS**  
Anything for a Friend...83  
HERALD 444—Faye Adams comes thru with a powerful reading of a meaningful ballad in the "Shake a Hand" tradition. She sells it with a lot of feeling over a pulsating beat. This one could easily bust wide open. A real coin-grabber. (Rush, BMI)  
Your Love...79  
The thrush has another good side here on this swiny new effort, supported by a male quartet for a listenable sound. This side, too, has a chance for action. Good coupling. (Angel, BMI)

**GENE AND EUNICE**  
Ko Ko Mo...82  
COMBO 64—Disk started to kick up a fuss as soon as released and could make it in the rhythm and blues field. More, the ditty sounds like the kind which could make it in the pop field. The "Sh-Boom" type material fits right into the current sales pattern. Mighty good wax this; watch it. (BMI)  
You and Me...75  
More good rhythm material here and the duo turns in another good performance. (BMI)

**THE ROAMERS**  
Deep Freeze...81  
SAVOY 1147—The Roamers, a new vocal group, bow on the label with a sock reading. A swinging, rhythm effort that really goes. The boys are sparked by a fine lead singer. This one has a real chance; watch it. (Savoy, BMI)  
I'll Never Get Over You...80  
A very pretty ballad is handled strongly here by the Roamers, featuring some exceptional lead singing by a most talented new singer, plus a smart beat by the ork. This side, too, is a potent one. (Savoy, BMI)

**THE FLAMINGOES**  
Dream of a Lifetime...78  
PARROT 808—A mighty attractive new ballad is handed a smooth and listenable performance here by the Flamingoes over a pretty backing. This is a good entry that has a chance for action. Watch it. (Int. Music, ASCAP)  
On My Merry Way...75  
Mild rocker receives a good reading from the group, while the combo backs them with a fair beat. Good coupling for the boxes, but the flip is stronger. (Lake, BMI)

**LULA REED**  
Rock Love...78  
KING 4767—The popular singer has an insinuating and solidly rhythmic piece of material which she gives a sizzling reading. Most of the ingredients for a big record are here, so watch this one! (Jay & Cee, BMI)  
I'm Gone, Yes I'm Gone...75  
The taste and smooth style of the singer are focused on quite a different piece of material here; a quiet, restrained blues. Deejays will find this an effective item for programing. (Jay & Cee, BMI)

**LOU MAC**  
Come Back, Little Daddy...78  
BLUE LAKE 108—Thrush Lou Mac comes thru with a sock vocal on a blues rocker over a bright beat by the combo. The blue lyrics on this will prevent many stations from giving it air play. On boxes, however, it could get loot.  
Hard to Get Along With...75  
Another strong vocal by the thrush, this time on a meditative type of blues about an unappreciative man.

**THE MELLOWS-LILLIAN LEACH**  
Smoke From Your Cigarette...78  
JAY DEE 797—The group and a fine lead singer in Miss Leach deliver a sock vocal on a most attractive ballad. Disk could happen if it gets the little extra exposure needed. Watch it.  
Pretty Baby, What's Your Name...71  
Here Miss Leach and the group come thru with a bouncy reading of a rhythmic item. Good wax, too.

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**THE PLATTERS**  
Maggie Doesn't Work Here Anymore...77  
FEDERAL 12204—Contrary to expectations, this is not a take-off on the "Annie" series, but a bright and funny piece of material 'n its own right. The boys have a ball on this one, and should do as well sales-wise as on any previous record. (American, BMI)  
Take Me Back, Take Me Back...72  
On this side, the Platters aren't so blessed with material. They try to breathe life into what proves to be a dead horse. Only dedicated fans of the group are likely to see much here. (American, BMI)

**THE EAGLES**  
What a Crazy Feeling...75  
MERCURY 70524—Disappointing side here by the new group which is due more to the weak material than the performance. They sing it well, but the tune and arrangement are routine. (Spiral, BMI)  
I Told Myself...75  
The boys handle a pop ballad in pop style here and very prettily, too. May get spins in both the pop and the r.&b. fields. The lead singer is very good. (Calvin, BMI)

**THE ANGELS**  
Lovely Way to Spend an Evening...75  
GRAND 121—This is a slick rhythm and blues ballad and it's done warmly by the group, the top honors go to a first-rate lead tenor voice. Could make noise.  
You're Still My Baby...70  
The lead singer continues to impress on this okay torcher.

**J. B. LENORE**  
Mama Talk to Your Daughter...74  
PARROT 809—The Southern blues singer does a pleasant job on this story about a man's love for a stubborn woman. The kind of wax that could get loot on Southern boxes. (Lake, BMI)  
Maa Watch Your Woman...72  
Any man that has a good woman should keep her by his side, advises Lenore, or else she's apt to wander. Another side for the Southern routes. (Lake, BMI)

**OTIS SPANN**  
It Must Have Been the Devil...74  
CHECKER 807—Southern blues is shouted ably by Spann to rhythm backing. Good, muddly sound. Effort builds to an exciting close. Could pull coins. (Arc, BMI)  
Five Spot...71  
This side is an instrumental and the beat supporting the sidemen is infectious. (Arc, BMI)

**STICKS MCGHEE**  
Help Me Baby...73  
SAVOY 1148—He pleads for aid of the romantic variety. Sticks McGhee does a good job selling the rhythmic opus. Will probably do pretty well on the coin boxes. (Savoy, BMI)  
Things Have Changed...71  
Blues is delivered appealingly by the chanter. Good listening here. (Savoy, BMI)

**EDDIE VINSON**  
Anxious Heart...72  
MERCURY 70525—There's an attractive hand-clap rhythm to this opus, and Vinson sings out strongly. Good juke wax for the market. (Drexel, BMI)  
Suffer Fool...69  
Vinson chants vigorously a listenable rhythm blues. (Brent, BMI)

**VIN STRONG**  
Heart Strings...71  
SAVOY 1145—Pretty melody, an original, is played expressively by organ and rhythm. Side could serve as good program wax for both pop and r.&b. deejays. (Crossroads, BMI)  
Swingin' the Mambo...63  
Strong at the organ is helped by a small rhythm section in a bouncy dance waxing. (Crossroads, BMI)

**PEE WEE CRAYTON**  
I Need Your Love...69  
IMPERIAL 5321—Crayton warbles country and western style against rhythm and blues type backing. Could sell in both markets. (Commodore, BMI)  
You Know, Yeah...69  
Back in a strictly r.&b. groove, Clayton wraps up a bright novelty in happy fashion. (Commodore, BMI)

**THE MURRAYMEN**  
It Won't Always Be Raining...64  
ARCADE 131—Okay vocal group in the Ink Spots style delivers a fairly good ballad in okay fashion. (Myers, ASCAP)  
Oasis...60  
Yep, this is an ode to a watering spot. Instrumentally it's okay. (Arcade, ASCAP)

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## Folk Talent and Tunes

Continued from page 36

RadiOzark's "Ozark Jubilee." . . . Guesting on Red Foley's ABC network "Jubilee" January 8 was Coral artist Tommy Sosebee, who returns next Saturday (15) to take over as emcee in Foley's absence. Guests on that occasion will be another Coral turn, the Oklahoma Wranglers. Upon Foley's return, January 22, guestar will be Hawkshaw Hawkins.

Col. Tom Parker, of Jamboree Attractions, Madison, Tenn., and his able assistant, Tom Diskin, are in Hollywood on business. From there they hop to San Francisco; Portland, Ore.; Houston, and then back to Madison. . . . Hank Snow made a quick trip to Texas and Oklahoma right after Christmas, dropping in on numerous disk jockeys, especially in the smaller places where is financially prohibitive for Hank to make personal appearances. On December 31 Hank played to two capacity houses at the Missouri Theater, St. Louis, and repeated that success in two shows in Kansas City, Mo., January 2.

Myrna Lorrie and Buddy DeVal, piloted by Don Crashey, guest-starred on "Circle Theater Jamboree," Cleveland, January 1, on the strength of their first Abbott release, "Are You Mine?" which is reported clicking handily in that area. Myrna and Buddy also were interviewed on Tom Edwards' Saturday morning program over WERE. . . . First 1955 presentation of "Original New England Hayloft Jamboree," Boston, is slated for Tuesday, January 18, and will mark the first time that WCOP officials have run the show on other than a weekend. Carl Stuart will again be featured, and Little Jimmy Dickens will head up a "Grand Ole Opry" unit for the occasion. . . . Houston's "Grand Prize Jamboree" moved back to its original home at City Auditorium last Saturday (8).

### With the Jockeys

Bob Neal, who whirls c.&w. wax at WMP, Memphis, is promoting a jamboree at Memphis City Auditorium February 6, the line-up to include Faron Young, the Wilburn Brothers, the Martha Carson unit, Ferlin Huskey and the Hushpuppies, and Elvis Presley. Neal is personal manager for Presley. . . . Jimmy Newman, while in Nashville recently for a wax session, visited his deejay friends Eddie Hill (WSM) and Bob Jennings (WLAC). . . . WSM announcers Ernie Keller, Bill Carrigan and Boyce Hawkins have a new ditty, "Don't Take All the Love," just released by RCA Victor. Rita Robbins recorded the tune. . . . Hardrock Gunter, Lee Sutton and Lee Moore man the c.&w. music controls at WWVA, Wheeling, W. Va. . . . Red Smith is doing the country spinning at WBOK, New Orleans, with Jolly Cholly still holding sway at WWEZ in the same city.

Ambrose Haley has shifted from KFAL, Fulton, Mo., to KLWT, Lebanon, Mo., where he is spinning three hours of c.&w. entertainment daily, Monday thru Friday. He is also doing personals in the area and appearing seven nights a week with the band at Jodie's Dine & Dance, Waynesville, Mo. Also in (Continued on page 62)

DAVE BRUBECK  
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## THE FINAL CURTAIN

**ADAMS—Lucy,** 53, midjet performer, December 28 in Oak Bluffs, Mass. Only 49 inches tall, she and her sister, Sarah, 48 inches tall, toured with the famed General Tom Thumb, the Lilliputian Opera Company and Barnum & Bailey Circus. They also traveled on the chautauqua circuits. For many years deceased was also active as a gospel singer. Services December 31 at Trinity Methodist Church, Chilmark, Mass.

**ALLEN—Dave,** 68, founder and first manager of the Central Casting Corporation, January 3 in Los Angeles. He had been a New York theater pianist, but he set up his casting office for movie extras in 1926. After leaving the corporation, he was employed by Columbia Pictures.

**ALSAGER—Matthew L.,** 75, president of the Lloydminster Exhibition Association, December 25 in Lloydminster, Sask., following a heart attack. Three weeks before his death he was elected president of the Lloydminster Exhibition for a 25th term. He was a past president of the Western Canada Fairs Association and played an active role at all meetings of the Class B fairs. He was well known in Western Canada as a breeder of Herefords. Survived by his widow and three sons.

**ARNOLD—Seth,** 70, veteran stage and screen actor, January 3 in New York. London born, he made his stage debut with the Castle Square Stock Company in Boston in 1901. He had appeared in about 25 plays on Broadway and had acted in and directed about another 500 in stock companies. Among his Broadway appearances were roles in "The Arabian Nightmare," "Quicksand," "Steel," "Mourning Becomes Electra," "Pursuit of Happiness," "Ah, Wilderness!" "Lady Luck," "It Can't Happen Here," "What Every Woman Knows," "Clash by Night," "Last Stop," "A Place of Our Own," "A Joy Forever," "I Like It Here," "Years Ago" and "Arms and the Girl." He also had appeared in several motion pictures. His widow, a professional actress known as Laurie McVicker, and four sisters survive.

**BENEDICT—Carrie Bridewell,** 75, stage and TV actress and former opera singer, January 6 at New York City. She was a protégé of Marcella Sambri, the Austrian soprano, and sang in opera houses abroad and made her Metropolitan debut in 1900 in "The Magic Flute." She did 10 other Metropolitan operas. Afterward she had a busy period on Broadway and later on the road. She had appeared most recently in such TV shows as "Studio One," "Suspense," "Danger," "Mr. Peepers," "Big Town," "Men Against Crime," "Lux Video Theater" and "Medallion Theater." She was a member of Actors' Equity Association, AFTRA and the Screen Actors' Guild. A brother, Charles F. Bridewell, survives.

**CALKINS—Fred,** 75, veteran concessions and amusement park operator, December 30 in Danna, Tex. (Details in Carnival section.)

**CEDESTRAND—Solve,** 54, one of Sweden's top scenario writers and film pioneer, December 30 in Stockholm.

**CHRISTIE—Nathaniel,** 81, former president of the Calgary Exhibition and Stampede, December 29 in Calgary, Alta.

**CRAWFORD-FROST—Mrs. D. C.,** 91, mother of W. A. Crawford-Frost, past president of the Calgary Exhibition and Stampede, December 26 in Calgary, Alta., hospital. Besides her son in Calgary, she is survived by a son in Baltimore. Burial in Calgary.

**DAMPIER—Claude,** 76, comedian whose stage career began in the 1890's, January 1 in London. He billed himself as the Professional Idiot.

**FAGG—John,** 64, member of the Los Angeles Showmen's Club, December 15 in Tampa. Burial in Mount Rose Cemetery, Tampa.

**FEDERMEYER—Robert,** concessionaire, well-known thruout Ohio, Pennsylvania and West Virginia, December 10 near Canon City, Colo., of injuries sustained in an accident involving three tractor-trailers.

**FERRARI—Guillaume,** 45, co-director of the well-known Lido night club on the Champs Elysees, January 4 in Paris of injuries sustained in an automobile accident the day before.

**GOLDSTON—Albert E.,** 63, veteran of more than 40 years in outdoor show business, recently in Aransas Pass, Tex., of a heart attack. At the time of his death he was captain of a shrimp boat out of Aransas Pass. Survived by his widow, Lillian, and a brother, Roy, Hot Springs. Burial in Prairie View Cemetery, Aransas Pass.

**GORMLEY—Ralph (Red),** 60, veteran stagehand, December 23 in Milwaukee of injuries sustained in a fall down a flight of stairs. He was a member of Local IATSE. Survived by his widow, Rose, and two sisters, Catherine Gormley and Mrs. Aida Allen, all of Milwaukee.

**GREENOUGH—Walter H.,** 66, retired director and actor, January 7 at Mountsides Hospital, Montclair, N. J. During the '20's he was active in all three capacities on Broadway. Later he headed the New York Theater Assembly, which gave subscription performances at the Princess Theater, which he renamed the Assembly Theater. In the summer of '34 he operated a showboat, Venture, around Long Island resorts. He also wrote show tunes, some of which were heard in musical revues. Three sisters survive.

**GREENWALDT—William F.,** 82, the Williams of the Williams and Charles vaudeville comedy team, January 2 in Alhambra, Calif. Five sons and a brother survive.

**HEDEMAN—Helen,** 43, supervisor of auditions and castings, ABC radio network, January 7 at Madison Avenue Hospital, New York. She joined ABC in May, 1933.

**HENRICH—Louis Martin,** 86, veteran theater property man, January 4 in Chicago. He was one of the oldest members of the International Alliance of Theatrical Stage Employees'

Union and had been property manager for the old Powers, the Illinois and Blackstone theaters.

**KIDDER—Mrs. Donald,** 59, wife of Donald Kidder, train electrician on Ringling Bros. and Barnum & Bailey Circus, January 3, in Atlanta while en route to her home in Sarasota, Fla. Burial in Detroit.

**MUNNS—William A.,** an honorary president of the Moose Jaw (Sask.) Exhibition, December 30 in Moose Jaw. Survived by his widow and one sister. Burial in Moose Jaw.

**MILLER—Brown E.,** 67, veteran shooting gallery operator, December 23 in Guernsey Memorial Hospital, Cambridge, O., of a heart attack. In association with his wife, he operated shooting galleries at Ohio fairs the past 20 years. The past season they were with Howard Bros.' Shows. Survived by his widow, Elizabeth, and three brothers, Ben, Lannie and George Miller, all of Bellaire, O. Burial in Jerusalem (O.) Cemetery.

**MURRAY—Frank L.,** one-time theater manager for the Keith circuit, December 27 in Bridgeport, Conn. From 1926 to 1929 he managed the old Hippodrome Theater, New York. Later he managed the Orpheum Theater, Brooklyn. He retired from show business in 1932. Survived by his widow, Marika, who with her sister, Carmen, toured vaudeville as the Dawson Sisters. Burial in Bridgeport.

**OWLWEILER—Clifford T.,** 72, a member of the Providence, R. I., local, IATSE, and one of the stage crew of the old Providence Opera House, January 3 in Cranston, R. I.

**RING—Mrs. Daisy,** 61, for many years in outdoor show business, December 23. The wife of Jack Ring, she had settled with him in recent years, in Boston. Ring was last associated with Jack L. Greenspoon.

**ROUTSON—H. Ted,** former manager of the Hippodrome, the Little Theater and the Playhouse in Baltimore, January 3 in that city.

**THOMAS—Raymond E. (Tommy),** 30, long an associate of the late Ray Marsh Brydon in the operation of Side Shows and other midway shows, December 2 in Detroit from an overdose of sleeping tablets.

**VAN ARNONY—Peter,** well-known Dutch composer and orchestra leader, December 31 in The Hague. His widest known work was a rhapsody, "Piel Helm," based on a popular Dutch folk song.

**VANDERGRIF—Hoke L.,** 61, president of baseball's Sally League and well known among outdoor showmen, December 31 in an airplane crash near Ramer, Ala.

**VAUTEL—Clement,** 78, French journalist and writer of popular novels, some of which were filmed, December 23 in Paris.

**WALKER—George S.,** 92, husband of Sally Hughes, retired circus bareback rider and acrobat, recently in Waycross, Ga. For many years he and his wife operated a tent show thruout the South. In addition to his widow, he is survived by a daughter, Mrs. Ann Lasko. Burial in Oakland Cemetery, Waycross.

**WHITE—Howard,** 51, musician, January 1 in Miami. A trumpeter, he was a member of Locals 655 and 802, American Federation of Musicians. Burial in New York.

**WILLIAMS—Roy Lee,** 46, veteran trouper with King Bros. Circus, recently in Miami. Survived by four brothers and two sisters, all of Illinois. Following cremation in Miami, the ashes were sent to Springfield, Ill., for burial.

## MARRIAGES

**HAZELWOOD—HAZELWOOD—**Howard Hazelwood, concessionaire on Ring Bros.' Circus, and Beryl Hazelwood, acrobat and aerialist, December 29 in Dayton, O.

**MEYER-DETWILER—**Jack C. Meyer, son of Mrs. Marion Eddy, widely known concessionaire, and Estelle Detwiler, popular musician and entertainer in Pittsburgh night spots, November 20 in Pittsburgh.

**NORTH-ROBERTS—**Harold O. North, non-pro, and Renee Roberts, widely known concessionaire, recently in Tampa.

## BIRTHS

**ADAMS—**A daughter to Mr. and Mrs. John Adams December 30 in Providence Hospital, Mobile, Ala. Father is former cookhouse manager on Cavalcade of Amusements.

**BATTEIGER—**A son, Wayne Michael, to Mr. and Mrs. Wayne Batteiger January 5 in Jewish Hospital, St. Louis. Mother is Ruth Tobin, writer, producer and star of the original television Charm School.

**BASINET—**A son, George Dwight, to Mr. and Mrs. Dwight Basinet January 6 in St. Joseph's Hospital, Hot Springs, Ark. Father is well-known concessionaire.

**BURK—**A son, Clark Bradley, to Mr. and Mrs. Alfred E. Burk December 28 in Baltimore. Father is sales manager for Station WBAL, that city.

**STEINMAN—**A daughter, Jody Ann, to Mr. and Mrs. Harry Steinman December 29 in New York. Mother is Fran Warren, singer; father is a personal manager.

## DIVORCES

**McCARTHY—**Katherine Page McCarthy, non-pro, from Joseph McCarthy, song writer, recently in Bridgeport, Conn.

## Folk Talent and Tunes

Continued from page 61

the band are Tommy Hargrove, formerly with Haley's combo at KHMO, Hannibal, Mo., and Margie and Bob Anderson. Haley has a new release on M-G-M, "A New Flame", b.w. "I Hurried Back," written by the late Fred Rose and his co-writer, Hy Heath. "Would appreciate any records from any labels," typewrites Haley. "They get played on my show."

Eddie Briggs, currently serving with the Navy and attached to the Far East Network at Sapporo, Hokkaido, Japan, featured season's greetings from "Grand Ole Opry" stars Minnie Pearl, Rod Brasfield, Johnny and Jack, George Morgan and Hank Snow on his show, "Hokkaido Hayride," on Christmas Day. Briggs says the program was made possible thru the co-operation of Bill McDaniels, "Opry's" public relations chief. Briggs asks recording firms, managers, promoters and artists to send him deejay copies for his shows on the AFRS outlet. His address is Far East Network-Hokkaido, APO 309, San Francisco.

Sheriff Tex Davis, of WCMS, Norfolk, info that the first jamboree of the year for Norfolk is slated for February 13 at the Auditorium, with Ferlin Huskey and His Hushpuppies as the features. "On New Year's Day," writes the sheriff, "they put on a big show at Mosque Auditorium, Richmond, Va., featuring Red Foley, Ernest Tubbs, Deacon Andy Griffith, WLW's Midwestern Square Dancers, and Jimmy Dean and the Texas Wildcats. It was a good show. We here in Norfolk plugged it for a week and chartered a bus load of folks to ride up with us to enjoy the fun. We filled the bus and had them standing in the aisles for the three-hour trip to Richmond."

Uncle Jim Christy, c.&w. platter spinner for Harold S. Schwartz & Associates, Chicago, lost a suitcase full of personal belongings recently when thieves broke into his friend's car and cleaned it slicker than the proverbial hound's tooth. Among items lost were taped interviews that Christy had made with various performers at the disk jockeys' convention at Nashville plus several new songs he had written. . . . Ambrose Haley, who recently shifted to KLWT, Lebanon, Mo., from KFAL, Fulton, Mo., guested with Slim Wilson, Tommy Sosbee and Porter Wagoner recently over KWTO, Springfield, Mo. He has a new record, "I Hurried Back" b/w "That Old Flame," by the late Fred Rose, on M-G-M.

J. E. Brown (Fabor) guested on Cottonseed Jones' "1150 RFD" show over KXLR, North Little Rock, Ark., recently. Jones reports that Sonny James has been the top mail-drawer the past couple of months and won the award as the top artist-of-the-month on his show. . . . WLOW, Norfolk, has added five and a half hours of country and western music to its schedule. New show, helmed by Joe Hopalong Hoppel, is aired from 11 p.m. to 4:30 a.m. Hoppel had been doing the show for two years using pop material.

Jay Bennett, KGAR, Garden City, Kan., types: "I'll go along with Paul Westmoreland, of KNOC, Chico, Calif. My questionnaires probably look different, too, as it seems the distributors don't even want to send records to the shop I have to buy from (if I want to get any of the top-company stuff). I'm currently running four hours a day, six days a week; get mail from five States regularly over our 1,000-watt station."

Jolly Cholly Stokely, WVEZ, New Orleans, reports that Billy Walker, of "Louisiana Hayride," played the Cadillac Club, New Orleans, recently to a packed house. Werly Fairburn and the Delta Boys play regularly at the club, with Stokely acting as emcee. . . . Biff Collie, country and folk jockey at KNUZ, Houston, predicts big things for "Mountain Mambo," instrumental on King Records, featuring Jerry Byrd and Louie Innis, among others. . . . Peanut Faircloth's "Saturday's Peanut," which airs over WRDW, Augusta, Ga., 2:30 to 5:30 p.m., has resumed operation after being off the air during the football season. Georgia Tech games fill that slot each year. Faircloth has signed

## BURLESQUE BITS

By UNO

Patti Waggin, last name adopted by reason of her wiggly routines, is a Hirst circuit feature for the first time, coming from the New Follies in Los Angeles, where she started three years back as a front-line dancer under the guidance of producer Lillian Hunt, who is now her manager. Miss Waggin, besides her stage talents, is also well up in sports, having among her prized possessions as many as eight trophies won in motor cycling contests, one of which was the 1953 championship of the Pacific Coast Women's Field. She also once headed her own basketball team, played soft ball with the Chico (Calif.) State College where she majored in dramatics and taught a swimming course for the Red Cross. . . . The script of a new three-act farce-comedy has just been finished and rehearsals are to start just as soon as the cast of eight has been engaged. The title is "Striptease." Rose LaRose is being contacted for the star part. Two other strippers, one a six-footer of the Amazon type, are necessary for other roles. The book is by Arthur M. Brilant, a brother of the late comic, Saul Brilant. Engaged to direct and produce the play is Wilbur Evans, well-known legit actor. . . . Rose Grunet, parade girl who moved from the Adams in Newark, N. J., to the Hudson in Union City, N. J., to be nearer her Manhattan home, has been labeled "Tall and Terrific" by producer Paul Morokoff and is one of the top entries in the contest for "Miss Union City of 1955." . . . Eve Adams, a new strip on the circuits from New York's niteries, is being booked out of the Milt Schuster Chicago office for engagements in Indianapolis; Dayton, O.; Kansas City, Mo., and Minneapolis. Originally she was a Trixie Rogers booking.

Sunny Dare, co-featured strip, after a brief vacation at her home

for another year with Bibletone Records for gospel recordings.

George Lester, KDBC, Mansfield, La., is emceeing three-hour amateur hillbilly talent show every Saturday morning from a local theater. Idea behind the show, he says, is to give amateurs experience and a chance to be discovered by agents who are invited to attend. "Performers aren't paid, as only enough money is made from the show to pay the overhead," says Lester. "Thus far the show has had good reception."

James Mask and the Country Young-uns, of WBIP, Booneville, Miss., who are booked by that station's country spinner, Lynn McDowell, have been making personal appearances thru Northeast Mississippi. Elvis Presley (Sun) was interviewed by McDowell over WBIP recently. . . . C.&w. deejay Pete Hunter, KRCT, Baytown, Tex., appeared at Cook's Hoedown there with the Maddox Brothers and Rose December 15 before a capacity crowd. Hunter has opened a new club, Cozy Corners, in Houston.

Henry Tuck, WREV, Reidsville, N. C., reports that the "WREV Barn Dance and Jamboree" is playing to good crowds on Saturday nights, with the Carlises due in soon as a feature. Tuck agrees with deejay Okie Paul Westmoreland, KNOC, Chico, Calif., in that the major recording companies aren't sending in recordings of top artists.

Wild Bill Price, WCOJ, Coatsville, Pa., is preparing his annual polio jamboree, which last year featured Shorty Long. No feature has been lined up yet for this year, says Price. . . . Ron Johnson, KALG, Alamogordo, N. M., reports that Calvin Boles and the Rocket City Playboys have been signed for a sponsored 30-minute program across-the-board on that station. . . . Willie Jones, KCFH, Cuero, Tex., info that Frankie Miller, Victoria, Tex., cut a new session for Columbia Records recently. . . . Mr. and Mrs. Butch Casperson, c.&w. deejay team of KELO, Sioux Falls, S. D., report progress on new TV studios. They hope to have a live talent show in the near future.

in Toledo, O., goes to the Casino, Pittsburgh; Empire, Newark; Troc, Philadelphia, and other spot-bookings in the Hirs. chain. . . . Harry Meyer, comic, a long time in the Western territory and more recently on the Kane circuit, opened at the Carman, Philadelphia, January 5 thru Harry Biben. . . . Gypsy Rosalie Gore, exotic dancer, was forced to lay off from her engagement at the 408 Club in Baltimore because of a smashed finger caught in the elevator door of her hotel. . . . Al Anger, comic, and Barbara Curtis, his straight partner, left the Hirst circuit to open January 3 for three weeks at the Blue Moon in Providence, after which they, along with Jimmie Pinto, start a tour of the Kane wheel on January 28. . . . Manager Harry Oakene, of the Hudson, Union City, N. J., beginning New Year's week, returned to reinforcing his shows with vaude acts, the first one of which was Billy Frye, harmonica player, who was followed by Victor Dexter, juggler. . . . Sandy Ackland, last in burly with Jimmie Cooper's "Black and White Revue," is doubling between bag-pipe playing in niteries and running an elevator in the RCA Building in New York. . . . Lynn O'Neill headed the cast at the Colony, Union City, for the week of January 10. Other principals, all booked thru Eddie Kaplan, included Patti Paget, Delilah Wilde, Colleen, Jack Mann (comic), Irving Selig, George Tuttle and Jack Mann (straight man). . . . Zee Zee Martine really opened with a bang at the New Follies in Los Angeles. She fell off the runway, crashing her left hip on the drums.

## HOCUS-POCUS

By BILL SACHS

FLORINE MANNERS, the former Mrs. Bill Baird, now doing a magic single on her own, filled in last week at Harold Marks' Glenn Rendezvous, Newport, Ky., and departed late Thursday (6) for Pittsburgh to work some dates for Joe Hiller. . . . Harry Blackstone cracked the new season last week at the Royal Alexandria Theater, Toronto, and this week is current at Her Majesty's Theater, Montreal. . . . Hamlin Jr. and Company opened with their magic at the Seville Theater, Montreal, January 6. House has just resumed its vaude policy. . . . And where has that loquacious rabbit-hider, George Marquis, disappeared to? Folks are asking. . . . Gerry McGee, country-style combination of musician-magician, has made several hocus-pocus appearances recently on the "Ward Hamilton Show" over WCNY-TV, Carthage, N. Y. McGee has worked magic for a number of years as a feature of his own barn dance gang in theaters and niteries. . . . James and Billy Cook, 10 and 14 years old respectively and said to be the youngest pair of pro wonder workers in the business, have their own television show each Friday at 5:30 p.m. over WSLI-TV, Jackson, Miss. The past summer they played theaters thru Southern Louisiana for Southern Amusement Company, Lake Charles, La., and Dixie Theaters, of New Orleans. Looking after their business is their dad, H. M. Cook, of Jackson, who is presently scouting for an agent to handle the lads. . . . Now with the holidays past, let's get busy again with the inksticks. Keep your friends and the trade informed of your activity. Shoot in a line on where you are and what you're doing.

## Thorp Heads Up Victor Publicity

NEW YORK, Jan. 8. — Jerry Thorp, former associate editor of Newsweek, this week joined RCA Victor Records as director of publicity. A longtime newsman, Thorp was formerly associated with a Chicago newspaper. Ann Fulchino will continue to handle pop publicity, while Ben Kemper remains responsible for Red Seal publicity. Both now report to Thorp.



## IMPORTS GERMAN UNITS

### Conklin Gets New Type Funhouse, Flying Cars

TORONTO, Jan. 8.—Two German importations, a new model Flying Car Ride, and Flex-O-Rama, a new type Funhouse, will grace the midways of the 1955 Canadian National Exhibition here and the '55 London (Ont.) Exhibition.

J. W. (Patty) Conklin of the Conklin Shows made the announcement here this week preparatory to leaving with his wife and son, Jim, for New York and then on a cruise around the world aboard the M. S. Kungsholm.

The Flying Car Ride, Conklin said, will differ from the one now at Chicago's Riverview Park in that it will have two barrels, with four flying cars in each barrel, revolving in opposite directions. The unit, Conklin added, will be the first two-barrel Flying Car Ride shipped from Germany to the North American continent.

The Flex-O-Rama, Conklin said, consists of a large battery of different type mirrors on an endless

belt. In operation, the mirrors go in one direction, while patrons walk in the opposite direction thru a collection of odd-shaped and concave mirrors.

Conklin disclosed that he closed negotiations for Flex-O-Rama after seeing a moving picture of the device. From his observations, Conklin said, "I am firmly of the opinion that it will revolutionize the Funhouse business, and prove something the industry has really needed for some time."

Negotiations for the Flying Car Ride were made with Eric Wedemeyer, who, along with Ernest W. Hoffmeister, negotiated for Flex-O-Rama.

### Hoosiers Pick Green; Set Up Grievance Com.

INDIANAPOLIS, Jan. 8.—Martin R. Green, Rising Sun, was elected 1955 president of the Indiana Association of County and District Fairs at the association's annual convention here this week.

Robert Dewey Smith, Logansport, was elected vice-president and William H. Clark, Franklin, was re-elected secretary for the 18th year.

A change in the bylaws adopted by the convention calls for the establishment of a grievance committee to hear breach-of-contract charges against attractions and to blacklist attractions judged guilty of such breaches until restitution is made to fairs involved.

### Leweday Hospitalized

HOUSTON, Jan. 8.—James B. Leweday (Capt. Jack O'Diamonds), veteran automobile and motorcycle stunter, is expected to undergo surgery in Veteran's Hospital here soon for injuries to two discs in the back and a fractured vertebra.

### FULL PARADE SET

## Concello to Add To Beatty Train

SARASOTA, Fla., Jan. 8.—Enlargement of the Clyde Beatty Circus train and addition of a full-scale street parade for the coming season are in the works.

The present 15-car train undoubtedly will be increased to 20 cars as the new ownership of Art Concello and Clyde Beatty takes shape. The show train long has been at an awkward size and part of the equipment went overland by truck. When Beatty was sole owner, he shied away from repeated

# CONCELLO BUYS CONTROL OF CLYDE BEATTY CIRCUS

## Beatty Keeps Share; Title, Act Stay; Roland Butler With It; Changes Seen

SARASOTA, Fla., Jan. 8.—Arthur M. Concello bought controlling interest in the Clyde Beatty Circus here Tuesday afternoon (4.)

The deal climaxed weeks of negotiations between Concello and Beatty and marked the return of Concello to action in the circus business. He formerly was general manager of Ringling Bros. and Barnum & Bailey and prior to that he and Beatty were in an earlier partnership.

For Beatty, the transaction means the unloading of strenuous business and management responsibilities. He retains a share in the show and will appear with it as the star attraction.

The show train is to be increased in size (see story in Circus section) and plans call for the build-

ing of a street parade. The show will also step up its promotion department to handle auspicious dates.

### Concello in Command

The amount of money involved in Tuesday's deal was not revealed nor was there any statement as to exactly what percentage of the show each partner would hold. It was definite, however, that Concello has more than half interest and that he would direct all business operations and control the hiring and firing of personnel. Apparently, Beatty made no distinction between his act and his show in the sale, and the deal gave Concello a piece of the lion and tiger act. It was not clear, however, as to how this would apply when Beatty plays winter dates with the wild animal act alone. He is con-

tracted with Orrin Davenport to play two winter dates soon.

William Moore, general agent of the Clyde Beatty Circus for several years, was scheduled to stay on, according to Beatty. He said that every effort was being made to keep a place for Frank Orman, who has been general manager.

### Roland Butler Joins

Roland Butler will be head of the press department. He left the Ringling-Barnum organization shortly after Concello departed last season. As press chief for the Beatty show, he is returning to a post he held once before when Concello previously owned what is now the Beatty show.

More big changes in the make-up of Beatty's staff were certain. Concello has retained in Sarasota a number of staff people on whom he relied when with Ringling. He was expected to place them on the Beatty circus. These staffers included Wallace Love, Toughy Genders and Grace Killian.

### Title Remains Unchanged

Title for the show will remain as it is. There has been speculation that it would be called Russell Bros., a name Concello owns, but this possibility was denied shortly after the Tuesday transaction.

Concello was in Sarasota this week, where he makes his home, and he was expected to go to Deming, N. M., winter quarters of the Beatty show, shortly. Beatty and his family were in Miami Beach, where they have been vacationing. He will go soon to Hollywood where he will discuss movie plans and then will go to Deming.

The Beatty circus is one of the nation's two railroad shows. Moving on 15 cars, it generally plays West Coast territory and is scheduled to start its usual route this coming season. Besides Beatty's animal act, it has featured the George Hanneford Family, riders, in recent seasons and they are contracted for next season. It includes nine elephants, 10 cages, steel wagons, seating for about 4,500 persons and canvas built new last

(Continued on page 74)

### New Ops See Good Year for Wilson Line

WILMINGTON, Del., Dec. 8.—The Wilson Line foresees as good a season under new ownership as it experienced last year, it was reported this week in the light of bookings so far.

After a half-century of continuous ownership-management the excursion boat operation was purchased recently by City Investing Company, a New York firm. The deal involved all physical assets of the line, its boats and properties.

L. C. Campbell, vice-president and general manager under the previous management, was elected president of the new operation. It was emphasized that there are no changes contemplated in the boat service for 1955, and that the Wilson Line title is being retained.

As in recent years, the line will operate eight boats. The earliest of these will be the Washington-Boston run which gets under way in early April, as the D. C. traffic traditionally builds up earlier than any other in the East. This boat will also serve Mount Vernon and Marshall Hall Park, in which

(Continued on page 67)

### Billposters Sign Ringling Contract

CHICAGO, Jan. 8.—International officers of the billposters' union signed a two-year contract with Ringling Bros. and Barnum & Bailey Circus here this week. Mike Nochs, international president, and John Grady, secretary, signed for the union. F. A. (Babe) Boudinot, Ringling general agent, signed for the show. Union officers came here from Detroit and went to Milwaukee.

### Ohio Group Building Show; Business Men Plan Ad Tie-Ins

COLUMBUS, O., Jan. 8.—Plans for a new motorized circus were announced here this week by three men who represent a group of Ohio businessmen. The show probably will stay close to Ohio and will be used for advertising the businesses of the backers.

E. Don McCullough, who has promoted Eagles, Grotto and Elks' circuses in this area, is general manager. Fred D. Pfening Jr., Columbus industrialist and circus fan, and Joseph L. Flynn complete the trio that heads the new show. It

is being incorporated under McCullough's former company title, Public Enterprises, Inc. Title under which the circus will be billed has not yet been selected, but a well-known name is being considered.

McCullough said that new canvas has been ordered for spring delivery. Power and lighting equipment has been purchased. Trucks and seats are being readied at the Columbus headquarters. Plans call for a 24-week season under canvas plus six weeks of indoor dates.

## One-Day Attractions Sell at Ind. Confab

### Hoosier Fairs Back Away From Act Bills, Go for Hillbillies, Thrill Units on Percentage

By HERB DOTTEN

INDIANAPOLIS, Jan. 8.—Rarely a stimulating or meaningful convention, the '55 get-together of the Indiana Association of County and District Fairs here this week was, if anything, less so than those of recent years.

Even the awarding of major attraction contracts by the Indiana State Fair board, usually packed with interest, was missing, the board having acted on those contracts several weeks ago.

Of the about 60 county and district fairs embraced by the association there are only five or six, which, rated the best of the lot, warrant either a railroad carnival or a good-sized truck show. Of these, three—Logansport, Anderson and La Porte—had closed carnival contracts before the sessions opened and then others left the

meeting still uncommitted. Logansport had signed Gooding Amusement Company; Anderson, the Amusement Company of America, and La Porte, the Blue Grass Shows.

### Smaller Fairs

Most of the smaller fairs closed for their carnivals during the two-day meeting and in most instances they duplicated their '54 midway contracts. But, a large number of them left the convention without contracting some or all of their grandstand attractions.

Most of the fairs of the State buy low-budgeted grandstand shows, and in recent years they have been swinging more and more to one or two-day or split-week bookings, buying wherever possible on a percentage basis.

The swing to such bookings was marked during the convention here. Notable, too, was the fact that package shows, comprised of vaude-circus acts, were hard, if not almost impossible, to sell.

More than one booker, in reviewing what transpired, said, "We couldn't give acts away. All the fairmen want to buy is one or two-day attractions which will come in on a percentage basis."

### Hillbilly Talent

Hillbilly talent, however, fared well, largely because it works on a percentage, mostly with a first money-guarantee.

Billy Senior, long-time sales rep for Barnes-Carruthers Theatrical Enterprises, Chicago, in summing up his sales, chimed in with other bookers:

"We did very well in the hillbilly (Continued on page 68)

## Nat Christie Dead at 81

CALGARY, Alta., Jan. 8.—Nathaniel (Nat) Christie, 81, former president of the Calgary Exhibition and Stampede, died here December 29 following a prolonged illness.

Associated with the fair since 1911, he was chairman of finance from 1914 to 1926, at which time he was elected president. He served in the top position until 1933 when he was named a director for life. He officially opened the annual in 1953. Surviving are two brothers and four sisters. Burial was in Calgary.

### FROM N. Y.

## First Color Telecast Set For 'Big Top'

NEW YORK, Jan. 8.—"Big Top" will be broadcast in color for the first time next Saturday (15) on the CBS Television Network starting at 12 noon EST. A special program of acts has been set for the show which will be aired for the first time from New York.

Charles Van Anda, vice-president of WCAU-TV, Philadelphia, and creator-producer of the circus show, envisioned the program at the start as a natural for color. The popularity of the show is attested by the fact that it has been sponsored continuously since January, 1951, by Sealtest Products.

All talent for the show, numbering more than 1,800 acts since the start, has been booked by Leo Grund and supplied thru the George A. Hamid & Son agency.

Acts set for the colorcast are the Hunt Elephants; All-American Boys, trampoline; Helmuth Guenther, wire balancing; Wazzan Troupe, Egyptian pyramid-tumbling; Constellations, high wire; Zoppe's riding act with Ciucciolo. Other features will be the Auker City Mummer's String Band and Joe Basile's circus band. Jack Sterling is ringmaster.



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## '55 PSCA Officers Inducted by Seber

LOS ANGELES, Jan. 8.—A new Pacific Coast Showmen's Association slate of officers was installed by Harry G. Seber, club chaplain, at the regular Monday night (3) meeting here. However, the 1954 board of governors will continue to serve until the legality of five independent candidates opposing that many specific nominees on the regular nominating committee ticket is decided.

Inducted into office, unopposed, were Frank Warren Jr., as president; Eddie Harris, vice-president;

Harry Phillips, treasurer; Moe Levine, board of trustees for five years, and Al Weber, member of the Cemetery Board for five years. Joe Mead was retained as secretary.

#### Reviews Early Years

Following the induction ceremonies, Seber invited the new officers to the rostrum to join Al Flint, executive secretary, and himself. Warren made a brief talk, pledging his efforts to the club and reviewing his early days when he was brought into the membership by the late Roy Ludington in 1945.

Warren announced the following committees for the year: Membership: Sam Dolman, chairman; C. E. Moore, Matthew Lantz, Al Cecchini, Steve Vaughn, Louis Wald, Frank Sutton Jr., Al Rodin, Harry Martin, Harry Merkel and Bob Banard. Ways and Means: Harry Seber, chairman; Eddie Harris, Frank Sutton Jr., Frank Redmond, Eddie Roth, Basil (Hap) Young, Harry Myers, M. J. Doolan, Sam Dolman, E. W. Coe, Eddie Hell-

## Kansas City Aux. Installs

KANSAS CITY, Mo., Jan. 8.—Charlet Clayton was installed as president of the Ladies' Auxiliary of the Heart of America Showmen's Club at appropriate ceremonies here Tuesday (28). Billy Grimes, a past president, installed all officers.

Others seated included Ellanora Price, first vice-president; Dorothy Corey, second vice-president; Elizabeth Campbell, third vice-president; Ruth Gordon, secretary, and Hattie Hawk, treasurer. New directors include Edith Marshall, Loraine Pilgreen and May Wilson.

The officers were again honored Thursday afternoon (30) with a luncheon in the roof gardens of the Alladden Hotel. Ruth Gordon served as fesssee and many officers and members spoke briefly. Fourteen candles were lit in honor of sister clubs thruout the country.

wig, Matt Herman, Harry Merkel and Ernest Fitzgerald.

Welfare Committee: Harry Phillips, chairman; Art Andersen, M. J. Doolan, Harry Merkel, J. J. Dunn, Fred Donnelly and Bob Matthews. Finance Committee: Eddie Tait, chairman; George Lauerman, Ted LeFors, Moe Levine, O. N. Crafts, Harry Hargrave and Mike Krekos. Legislative: Joe Glacy, chairman; S. L. Cronin, E. W. Coe, E. O. Douglas, Harry Fink, O. N. Crafts and Harry Hargrave. Entertainment: Harry Seber, Eddie Roth, Matt Herman, Steve Vaughn, Newton Stone, C. J. Walpert, Bob Matthes, Bob Downie and Harry Suker.

House: Art Thompson, chairman; Charlie Austin, Tom Condon, Sam Landesman, Joe Lamont, Joe Dauer, James Wolff, Sam Wexler and Harry Merkel. Public Relations: Dan Dix, chairman; Lee Brandon, Al Cohn, E. W. Coe, J. Ed Brown, Danny Ferguson, Louis Leos, Cal Lipps, Alex Freedman and Matt Herman. Publicity: Sam Dolman, chairman; Al Flint, Harry Seber and Harry Chipman.

Yearbook: Al Flint, chairman; M. J. Doolan, co-chairman; Harry Seber, Harry Merkel, Bobby Cohn, E. W. Coe, Matthew Lantz, Arthur Hockwald, Al Rodin, Jimmy Lynch, Harry Chipman, Art Andersen, Frank Kirsch, Rudy Jacobi and Harry Phillips. Goodwill Ambassador, Dan Dix. Custodian, Ben Beno; Tyler, Eddie Kennedy; Greeter, Harry Lamack; Chaplains, Seber, LeFors; Sergeant at Arms, Ernest McCarthy; Physician, Dr. Ralph E. Smith, and Counselors, William A. Sherwin and Kenneth Beatson.

#### Picks Special Comm.

Warren also appointed a special committee for the Showmen's Day at the National Orange Show and the Queen Contest, which this year will end in November. The members include M. J. Doolan, chairman; Harry Seber and Sam Dolman, co-chairmen, Steve Vaughn, Jerry Mackey, Joe Steinberg, Harry Merkel and Matthew Lantz.

At the meeting of December 27, it was decided to carry the matter of the board of governors election over until the legal advisors could render a decision. In the meantime, it was moved to let the 1954 board serve.

The five independent nominees for the board were proposed after the regular nominating committee had submitted its selection of 40 members. The independents named were specified to oppose five individuals on the regular ticket. A decision is expected to be made at the next session, January 9.

President Warren called on several members to take bows. They included Duke Hall, Bill Hobday, Elden Short and Marshall Davis, the latter the guest of E. W. Coe.

#### MINIATURE GOLF

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## Kan. City Club Ushers in '55 With Banquet

KANSAS CITY, Mo., Jan. 8.—Members and guests of the Heart of America Showmen's Club ushered in 1955 here Friday night (31) with the organization's 36th annual banquet and ball. Event was held in the Georgian Room of the Hotel Continental.

Noble Fairly, a past-president, served as toastmaster. Speeches were made by F. W. (Boxie) Warfield and Charlotte Clayton, new presidents of the men's and women's clubs. Wires were read from Bill and Jackie Wilcox, Paul Ozone, Doc and Clara Ziegler, Virginia Kline, Ben Roodhouse and the Hot Springs Showmen's Club.

Registrants included Mr. and Mrs. Ted Cory, Mr. and Mrs. George Gordon, Golda Mastin, Jimmy Morrisey, Cy Brown, Mr. and Mrs. Chester I. Levin, George Sargent, George W. Carpenter, Charles Horn, Mr. and Mrs. Raymond Clayton, Mr. and Mrs. George W. Kimbrell, Jack Rogivue, Mr. and Mrs. Joseph A. Clayton.

Dr. and Mrs. S. B. Stewart, Mr. and Mrs. George A. Campbell, Verna Bauman, Mr. and Mrs. Joseph T. Bowen, Al and May Wilson, Mrs. Marilou Smith, Ginger Sickler, W. T. Hale, James F. Smith, Mr. and Mrs. Jess Wrigley, Mr. and Mrs. Ventling, Mr. and Mrs. E. H. Hugo, Mr. and Mrs. Elmer E. Welter, Mr. and Mrs. Carl Harlan.

Mr. and Mrs. L. K. Carter, Mr. and Mrs. Toby Young, Joe and Bebe Siegrist, Billie G. Grimes, Clarence Bechtelheimer, Nellie Bedonia, Mr. and Mrs. Claude B. Cessna, Mr. and Mrs. Noble Fairly, and Mrs. George Hawk and Mr. and Mrs. Sam Lyon.

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\*Optional at extra cost. Rise Control Seat is available on all cabs of 1½- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.



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## 2 PLANS OFFERED

# Bingo's Assured for New York, But When?

NEW YORK, Jan. 8.—Democrats in the State Legislature have introduced a bingo-legalizing measure that would take quick effect, but chances appeared slim that the measure would ever get past the Republican majority for Governor Harriman's signature.

The measure provides for local referendum by which communities would decide whether to permit the game, as New Jersey held last year. Under the bill, bingo would technically remain an illegal game, but current misdemeanor penalties of a \$500 fine or a year in jail, or both, would be removed.

Republicans call the Democratic proposal a "quickie" method and favor instead a slower means of legalization. The GOP legislators say the game should be made legal by Constitutional amendment. This would have to be passed by two Legislatures and then approved by the voters, a matter of years.

Republicans control the Senate 34 to 24, and the Assembly 90 to 60.

As the Democrats propose, the only course open to anyone who objects legally to the game would be a civil action to get back any

money he had contributed, such as an admission fee, or fees for bingo cards. The operator, tho, could counter by saying he was complying with all phases of the law.

Games could be conducted only by bona fide religious, charitable, veterans and fraternal groups, volunteer fire companies, or Granges, "for their own fund-raising purposes."

Both parties hold that the New York State citizens should be allowed to play bingo without any fears of the law, but the big difference is in the methods followed for legalization: The Democratic one, which would take effect in a week's time, or the Republican, which would require at least three years.

## Zemater Inks Wis. Fair Loop For 6th Year

MILWAUKEE, Jan. 8.—For the 6th straight year, the Charles Zemater Theatrical Agency of Chicago was awarded the contract for the night grandstand show at the Northern Wisconsin Circuit of Fairs.

The loop includes annuals at Merrill, Neillsville, Ladysmith, Antigo, Wausaukee, Shawano and Weyauwega. Chuck Zemater made the presentation. Also on hand were Charles Zemater Sr., and Jack Zemater.

Other offices making presentations included Sun - Grossman Agency, Barnes-Carruthers Theatrical Enterprises, Ernie Young, Boyle Woolfolk, L. N. Fleckles, Hal Garven and Mel Hummitzsch.

Most of the bookers reported lining up the usual amount of business here as attendance of fair representatives was good.

Other attraction and fair suppliers on hand included:

Shella Armitage, Roller Varieties; Paul Aubrey and George Ferguson, WLS Attractions; Opal, Bob, and Ken Barnes, Barnes Rodeo; Mr. and Mrs. R. V. Coleman and Albert Colleen, Star Fireworks; Rusty Hagen and Leo Demers, Hagen's Entertainment; Milton Ranum and Charles Dier, Ranum Booking Agency; Mr. and Mrs. Jimmy Downey, Jimmy Downey Attractions; Frank and Jack Duffield, Thearle-Duffield Fireworks, Inc.; Hal Garven and Earl Dunn, Hal Garven Shows; Bud Fisher, Jimmy Lynch Death Dodgers; L. N. Fleckles, L. N. Fleckles Company; Boyle Woolfolk, George B. Flint and Jack Lindahl, Boyle Woolfolk Agency; Sam J. Levy, Fred H. Kressmann and Randolph Avery, Barnes-Carruthers Theatrical Enterprises.

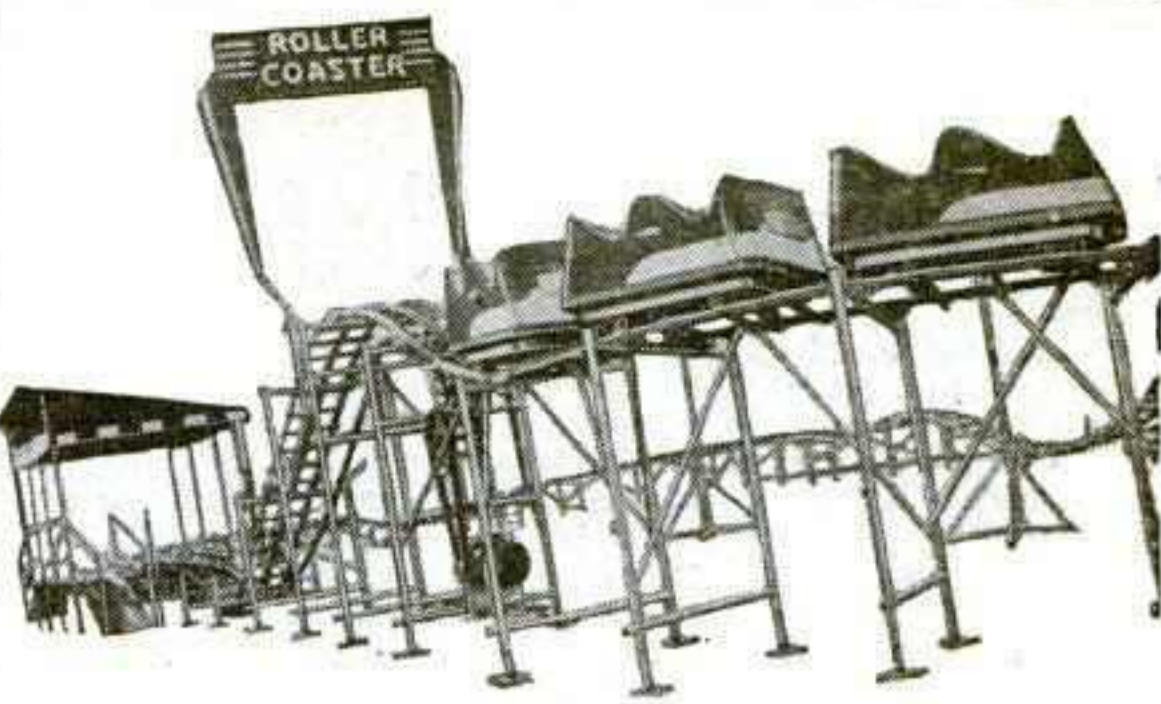
Earl Newberry and Leo Overland, Tournament of Thrills; Buck Steele, Rose Steel, Gene Kolter, John Planalp and Peg Longnecker, Sun-Grossman Agency; Aut Swenson, Swenson Thrillcade; Eugene Smith, Martin Smith and Carl Kulow, Milwaukee Stock Car Racing Association; Kenneth Lee, Fair Publishing House; Jole Chitwood and Sunny Bernet, Jole Chitwood thrill show.

S. J. Murphy, chariot races; F. A. Newman, Mrs. M. Newman and Mrs. C. Winter, Beer City Barn Dance Show; Louis Rosenberg, Triangle Poster Company; Clem Smith, Cactus Rodeo; Clint Spielbauer, Spielbauer Fireworks Company; A. W. Strehlow, amusements; A. Hart Sutton and Lola Sutton, R. B. Powers Company; Maggie and Scotty Swan, Maggie and Scotty Show; Al Sweeney, National Speedways, Inc.; Al Tansor, Tansor Rodeo; Roger Wagner, Hurricane Drivers.

Mr. and Mrs. Ernie Young, Eddie Young Agency; T. P. Eichelsdoerfer, Bill Lindemann and Kurt Kuehn, Regalia Manufacturing Company; B. Ward Beam, Beam's thrill show; Frank Winkley, Auto Racing, Inc.; Mel Hummitzsch, Mel Hummitzsch Theatrical Productions; Ralph Wilkerson, Haas & Wilkerson; Jake Disch, clowns; Lou Christenson, aerial and comedy bike; Roger Wohlberg, Wakup & Wohlberg; Bernie Mendelson, O. Henry Tent & Awning Company.

## Detroit House Sets Stageshow Policy

DETROIT, Jan. 8.—The Riviera Theater, 2,800-seat house, is being taken over by James Nederlander to operate with an auditorium type policy. The house will play dramatic and musical shows, vaudeville units, and other stageshows as they become available, alternating with a basic policy of second-run motion pictures. The house is equipped with one of the largest stages in the city and was a major presentation house for years.



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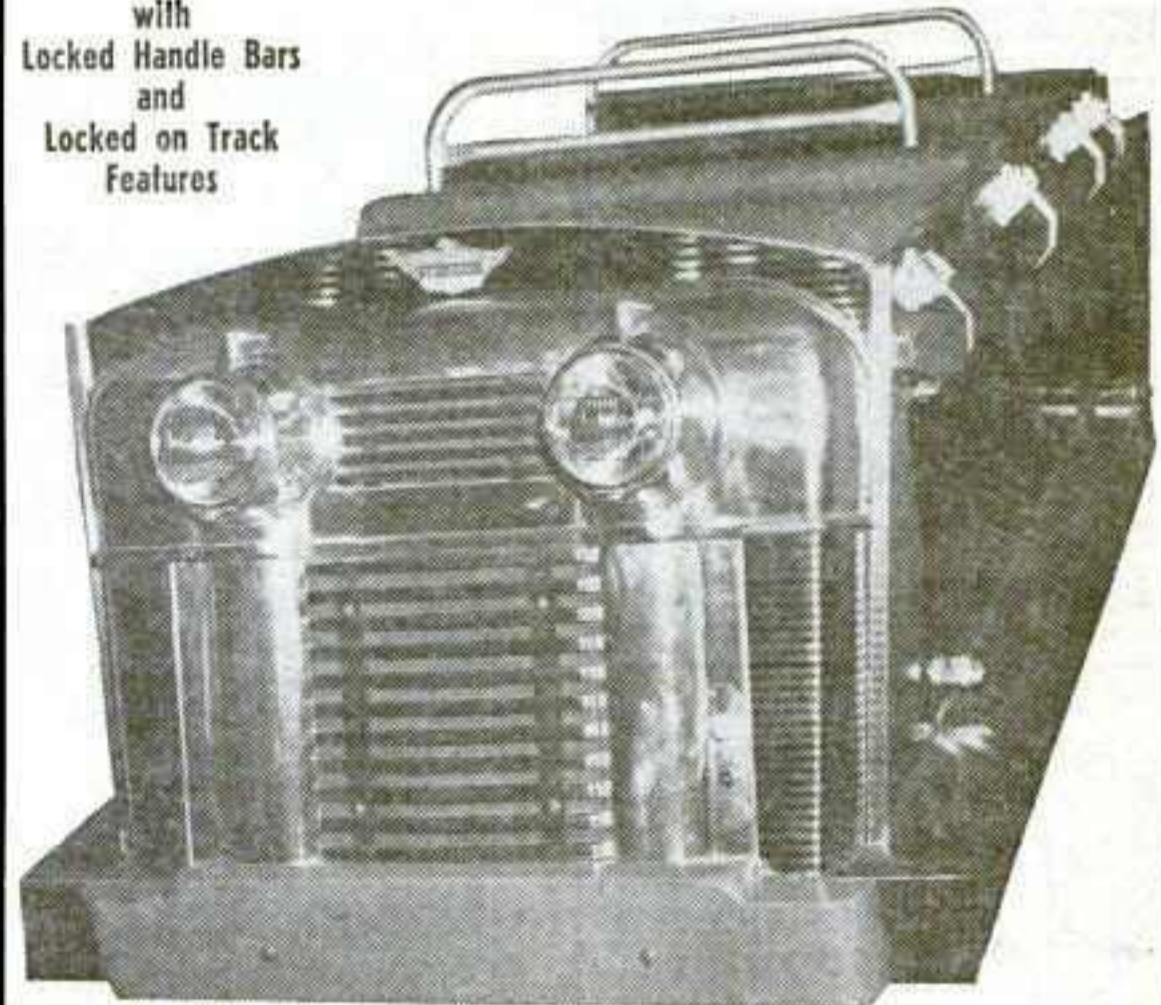
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# MSA Elects Prell And Entire Slate

MIAMI, Jan. 8.—More than 350 members were on hand December 23 when the Miami Showmen's Association unanimously elected its entire slate of officers for 1955. It was the largest meeting ever held at the new clubhouse, and it is expected that at least as many members will turn out Monday (10) for the installation.

As suggested by the nominating committee, the membership chose Sam Prell, owner of Prell's Broadway Shows, as president to succeed William B. Moore. The first two vice-presidencies are also held by shows owners Oscar C. Buck and Ross Manning, and bingo operator Ben Weiss entered as third vice-president, a distinction he also holds for the National Showmen's Association.

Rounding out the slate are Cliff Wilson and Mel G. Dodson, remaining as secretary and treasurer respectively, William J. Tucker as assistant treasurer, and John W. Wilson succeeding J. D. (Eddie) Edwards as assistant secretary.

### Directors Named

On the 50-man board of directors are the following: Joseph Aarons, William C. Bryant, S. Tommy Carson, Raymond S. Blumberg, Joseph Cenname, Issy Cetlin, Dick Coleman, Sydney Daniels, Danny Dell, J. D. Edwards, Ralph Endy, David E. Fineman, Patrick J. Finnerty, Ben Glasberg, Ep Glosser, Syd Goodwalt, Howard Drayer, Mark Graham, Carl Hanson, Pud Hartman, John N. Hoffman, Fred W. Holtzman, H. Williams Jones, John Kravitz, Lew L. Lange, Andy Markham, John Marks, Frank C. Miller, Harry Modele, Pete Norman, W. O. (Bill) P. ge, Alton Pierson, Joseph Prell, Paul E. Prell.

Also Louis Rice, Harry Schreiber, Claude Sechrest, Lloyd Serfass, Max Sharp, Irving Sherman, Sam Solomon, William Tara, L. I. Thomas, Lyman P. Truesdale, John Vivona, Rip Weinkle, Harry Weiss, Harry (Buster) Westbrook, A. R. (Dutch) Whiteside, and Charles Wright.

Several important out-of-towners were among those on the dais for the evening, which had as its high spot the casting of one ballot by Cliff Wilson, representing the unanimous vote of the association. On the dais were John Weisman and Phil Isser, president and past president of the National Showmen's Association; John Galligan, past president of the International Showmen's Association; Sam Solomon, past president of the Showmen's League of America; Bob Parker and David B. Endy, past presidents of the MSA; all three new MSA vice-presidents, and Cliff Wilson and Eddie Edwards.

# Show People Turnout Big At Indianapolis

INDIANAPOLIS, Jan. 8.—The 35th annual convention of the Indiana Association of County and District Fairs here this week drew a heavy turnout of carnival owners-agents, attraction reps, suppliers and concessionaires. Among those noted were:

Bob Shaw, Gus Sun Jr., Glenn Jacobs, Gus Sun Agency; Billy Senior, Barnes-Carruthers Theatrical Enterprises; Boyle Woolfolk, Jack Lindal, Boyle Woolfolk Agency; Mr. and Mrs. Jimmie Downey, Jimmie Downey Attractions; George Ferguson, WLS Attractions; Frank Taylor, General Artists Corporation; Ken Smith, Bill Querner, Earl Haupt, WLW Promotions; Bob Yeager, Estel Freeman, WFBM Talent Bureau; Uncle Bob Hardy, Bobby Helms, Pasco Scott, Hayloft Frolie-WTTV, D. W. Ragsdale, Happy Valley Jamboree, WTTV; Kay Keiser, Kay Keiser Agency.

Gene Holter, ostrich-camel-wild animal show; Lee Hendricks, Hendricks' Movie Horse Capers; Aut Swenson, Aut Swenson's Thrillcade; Earl Newberry, Tournament of Thrills; Jole Chitwood, Jole Chitwood's Thrill show; B. Ward Beam, B. Ward Beam's Thrill show; Bill Reed, Jimmie Lynch's Death Dodgers; Jack Kochman, Stanley Fischer, Jack Kochman's Thrill show, dog racing; Lucky Lott, Lucky Lott's Hell Drivers; Midge Robinson, Canadian Daredevils.

Mr. and Mrs. Bob McKinley, McKinley Rodeo; Mr. and Mrs. Buck Steele, Frontier Days; Mr. and Mrs. Jinx Hoaglan, Hoaglan's Hippodrome; Mr. and Mrs. Lloyd Schermerhorn's Indian Creek Rodeo; Cameron Sullivan, Ethel Sullivan, Ruth Del, Silver Star Rodeo.

Issy Cetlin, Jack Wilson, Cetlin & Wilson Shows; Floyd E. Gooding, Mr. and Mrs. John F. Enright, Hsp Berkshire, Hal Effort, Lee Prantz, Joe Kempner, Gooding Amusement Company; Sam Levy, John Reed, Bobby Kline, Metropolitan Shows; Louie Berger, Amusement Company of America; Sam Goldstein, Leonard Gould, Majestic Greater Shows; Tom L. Baker, Mr. and Mrs. Ernie Allen, Baker's United Shows; Lloyd I. Thomas, Sam Generallo, Robert Mundy, Lloyd I. Thomas Joyland Shows; W. E. Geren, Howard Snyder, Mighty Hoosier Shows.

Mr. and Mrs. Johnny Portemont, Mr. and Mrs. Jimmy Bush, Johnny's United Shows; Mr. and Mrs. Lee Becht, Becht's Rides; James H. Drew, James H. Drew Jr., James H. Drew Shows; Mr. and Mrs. C. C. (Specs) Groscurth, Blue Grass Shows; D. Wade, Glen Wade Jr., W. G. Wade Shows; John L. Keef, V. L. Collier, J. L. Keef Shows; Paul Drago, Drago Amusements.

John Dalley, Illinois Fireworks Company; Gene McCoy, Danville Tent and Awning Company; Mr. and Mrs. Joseph Caccavolo, Columbus Fireworks Company; Johnny Anderson, Mr. and Mrs. Earl Corburn, Enquirer Printing Company; Frank Prystas, Fair Publishing House; L. Rosenberg, Triangle Poster Company, Pittsburgh; Emil Guldenzopf, Regalia Manufacturing Company; Russell M. Patrick, Indianapolis Tent and Awning Company; Leon Levin, Klipp Bros., Inc.

Charlie Hodges, John Galligan, Morris Lipsky, Mr. and Mrs. Bill Bernauer, Jack Kaplan, Sheik Lempart, Roy (Pepsi-Cola) Jones, Eddie Hackett, Nick Carter, Al Kaufman.

# Plans Set for Ft. Lauderdale

FT. LAUDERDALE, Fla., Jan. 8.—Plans have been completed for a new fair here by William Moore and R. C. McCarter. The dates for the event, to be held at the Ft. Lauderdale Air Base, are February 5-12.

Promotional activities planned include beauty, baby and popularity contests and a car giveaway. Acts will be used. Three hangars will house exhibits. A tent will be erected for the assured overflow.

Ticket crews are working on advance sales. The attendance goal is 100,000.

# Fred Calkins Dies In Donna, Tex.

DONNA, Tex., Jan. 8. — Fred Calkins, 75, veteran concessionaire and park operator, died here Thursday (30) following a long illness. For the past several years he had been working concessions. At one time he owned an amusement park at Spirit Lake, Ia. A sister, Mrs. J. H. Beckwith of Odessa, N. Y., survives.

# Vail Renamed N. Y. State Fair Auto Race Chief

SYRACUSE, Jan. 8.—Daniel Carey, New York's Commissioner of Agriculture and Markets, this week appointed Ira Vail auto race director of the 1955 New York State Fair. The appointment gives Vail the post for the 26th year.

Vail's selection followed an announcement by Carey that the James E. Strates Shows again would be on the midway at the fair here.

An early appointment by Carey of a new manager of the State Fair was expected. The probable choice is William F. Baker, an attorney and mayor of North Syracuse.

Carey assumed the post of Commissioner of Agriculture and Markets January 1, having been named by the new Democratic governor, Averell Harriman.

# Sunny Bernet Joins Chitwood Thrill Org

MILWAUKEE, Jan. 8.—Sunny Bernet, veteran outdoor booker and agent, has been retained by Jole Chitwood as Midwest representative for his thrill show, it was announced here this week. Bernet will book the show in an area including Wisconsin, Illinois, Indiana, Minnesota, Iowa, the Dakotas and Ohio.

# UNDER THE MARQUEE

Obert Miller, general manager of Kelly-Miller Circus, and his wife, the former Mary Rossi, took delivery on a new car at Christmas time, with Bert Siebert, Wisconsin dealer, making the delivery. Mrs. Miller's three sons were in Hugo, Okla., for the holidays. They are Jimmy, Benny and Rex Rossi. Evelina Rossi Snodgrass is in California, where her husband, Robert, is stationed with the Army. Rex Rossi's wife, Armida, movie actress, also was in Hugo.

are his wife, Elizabeth McLaughlin, and their son, Dick McLaughlin, who manages the show while Tom books it.

Joe Lemke advises that he and assistant Marvin Varner will join Orrin Davenport with his chimp act, which he says scored its best season of 12 last year. . . . Hilda Karollus, midget, was injured when she fell from a tight wire during movie work in Hollywood this week.

Babe and Little Joe Miller write from Augusta, Ga., that they visited (Continued on page 75)

Paul Bejano writes that visitors at Edgar B. Bucks' Circus quarters, Prescott, Ark., included Ben Davenport and Hungry, his elephant man; Buddy and Mr. and Mrs. Tommy Tidwell, White and Helen Haven, the Bill Shelfords and the Jack Delmars. Twenty people celebrated Christmas at the quarters, with the Capells as host. Two Capell elephants were on TV in Texarkana.

Publicist Justus Edwards was in Nev. York last week visiting friends and taking in the shows, prior to going to Flint, Mich., for the season opener on January 16.

JoJo Lewis, who celebrates his birthday on Christmas Day, was honored at a party at the Harold Genders, Sarasota, with Gracey Genders, Mitzi Fein, Eva May Lewis, Billy Ward, Curtis Genders and Johnny Logan also attending. They followed up with visits to the John Staleys, the Charlie Bells and the Eddie Billettis, with the Doc Halls and Bob Reynolds joining in.

Howard Ingram visited King Bros.' quarters at Macon, Ga., after closing the season with "Gentlemen Prefer Blondes." After being home for Christmas, Ingram joined the Manny Davis company of "Guys and Dolls" as stage carpenter. The show opened this week in Pennsylvania.

Tom McLaughlin writes that business has been better than expected for his penguin show in South Texas. Visitors included Ben Davenport, Jim and Billie Plunkett, Paul Pyle and family, Mae Stevens and the George Kings. With him

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Stephens, C. A.: Brooksville, Fla.; Punta Gorda 18-23.

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Froman Bros.: Paris, Tenn., 11-14; Sparta 17-21.  
Polack Bros. Western: Flint, Mich., 16-22; Hammond, Ind., 24-30.

## Ice Shows

Holiday on Ice, International, No. 1: Rotterdam, The Netherlands, 11-15; Frankfurt, Germany, 16-30.  
Holiday on Ice, International, No. 2: Karachi, India, 11-16; Bombay, thru Feb. 20.  
Ice Capades: Boston 11-13; Providence, R. I., 14-23.  
Ice Vogues: Roanoke, Va., 11-24; Richmond 25-30.  
Shipstads & Johnson's Ice Follies: Philadelphia 11-18; Cleveland 18-30.

## Miscellaneous

Magnum the Magician: Mackinaw, Ill., 11; Kincaid 12; Greenview 13; Carrollton 14; Griggsville 17; Mendon 18; Sheffield 19; Biggsville 30; Atkinson 21.  
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## 5 1/2 Million Plants Reserved To Landscape Elitch Gardens

DENVER, Jan. 8.—Operation of greenhouses at Elitch Gardens for floral landscaping of the park during its summer seasons has been outlined by the Gurtlers, owners of the widely known park.

They also operate the greenhouses for commercial flower sale, but that now is handled thru a co-

op and Elitch no longer retails. For their own use in the park, the Gurtlers have 5,000,000 perennials, including 35,000 alternantheras and 18,000 geraniums. The latter will have to be transplanted to larger pots soon and to still larger pots later. Finally, they will be transplanted into park locations for spring. About 50 employees are kept busy the year around at the greenhouses.

There are an additional 500,000 annuals on hand for use in the park only. For sale are such items as 30,000 rose bushes, which will be ready for market thru the co-op about St. Valentine's Day. Palm trees, lemon trees and other novelties are in the greenhouses also.

## Pa. Pool Loses Appeal Against Color Decision

PHILADELPHIA, Jan. 8.—The Pennsylvania State Supreme Court this week upheld a court order directing Boulevard Pools to admit Negroes. Handing down an opinion written by Chief Justice Horace Stern, the court affirmed a decision handed down by Common Pleas Judge Edwin O. Lewis in October, 1953.

Judge Lewis found that the pools at Roosevelt Boulevard and Princeton Avenue were places of public accommodation under the State Civil Rights Law of 1939, and issued an injunction prohibiting them from barring Negroes. The management lifted its ban four days before the close of the season last September.

In its appeal to the high court, the management alleged that swimming pools are not specifically mentioned in the Civil Rights Law, but the Supreme Court noted that among the 40-odd categories enumerated are "bathhouses" and "amusement and recreation parks." It added: "It is difficult to imagine how the whole enterprise (Boulevard Pools) could be characterized as other than 'an amusement and recreation park'."

Justice Stern also found that injunctions have been granted in all federal cases involving discrimination at swimming pools.

The test case was brought by the American Civil Liberties Union, the National Association for the Advancement of Colored People and the city's Commission on Human Relations. The management lifted its ban in late 1954 after Martin J. Cunningham, general manager and partner, was charged with contempt of court for failing to obey Judge Lewis' order. He later was fined \$100.

## Tivoli Hikes Gate to Pay For Work Jobs

COPENHAGEN, Denmark, Jan. 8.—For the first time since 1875 the gate prices of Tivoli Summer Garden will be increased this coming season, in order to help cover the financing of the park's big building projects of the next two years.

In reality the increases are so small that they will scarcely be noticed, excepting by holders of season tickets. The increases on single entrances range from about one-quarter of a cent to a little more than 2 cents. Highest priced tickets, evening admissions on Saturdays, Sundays and holidays, remain at about 18 cents. The price of season admission tickets has been increased from the former rate of \$2.18 to \$2.90 for adults, and from \$1.09 to \$1.45, for children. Season tickets are valid for unlimited number of admissions.

Another change announced for next season is the appointment of Eigel Svan as booker and stage manager of the park's big open-air stage. Svan was formerly house manager of the China vaude theater in Stockholm, and officiated as stage manager in Tivoli last season, replacing Ernst Sahlstrom, who had been appointed general manager of Circus Belli, big Danish tent circus. Sahlstrom and Svan are widely known among American performers.

## Indian Point Plans Aided By Kelmans

NEW YORK, Jan. 8.—E. D. Kelmans was in New York this week setting up promotional and operational plans for Indian Point Park, Hudson River funspot. Promotional activity, begun several weeks ago, is expected to get into high gear by the end of this month.

Kelmans has spent the entire winter opening and operating the new Ankara Motel, a plush hostelry in the heart of Miami Beach. He will return there early next week.

## Wilson Line

Continued from page 62  
the Wilson Line is financially interested.

Two boats operating out of Philadelphia will serve the Delaware area, with a stop at River-view Park. One running out of Baltimore will serve the Eastern Maryland shore, and two will run out of Boston. These will go to Nantasket Beach and to Provincetown, and will be available also for "moonlights," the nighttime runs.

In the New York area, the usual run to Rockaway Beach will be

## RESTRICTIONS

### N. Y. Zoning Poses Bar to Kiddie Rides

NEW YORK, Jan. 8. — A new load of headaches was cooked up to bother prospective kiddie park operators in New York City this week, with the decision by the City Planning Commission of a new set of restrictions. The action came on the heels of last summer's ban against any new Arcades, freak shows, wax museums and motels in retail areas.

On Wednesday (5) the commission added kiddie rides, pony rides, Ferris Wheels, Carousels, scenic railways and "other similar rides" to the restricted list. Also banned from most commercial zones would be miniature golf courses, golf driving ranges and baseball batting ranges.

The Board of Estimate scheduled a discussion on the new zoning amendment for next Thursday (13).

The original ban was designed to halt the spread of Arcades, auction stores and novelty stores in the Times Square area. Commission members said they have been concerned recently with the growth of kiddie rides and golf ranges in commercial sections in the city's outer fringes.

As in the 1954 amendment to the zoning regulations, this one must have the approval of the Board of Estimate before it becomes effective. It is before the board now, and unless action is taken within 30 days it takes effect immediately. The wording does not say that any action will be taken against any of the described units which are currently in existence.

### New Trusses Installed at Rocks' Coaster

NEW YORK, Jan. 8. — Cold weather in recent weeks has delayed concrete pouring on midway reconstruction work at Rockaways' Playland, and both cold and dampness have been deterrents for winter weekend ride operations, it is reported.

Altho falling off slightly as the winter progresses, the kiddie ride grosses make the operation more than self-sufficient, according to Dick Geist.

Recent jobs include installing of 16 new Roller Coaster trusses. New trackage for the ride had been put down earlier in the winter.

### Ocean Beach Year Off 7%

HARTFORD, Conn., Jan. 8. — Ocean Beach Park, city owned-and-operated park at New London, Conn., had its second best summer in 15 years during 1954, according to Superintendent A. B. Menghi.

Receipts totaled \$225,339.69, about 7 per cent lower than 1953's take of \$241,639.58. He said that in view of the bad weather during 1954, including two hurricanes, the figures indicate that Ocean Beach is gaining in popularity with daily patrons, vacationists, school groups and industrial organizations.

Attendance last summer hit the 600,000 mark.

continued, as will another boat used exclusively for charter work. In New York, also, the "moonlights" are popular.

## Olympic Notes Top Year, Slates April 28 Opener

IRVINGTON, N. J., Jan. 8.—Olympic Park will likely hold to its 15-cent gate charge this season, it is reported, after having achieved success with that price during 1954. The park went from 14 cents to 15 when federal tax relief was forthcoming last season and wound up with its best grossing year on record.

Secretary Albert E. Fox said the tax was not even a prime factor in the success, as per capita spending figures compiled over the years showed 1954 to be the park's best.

The forecast for this year does not indicate any phenomenal spending, tho, as government contract work in this heavily industrialized sector has been on a decline, and layoffs and strikes have not been rare.

Commercial tree men are busy repairing some of the damage caused by last fall's final storm, which scattered branches and boughs thruout the park. Other damage, done to park buildings, is being tackled by a four-man park maintenance crew, consisting of two carpenters, a painter and a general handyman. On March 1 a painting crew will start brightening up the layout, and on April 1 another group of workers will start putting things to rights for the 1955 opener. Opening date has been set for April 28.

No Ride Decision  
Both Robert Jr. and Henry A. Guenther were at the Chicago meetings but no major purchases were decided on. A new ice cube-making unit was bought, however.

It is understood that larger firms will be contacted this year for park outings. There are several stand-bys which customarily hold their firm picnics at Olympic and these will likely be contracted for return dates this year. The affairs, attracting from 5,000 to 15,000 participants, have use of picnic facilities and ball field, and get discount ride tickets.

Altho Olympic sells beer on the premises it polices the outings rigidly to see that consumption is withheld from minors, in compliance with New Jersey's strict Alcoholic Beverage Commission.

It is also expected that the Guenthers will go along with their established amusement policy of free acts and band concerts, and holiday fireworks confined to ground pieces. Aerial pyro displays are prohibited in this section, which is thickly populated.

## Huedepohl Sees Disney Shops Restyling Rides

CHICAGO, Jan. 8.—Back from a visit to Western parks, NAAPB secretary Paul H. Huedepohl said he recently visited the Walt Disney Studios, Burbank, Calif., and watched construction of equipment for Disneyland, major amusement park being built at Anaheim, Calif.

He said that conventional amusement rides purchased by Disney are being almost entirely rebuilt under direction of Disney engineers at the Arrow Development Company plant at Mountain View, Calif. Other work is being done at the Disney Studios, and this includes building of mechanical and model animals. Carriages, buggies and other vehicles are being built at 80 per cent of normal size. About 150 ponies are assembled in preparation for use at Disneyland.

Huedepohl; Jack Ray, park and show designer; Ross Davis, park owner, and Patty Conklin, park owner, toured the studios at the same time.

In Chicago, Huedepohl said arrangements had been made with Ray for reproducing blueprints of a picnic shelter he designed and that NAAPB members can obtain them later thru Huedepohl.

## Repairs Started On Carol-Damaged Mass. Coaster

SALISBURY, Mass., Jan. 8.—Repair and rebuilding work on the Salisbury Beach Roller Coaster was begun Wednesday (29) in hopes of having the ride in operation for the 1955 season. The coaster was badly damaged during Hurricane Hazel last year.

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## Wis. Official Sees Big '55 for Fairs

Assn. Elects Harlan Seyforth New Prexy; R. B. Harris Named Vice-President

MILWAUKEE, Jan. 8.—A big year for fairs in Wisconsin was forecast here this week by Don McDowell, direc or of the Wisconsin Department of Agriculture, in an address before the annual convention of the Wisconsin Association of Fairs. The confab was held in the Schroeder Hotel Wednesday and Thursday (5-6).

McDowell said there was a generally optimistic feeling in business in general and in the State. He advised the fair execs, however, to continue to re-evaluate their operations. Deadwood should be weeded out of premium lists so that present State aid can better cover payments, he said. The State's fairs operated at a 17 per cent deficit on payments this year.

The well-attended two-day confab elected Harlan Seyforth, Ellsworth, president to succeed F. J. Manning, Ladysmith. R. B. Harris, Elkhorn, was elected vice-president, and Win Eldridge was again named secretary-treasurer. All directors were re-elected. Named to the board, in addition to the officers, were Dr. H. W. Carey, Lancaster; Doug Curran, Black River Falls; William Steckling, Merrill, and Manning. William (Tiny) Uthmeier, Marshfield, was again named sergeant at arms.

**Masterson Speaks**  
Bill Masterson, manager of the Wisconsin State Fair, advised the county and district fair delegates that promotion of fairs was important. He said that 8 to 12 per cent of an event's gross receipts should be budgeted to publicity and advertising. He also listed special events such as contests, parades, folk dances and the like as important interest-building events.

Charles B. Drewry, supervisor of county fairs for the State, called the '54 season one of the most successful on record, even tho total State aid fell 17 per cent below what was needed by fairs. Total premium payments by fairs hit a record, aggregating \$356,286. Drewry said that every effort would be made to increase aid in '55. The supervisor lauded the fairs on the extensive improvements made to fairgrounds, reporting that upward of one-third of a million dollars was spent on plants last year.

**Machinery Exhibits**  
The reluctance of some farm machinery manufacturers and distributors to exhibit at fairs was a subject that consumed no little time during the business sessions. L. S. Hughbanks, president of the Wisconsin Farm Machinery Club, told the fairmen that unless exhibiting is profitable, dealers and manufacturers would back away. He said that in order to attract farm equipment displays, the fair must be operated on a high plane, the exhibitor should be allotted adequate space and the location should be far from any noisy exhibits or attractions.

Forrest Knaup, Beaver Dam, who in addition to being a fairman is a machinery dealer, gave some advice in a panel discussion. He said the equipment should be lined up uniformly, walkways should be paved if possible and that if the

exhibits were near a race track, the track should be watered regularly to keep dust down.

"Publicize the exhibits," he said, "making announcement on the p.-a. system regularly and include mention of the farm machinery in advertising and publicity."

Others taking part in the discussion included B. I. Uthmeier, Marshfield; Harlan Seyforth, Ellsworth, and Dr. A. F. Rank, Manitowoc.

Other speakers during the sessions included Alvin W. Ahrens, U. S. Trotting Association; a panel on new fair exhibits was moderated by William Steckling and included Bill Rogan, Priscilla Hargrove and J. M. Mackey, plus a panel on new fair attractions with Prof. R. C. Swanson, Prof. L. G. Sorden and Harry Burink.

### Cheese Party

The association's annual cheese and beer party Wednesday night (5) broke all records from the standpoint of attendance and beverage and food consumed. Close to 400 fair and attraction people and guests turned out to participate in the party, jointly sponsored by the fair association, Wisconsin Cheese Makers' Association and Drewry's office. In addition to food and drink, West's western and country troupe entertained.

Main social event of the conclave was the annual banquet Thursday evening, and delegates and showfolk jammed the main ballroom. H. A. Murray, superintendent of traffic at the Milwaukee stockyards, served as toastmaster. Following supper a show provided by Hunter's Artist Bureau, took over the stage. Acts included Pat McCaffery, emcee; Reid and Grayson, songs and dances; Pat Palmer, acro; Karl Wayne, songs and music; Ross Wise and Partner, comedy novelty, and the Encores (4), harmony. Steve Swedich and his orchestra provided the music.

## WINTER FAIRS

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### Arizona

Yuma—Yuma County Fair, April 13-17. Ken Baker.

### California

Cloverdale—Cloverdale Citrus Fair, Feb. 18-22. J. Leroy Wehr.  
Imperial—California Midwinter Fair, Feb. 26-March 6. D. V. Stewart.  
Indio—Riverside Co. Fair & National Date Festival, Feb. 17-22. R. M. C. Fullenwider

### Florida

Clermont—South Lake Co. Fair, Jan. 17-22.  
Clewiston—Sugarland Expo. Jan. 27-31. H. L. Johnson.  
Dade City—Pasco Co. Fair, Jan. 12-15. J. P. Higgins.  
Delray Beach—Florida Gladioli Festival & Fair, Feb. 28-March 5. R. C. Lawson.  
Eustis—Lake Co. Fair, March 15-20. Karl Lehmann.  
Fort Myers—Southwest Florida Fair, Jan. 31-Feb. 5. J. Clyde King.  
Inverness—Citrus Co. Fair, March 7-12. Quentin Medlin.  
Kissimmee—Kissimmee Valley Livestock Show, Feb. 10-13. Carlisle Branson.  
Largo—Pinellas Co. Fair, March 1-6. J. H. Logan.  
Miami—Dade Co. Youth Show, Jan. 26-30. P. K. Price.  
Ocala—Southeastern Fat Stock Show & Sale, Feb. 28-March 5. Louis Glibbreath.  
Orlando—Central Florida Colored Fair, Jan. 31-Feb. 5.  
Orlando—Central Florida Fair, Feb. 21-26. C. T. Bickford.  
Palmetto—Manatee Co. Fair, Jan. 24-29. W. H. Kendrick.  
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.  
Sebring—Highland Co. Fair, Feb. 28-March 5.  
Stuart—Martin Co. Fair, Feb. 22-26.  
Tampa—West Coast Dairy Show, Feb. 5. Charles E. Loe Jr.  
Tampa—Florida State Fair, Feb. 5-19. J. O. Huskisson.  
Wauchula—Tri-Co. Fat Stock Show, Feb. 27. J. F. Barco.  
West Palm Beach—Palm Beach Co. Fair, March 5-12. Lamar Allen.  
Winter Haven—Florida Citrus Expo, Jan. 15-22. Phillip Lucey.

### Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.



DUDLEY FORTIN, Sacramento businessman and assistant to the fair board president for five years, who will succeed E. P. (Ned) Green as secretary-manager of the California State Fair and Exposition. Appointment will be officially approved January 20.

## CARS ALSO HURT

# Snow Crushes New Buildings In Fredericton

FREDERICTON, N. B., Jan. 8.—Heavy snow flattened two new livestock buildings like matchboxes last week at the Fredericton Exhibition grounds. The frame structure: each contained 6,000 square feet of floor space, measuring 100 by 60.

There were no witnesses to the destruction, which was discovered by workmen arriving as usual at the grounds. Altho even a preliminary estimate was not made, officials said that damage both to the buildings and to four new cars stored in one of them would run into tens of thousands of dollars. The other structure was vacant.

Weight of the snow buckled the low-peaked roofs, it was reported, forcing the walls outward until the structures collapsed. Timbers crushed the tops of the new cars, which are owned by Lawson Motors of Fredericton, Ltd.

### Snow Plus Rain

Ernest Jarvis, secretary of the New Brunswick Livestock Association, said the buildings were brought from Douglas last year and were in their first winter at the exhibition grounds. The weight of six and two-thirds inches of snow plus a half inch of overnight rain proved too much for the buildings.

Jarvis said he did not know immediately what the insurance value of the buildings was or whether they were protected against this type of mishap. It was, however, the first occasion for this kind of damage to exhibition property.

## Alberta Assn. Re-Elects Parry

LETHBRIDGE, Alta., Jan. 8.—C. E. Parry, secretary-manager of the Lethbridge and District Exhibition, has been re-elected president of the Alberta Agricultural Societies organization. There are 21 fairs in the organization, four of them Class B and 17 Class C.

## Retained for 27th Term

GRAVELBOURG, Sask., Jan. 8.—Mrs. M. L. Dorais was retained for a 27th term as secretary-treasurer of the Gravelbourg Agricultural Society at the fair's annual meeting. President is Roland Forest and vice-presidents are Harry Miller and Roland Pinsonneault. A committee was named to organize a 4-H club. Tentative dates for the 1955 fair are July 14-15.

# One-Day Attractions Sell at Ind. Confab

Hoosier Fairs Back Away From Act Bills, Go for Hillbillies, Thrill Units on Percentage

Continued from page 63

field. The Duke of Paducah was grabbed up by a lot of fairs. And we closed up as many thrill show contracts as in the past. But, we sold few acts—and most of them were high acts."

Inasmuch as the backbone of the Barnes-Carruthers business in Indiana for many years has been selling acts, Senior's comment underscores the trend.

### Show Observations

So, too, does the observations of Bob Shaw, long-time associate of the Gun Sun Agency, one of the oldest booking offices in the act-booking business.

"The fairmen wanted no part of acts," Shaw said. "What they wanted was units, package shows, but not shows that consist of vaude-circus acts."

The Sun office emerged from the meeting with gross bookings comparable to that of recent years due to foresight in presenting such units.

In all, the Sun office offered 12 units. Of these, one was a revue-act package, Lou Walter's "Latin Quarter Revue."

The others were two ice shows, three rodeo-type shows, one roller skating show, a sports show-talent unit, Gene Holter's camel-ostrich-strange animal unit, one thrill show, and two hillbilly units.

A few of the State's TV outlets peddled hillbilly talent with some success. And George Ferguson, for WLS Attractions, Chicago, and Frank Taylor, for the General Artists Corporation, which now handles the booking of talent for

WLW Promotions, repped here by Ken Smith, also reported sales about up to par: Their bookings, as in the past, consist largely of one-day shows, in on percentage.

### Thrill Shows Book

Thrill shows, as usual, racked up good bookings. No fewer than eight shows vied for the dates, which meant brisk scrambling as only 33 of the county and district fairs in the State have race tracks. Thrill units represented were the Tournament of Thrills, Aut Swenson's Thrillcade, Jack Kochman's Death Dodgers, Jimmy Lynch's Death Dodgers, Canadian Daredevils, B. Ward Beam's Daredevils, Lucky Lott's Hell Drivers, and Jole Chitwood's thrill show, with Jole himself on hand.

Of the attraction people, Jack Kochman emerged as probably the most pleased, not because of the bookings he secured for his thrill show but for his dog-racing unit. He sold the attraction for 14 days in the State, and on the basis of this left confident that the new attraction would be booked virtually solid for the full fair season. Most of the dog-racing dates closed were for early fairs, leaving Kochman free to book in other States during the height of the fair season.

Gene Holter, with his ostrich-camel show, also sparked much interest, but Holter refrained from finalizing contracts pending possibilities which might limit his show dates in the State.

### Defer Decisions

A larger number of fairs than usual failed to act on attractions during the meeting, their delegates backing away from making the decisions, deferring final decisions until a full meeting of their respective boards.

Unlike fairs in many States, the county and district fairs of Indiana operate without State aid. The State association itself has not been progressive or aggressive in going after State aid, in sharp contrast to other States. Lack of State aid and real leadership by the State association has kept the smaller Hoosier fairs weak.

However, the State Legislature is to receive a bill this year which would give aid to the county fairs. As drafted, the bill proposes that 10 per cent of the taxes the State receives from its levies on gasoline, alcohol and cigarettes go into a fund which would provide aid to the fairs.

### County Fair Aid

Individual proponents of the bill maintain that it would yield about \$1,000,000 for the county fairs. This, they say, would provide each fair with an average of \$13,000 in State aid each year.

Aid to individual fairs, under the terms of the bill, would be based upon the number of 4-H youngsters who complete their projects.

The possibility of the bill being enacted in its present form is far from bright, according to political observers.

The fairs are not banking on it. The best that most of them currently look forward to is a continuation of the small aid they receive from their respective counties and some do not get, nor expect to get, county aid.

## Lenoir, N. C., Elects Seehorn New Prexy

LENOIR, N. C., Jan. 8.—Ted R. Seehorn is the new president of the Caldwell County Agricultural Fair, Inc., succeeding James A. Marshall. Other new officers elected were Lee W. Boddie, first vice-president; Cecil Viverette, second vice-president; J. Mack Moore, of Granite Falls, third vice-president; L. A. Dysart, treasurer, and Max Culp, secretary.

## W. VA. CONFAB CHANGES SITE

HUNTINGTON, W. Va., Jan. 8.—Thru a change in plans the West Virginia Association of Fairs will meet in the Daniel Boone Hotel, Charleston, January 15, James T. Hetzer, secretary, announced. The meeting originally was scheduled to be in the Ruffner Hotel in Charleston. Program will include a business session which starts at 11 a.m., with a banquet and floor show that evening.



# Dudley Fortin Named Calif. State Fair Mgr.

**Picked From List  
Of 20 Candidates  
For \$12,600 Job**

SACRAMENTO, Jan. 8.—Dudley Fortin, a local businessman, will succeed E. P. (Ned) Green as secretary-manager of the California State Fair and Exposition here. Fortin was unanimously selected by the fair's board of directors and the appointment will be officially confirmed at their meeting January 20.

The appointment is expected to meet with the approval of Gov. Goodwin J. Knight as Fortin was active in his campaign for the post and in the campaigns of Knight's predecessor, Chief Justice Earl Warren.

Fortin was picked for the \$12,600 a year job from a list of more than 20 candidates. These were considered by a committee named by W. C. Wright, board president, following Green's resignation at the close of the 1954 fair in September. On the committee were J. E. Courtney, Alvin F. Carveth and H. C. Maginin.

Fortin is no stranger to the fair's activities having served as an assistant to the fair board president for five years. Fortin is a past exalted ruler of the Elks, a member of the Ben Ali Temple of the Shrine and various Masonic orders. He is also prominent in community fund raising projects, including the United Crusade.

Since Green's resignation, Theodore Rosequist, assistant manager, served as acting manager.

Green was with the State Fair for 20 years, nearly nine of which he was secretary-manager. He started in 1934 as a clerk of the livestock department and later as manager of the livestock and exhibits. Green will devote his time to personal business, which includes the farming of large holdings in Kern County.

## Shreveport Ads New Directors

SHREVEPORT, La., Jan. 8.—The Louisiana State Fair added two new directors at its annual meeting here recently. New to the board are N. H. Wheelless, an oil man and chairman of the board of the Commercial National Bank, and George T. Naff, president of the Texas Eastern Transmission Corporation. They replace the late W. R. Hirsch and George Freeman.

## FAIR ASSN. MEETINGS

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

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

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, January 15. James T. Hetzer, 307 Bank Arcade, Huntington.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 15. Robert S. Turner, Horseheads, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, January 17. Forrest F. Hammes, Littleton.

Georgia Association of Agricultural Fairs, Henry Grady Hotel, Atlanta, January 17. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Alta., January 17-19.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18-19. Tom Moore Craig, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin Green, P. O. Box 776, Hickory, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, N. D., January 20-22. A. D. Scott, Fargo, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, January 23-24, Hotel John Marshall, Richmond.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas,

February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Little Rock, February 8-9. Clyde E. Byrd, Box 907, Little Rock, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 18. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

## Morristown Adds 1 Day To '55 Dates

MORRISTOWN, N. J., Jan. 8.—An extra day, making a total of six, has been added to the 1955 run of the Morris County Fair. The fair will operate August 15-20. This will mark the first time in the 20-year history of the fair that it has operated more than five days.

A special program is being formulated to create interest in the Monday night opening. Other features will be set for each of the remaining operating days.

Swenty C. Swenson will again be manager with Russel J. Noncarrow continuing in his post as assistant.

## Swift Current Nets \$4,076 on '54 Run

SWIFT CURRENT, Sask., Jan. 8.—The Swift Current Agricultural and Exhibition Association reported receipts on the year's operations, including the fair, harness races and auto thrill show, of \$107,036. Expenses were \$95,748, leaving a net operating profit of \$4,076. Administration costs totaled \$12,376.

A number of booths and bleachers damaged by high winds in 1953 were repaired and \$4,000 was spent on leveling the grounds. The race track was built and fenced at a cost of \$5,500, additional stable space was built at a cost of \$4,000, and other improvements include a nursery, office, concession booths, sanitary facilities, movable section for the stage and bleacher seating for the judging ring.

Future plans include increased barn space, an enlarged show ring and a new industrial exhibits building. The midway and exhibit areas will possibly be fenced, grandstand seating will have to be enlarged and sanitary facilities will have to be improved.

Grandstand contract for 1955 has been signed with Bob Di Paolo, of KBD Enterprises, Calgary. Harness races will again be held, altho a loss of \$1,200 was recorded in 1954.

## Rhineland, Wis., Re-Elects Officers

RHINELANDER, Wis., Jan. 8.—The Oneida-Rhineland Hodag Fair Association re-elected all officers at its recent annual meeting. Louis Feiler was renamed president; Gene Kabel, vice-president; Jess Reed, secretary; Gene Slagowski, treasurer, and William E. Johnson, director and concessions superintendent. Revenue from the '54 run was down due to inclement weather.

## Elizabethtown, Pa., Names Witt Manager

ELIZABETHTOWN, Pa., Jan. 8.—Milton W. Witt, long-time newspaper publisher and advertising executive, has been named general manager of the '55 edition of the Kiwanis Community Farm Fair here. He is also secretary of the local Chamber of Commerce. Event will be held the week of September 19 with Starr & Hanum Shows as the midway attraction.

# Wis. State Adopts Everybody Pay Gate

MILWAUKEE, Jan. 8.—The Wisconsin State Fair this week tightened its outside gate and adopted an "everybody-pays" policy for '55, Bill Masterson, manager, announced.

Masterson said the new policy will follow along the lines of those that have operated successfully at both the Minnesota and Iowa State fairs, where everybody pays 50 cents to get into the fairgrounds.

Under the new plan, which was adopted unanimously by the fair board at a Tuesday (4) meeting, no passes of any kind will be printed. This will eliminate passes for the

press, radio, exhibitors, performers, concessionaires and State officials.

At the same time the fair has shaved its parking fee on main grounds space to 50 cents, from the \$1 charge that has prevailed for years. Masterson said this would cut the fair's income an estimated \$10,000 but believes the tight outside gate policy will make up the deficit.

Outside gate tabs will remain at 50 cents for adults, 25 cents for children under 12 and no charge for children under 6. No change in admission prices to the grandstand events are contemplated.

The formal resolution adopted by the board reads: "Resolved that the present State fair policy of issuing gate passes to employees and exhibitors be discontinued and that gate admission be collected each day from all persons entering the fairgrounds during the conduct of the State fair."

## Wausau, Wis., Lights Track

WAUSAU, Wis., Jan. 8.—The Wisconsin Valley Fair will light its half-mile track here this year and as a result will re-work its attraction program, C. J. McAleavy, secretary, announced. The fair will rent a portable lighting system but plans to buy the layout with the rental fee to be deducted from the purchase price.

As a result of the lights, a program of big car auto races, produced by Al Sweeney's National Speedways, Inc., will move into a night spot. Two nights of harness racing are also scheduled, and Tournament of Thrills will give one evening show. Acts, furnished by Barnes-Carruthers Theatrical Enterprises, will go on between the races. Also on the program will be a WLS show on Saturday night and 100-lap stock car races by Sweeney on Sunday.

Last year the auto races and thrill show were held in the afternoon.

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## HOOSIER CONFAB: ICY SHOWER

### Year's First Fair Convention Again Marked by 'Do-Little'

By HERB DOTTE  
 INDIANAPOLIS, Jan. 8.—To anyone starting a new year charged with eagerness born of the winter lay-off and with optimism sparked by the economic outlook, attending the annual convention of the Indiana Association of County and District Fairs—always the first State fair convention of the year—is like running into a ice cold shower.

It's been that way for carnival owners-operators, attraction reps and fair suppliers ever since the lush years of '46-'47-'48. But the cold shower served up by the '55

convention here this week was even icier than before.

**Attendance Large**  
 Attendance of carnival, attraction and supply people was larger by far than that of fair delegates. And, unlike the fair men, attraction people paid attention to business, whereas many of the fair men showed little, if any, interest in the proceedings. They stayed away from the formal sessions in numbers that was embarrassing to the speakers left to talk to no more than 20 or 25 persons in a large room.

And some of the fair men ducking the responsibility of making decisions, "declined" to make commitments on attractions, and in some instances on carnivals, holding that they wanted their entire boards at meetings "back home" to make the final decisions. This altho one of the prime purposes—and perhaps

now the only real purpose of this convention—is to award contracts.

**Loud Demands**  
 On the other hand, delegates were loud in their demand for "something new," not to mention inexpensive, preferably with the carnival or attraction to take most of the gamble. But few of the fairs themselves could offer anything "new."

Moreover, very few delegates showed any interest in finding out new and better methods of operating their fairs. During the sessions of the "Fair School" attendance was deplorably low. Certainly such a showing did not inspire confidence that fairs which booked carnivals or attractions on percentage would do their share in building attendance.

To be sure, historically, the fairs of the State as a whole have not

(Continued on page 73)

### Finnerty Joins Royal Pine As Bus. Mgr.

NEW YORK, Jan. 8.—Patrick J. Finnerty will be with Mullin's Royal Pine Shows this year as business manager, it was announced here this week. In addition to his administrative chores Finnerty will also operate about six concessions in conjunction with: Frank (Shrimpy) Rappaport.

The Mullins unit will again confine most of its operating to Maine. A tentative opening date has been carded for early in April. Finnerty ended a long term as business manager of Prell's Broadway Shows last season. According to reports, Prell will attempt a new type of operation next season until fair time when he will operate his full carnival.

### Grain Belt Adds 2 Fairs

DES MOINES, Jan. 8.—Grain Belt Shows announced the addition to two Nebraska fairs to its route, signing annuals at Scribner and Fullerton.

Concessionaires scheduled to join the show this year include Bill and Lottie Hoffman, Marvin and Christine Boyd, Bethel Ratchiff, Frank and Daisy Robinson, Louie Draheim and Sidney McPeck, Charlie Cusworth reports plans for a midget horse show this year.

### Belle City Pacts Wis. Fair Circuit

W. A. Schafer, Ernie Farrow Adds New Annuals to '55 Routes

MILWAUKEE, Jan. 8.—Charles Panacek, owner-manager of Belle City Shows, pulled the surprise of the convention of Wisconsin fair managers here this week by closing to play the Northern Wisconsin Circuit of fairs this year.

The loop, which has at times been hotly competed for, gives the carnival a five-week run of split weeks. It opens at Merrill on August 8 and runs thru August 11, followed by Neillsville, August 12-15; Ladysmith, August 19-21; Antigo, August 22-25; Wausaukee, August 26-28; Shawano, September 2-5, and Weyauwega, September 8-11. Terms of the contract call for 12 rides, 30 concessions and 4 shows. Panacek said he may add to this line-up.

Other shows bidding for the circuit included Tip Top Shows, Sterling Crown and Tivoli Exposition Shows.

**Schafer Busy**  
 W. A. Schafer, whose Schafer's Just for Fun Shows played the loop for the past two years, didn't bid this year, but did sign five Wisconsin fairs new to his route.

These include annuals at Menomone, Mondovi, Wilmot, Baraboo and Black River Falls.

Wallace Bros. Shows, repped here by Owner E. E. (Ernie) Farrow and General Agent Jack Downes, signed three new dates for the show. These include fairs at Wausau and Monroe and the July 4 celebration at Madison. The Wallace org will also repeat fair stands at Darlington, Delevan, Janesville, Madison, Manitowoc, Elkhorn and Beaver Dam.

Tivoli Exposition Shows signed the Jefferson Fair, a new one for

(Continued on page 73)

## BETTER SELLING

### Conklins Again Eye 500G CNE Gross

NEW YORK, Jan. 8.—The Conklins, J. W. (Patty) and Frank, are still shooting for the \$500,000 mark at the Canadian National Exhibition. Having come within \$30,000 of their goal in 1954 they feel they can approach it this year with even more assurance than in the past.

Altho embarking here today on the M. S. Kungsholm with his wife, Edythe, and son, Jim, for a three-month, around-the-world cruise, Patty yesterday still had his mind on his business.

Plans that may well lead to the accomplishment of their dollar goal on the midway of Canada's famous exhibition are already well advanced. Mostly, and as of now, they have to do with measures that would denote merchandising in industry but would be called showmanship in their own fields.

**New Lighting Sought**  
 Specifically, Patty is hoping to work out with the fair a new midway lighting system. While the cost would range around \$40,000,

the fun zone would blaze with light thru all of the operating hours. Patty believes that this one factor might well draw sufficient additional fun seekers and loosen up the spending of others to send earnings over the \$500,000 mark.

In 1954 the placing of new rest room facilities in the midway area accounted for a big part of the spurt in midway earnings. The facility made for more efficient operating on the part of the working help and also kept patrons from straying from the fun zone prematurely.

Last year both the shows and rides and concessions showed sizable gains, Conklin said. The gross figures at Toronto include all units.

The Conklins, who cruised to the Mediterranean last year, this year will circle the globe before arriving in Los Angeles March 31. At that time Patty, who already has visited Disneyland, intends to spend several days loo'ing over the fabulous fun spot in the making.

## AWARD STRATES SYRACUSE DATE

Route Remains Same as in 1954; Show Preps for Orlando, Fla., Event

SYRACUSE, N. Y., Jan. 8.—The James E. Strates Shows will again occupy the midway at the 1955 New York State Fair here. The contract was awarded last Monday (3) by Daniel J. Carey, newly appointed Commissioner of Agriculture and Markets. Owner James E. Strates represented the shows.

The Strates Shows have played the major Eastern event for a number of years and, it was noted, showed a healthy increase in gross revenues last year. After the signing of the date here Strates said

the remainder of his fair route would be virtually the same as it has been for the past several years.

Awarding of the Syracuse date to Strates eliminated further speculation on the possibility of a switch in view of the Democratic

(Continued on page 73)

### Upstairs Fire Causes Damage To NSA Rooms

NEW YORK, Jan. 8.—Water leakage from an upstairs fire caused damage Thursday night (6) to the National Showmen's Association clubrooms. There were no injuries but plenty of excitement as countless firemen tracked thru the place for hours as they battled the blaze.

The fire broke out on the floor above, in a studio at the rear of the building. As firemen doused the blaze, seeping water came thru the ceiling. Damage was to the ceiling, to the storage room and its contents, the Ladies' Auxiliary storage closet, the piano, and the stage. Water also flowed onto the meeting room floor.

The fire was put out around 11 p.m. after burning for more than three hours.

### SLA Fems Set Committees

CHICAGO, Jan. 8.—The Ladies' Auxiliary of the Showmen's League of America has appointed its committees for '55, Viola Moore, president, announced.

Committees, with the chairman listed first, include: finance: Mrs. L. M. Brunleve, Frances Keller, Margaret Hock, Ann Belden, Ann Doolan and Nan Rankine. Reception: Dorothy Dodge, Ethel Waldoz, Lucille Anthony, Ida Chase and Mae Smith. Press: Elsie Miller, Dolly Young, Virginia Kline, Frances Berger and Lillian Lawrence. Membership: Lucille Hirsch, Sophia Carlos, Martha Moss, Barbara Woody, Mae Taylor, Hattie Wagner and Myrtle Hutt.

Ways and means: Carmelita Horan, Frieda Rosen, Edith Streibich, Minnie Simmonds, Grace Weiner and Billie Billiken. Relief: Lee Gluskin, Margaret Filograsso, Dolly Snapp and Ann Sleyster. Appointed as official greeters were Phoebe Carsky, Margaret Hock and Mrs. Ned Torti. Phoebe Carsky and Evelyn Hock were named to supervise summer activities; Mae Smith was named sentinel, Marie Brown, chaplain, and Evaline Belew, special representative.

## MSA XMAS FETE

### 300 Miami Kids Given Eats, Rides

MIAMI, Jan. 8.—More than 300 children were entertained December 23 at the annual Christmas party of the Miami Showmen's Association at the clubhouse, with all receiving suitable gifts and refreshments.

Attending were showmen's children plus many underprivileged youngsters of Dade County. Ben Glasberg served as Santa as in previous years, aided by Sam Generallo, Billy Moore, Louis Kramer, Nathan Lager, William Tara, Joe Aarons, and Whitey Pelley. Mt. Messias supplied a kiddie Train Ride and Chair-O-Plane for the occasion, and the Pepsi-Cola Company sent over its kiddie Merry-Go-Round.

Food and refreshments were handled by the Ladies' Auxiliary and served by Pearl Schultz, Elsie

(Continued on page 73)

### Miami Fete Draws Over-600 Turnout

First Hotel Affair Successful; Many Awards Made of Plaques & Gold Cards

MIAMI, Jan. 8.—More than 600 persons packed the DiLido Hotel's banquet hall on Monday (3) as the Miami Showmen's Association held its annual banquet and ball. An unqualified success, the affair, for which Robert K. Parker and David Endy were chairmen, provided food and entertainment for all, and dancing until the last die-hards left at 4 a.m.

Both William B. Moore, outgoing president of the MSA, and his successor, Sam Prell, were heartily received by the gathering. Moore handed out 65 service plaques to shows and individuals,

and 12 gold life membership cards for those who had brought in 50 new members during 1954.

The affair was also highlighted by the presence of Mrs. Evie Belew, Miss Outdoor Show Business of 1955. There were numerous guests from out of town, and many congratulatory telegrams were received.

It was the first time suitable hotel accommodations could be

(Continued on page 73)

### FIRE'S HUBBUB DOESN'T SHAKE NSA PLAYERS

NEW YORK, Jan. 8.—Thursday night's (6) upstairs fire disturbed part of the National Showmen's Association routine, but not all of it. With sirens blaring, hip-booted firemen clomping thru the rooms and water leaking thru the ceiling, the card players remained only slightly moved. Their move was from the meeting room to the Ladies' Auxiliary quarters where they calmly settled down to continue their game.

### 200 Funmakers Attend Troupers' Annual Ball

LOS ANGELES, Jan. 8.—A record number of show people and their guests turned out for the 14th annual Regular Associated Troupers banquet and ball Tuesday night (4) at Larry Potter's Supper Club in nearby North Hollywood. The spot's floorshow, augmented for the occasion, was the feature of the event staged under the chairmanships of Fred Smith, Eddie Harris and Al Scott.

Following the usual policy, speeches were kept at a minimum with even introductions being dispensed with. Virginia Kline emceed the function and got it off to a flying start after making acknowledgements to San Fran-

cisco's Show Folks of America, headed by Charlotte Porter, for their congratulatory telegram and flowers, and to Babe and Al (Moxie) Miller, who telegraphed their regrets at being unable to attend.

**Kline Introductions**  
 Mrs. Kline introduced the retiring officers to the more than 200 members and guests, who comfortably filled the night club. They are Inez Allton, president; Mike Herman, first vice-president; Daisy Marrion, second vice-president; Alex Freedman, third vice-president; Vera Downie, fourth vice-president; Rose Fitzgerald, treas-

(Continued on page 73)



# MIDWAY CONFAB

Personnel of Midway of Mirth Shows in winter quarters at Jonesboro, Ark., celebrated Christmas with a big party. Featured was a tree, gifts and a dinner for 30. Mr. and Mrs. Joe Wherry, of Memphis, were guests. Dad Gerrity prepared the turkey dinner. Mrs. Pat Bales and daughter were visitors as were Howard Fullmer, Mr. and Mrs. Ed Malbin and Oscar Bloom and his son.

Howard and Anthony Fassbender, kiddie ride ops, took over the third floor of a Jackson, Mich., department store during the weeks preceding Christmas and had a regular midway set-up. The duo had live ponies, a train and Kiddie Autos. . . . Evelyn Lantz, of Crafts Exposition, found a new Mercury hardtop in her Christmas stocking, a gift from hubby, James. Carole and Capers Cummings are back in

North Hollywood, Calif., after an Alabama jaunt where they visited their son Philip Rabb and his family. Rabb is stationed in an Army camp in that State. The Cummings also visited Florida.

Gordon Mullins, concession op on the Wade Shows, spent the Christmas holidays as Santa Claus in a Jackson, Mich., department store.

Crafts Notes: Vincent Kuopatwa, agent for The Billboard on Crafts Exposition Shows, reports some chit-chat from North Hollywood, Calif. Kuopatwa recently bought out his partner in an apartment building in that town but will continue to go out in the summer. Personnel around the Crafts winter base have been having their share of mumps and flu. George Kotarakos took delivery on a new Lincoln Capri. Roger D. Warren, manager of the show, recently moved his family into a new home in LaCanada, Calif., where Roger is busy building a carport and barbecue pit. Bobby Butler and family recently purchased a new home in El Monte, Calif.

Junior Bertram Hassett, formerly with Bill Logsdon's attraction on Charles H. Hodges' Side Show, joined the Navy recently in New York. . . . Sissie and Tommy Broome Jr., who toured with the O. C. Buck-Model midway the past two years, spent Christmas with Broome's parents in Derby, Va., and New Year's with Mrs. Broome's folks in Plainfield, N. J. After the holidays the couple returned to Miami, where they'll remain until spring. . . . Barbara Le May and Wayne La Marr are wintering in Pittsburgh, where Miss Le May is undergoing medical treatments. She is working in local niteries, and reports purchasing a new Buick recently.

Newly admitted into the Miami Showmen's Association are James Rison, Sy Rich, Joseph Whitmyer, Albert Freeman, Mike Petiello, Moses George, Michael Zakaib, Graydon F. Dowis, R. Donald Dowis, James W. Dowis, F. E. (Chris) Halcame, Harry E. Jones, and Bernard N. Somma.

Amber West, Ted Kita and Lillian Russell are visiting Stella Worthington and Henrietta Clark at their farm near Charleston, S. C. Miss West and Miss Russell were chosen queens of the Evergreen Festival, January 7-14, Dorchester, S. C. . . . Floyd (Doc) Stockdale and family have returned to the Tri State Shows' quarters in Mad-

ison, S. D. Stockdale will head the winter quarters crew, which will begin work in February.

Al Zellers and his son, Tom, are working auctions around Mount Pleasant, Pa., according to Paul Mentzel, Penn. Pa. The Zellerses planned to take in the Farm Show at Harrisburg, Pa., January 10.

Visitors at the Bill and Jackie Wilcox Hot Springs home during the holidays were John J. (Shorty) Hymn, Mr. and Mrs. Loyd Stoltz, John Foss, Claude Poe, Mr. and Mrs. Art Miller, Bill Jacks, Mr. and Mrs. Louis Engelheim and Tom McLaughlin.

Raymond E. (Tommy) Thomas, 30, associate of the late Ray Marsh Brydon in the operation of Side Shows and other midway attractions, died December 2 at his Detroit apartment from an overdose of sleeping tablets. Thomas began his association with Brydon during the war at Riverview Park, Chicago, and the association continued until Brydon's death last year. Thomas is survived by his mother and father, five brothers and a sister.

Harry Jones, 41, brother of Roy (Pepsi Cola) Jones, died Monday (3) at Norristown, Pa., while Roy was attending the Indiana fair convention in Indianapolis. . . . Jimmy Drew, nine-year-old son of James H. Drew, owner of the show that bears his name, accompanied his dad to the Hoosier fair convention. . . . Mrs. C. C. (Specs) Groscurth, wife of the owner of the Blue Gross Shows, was confined to bed in the Severin Hotel, site of the Indiana convention, during the confab but was much improved at the meeting's close. . . . Charlie Hodges, of Side Show managerial fame, made the Indianapolis get-together, looking the best he has in years.

Louie Berger, of the Amusement Company of America, repped the show at both the Wisconsin and Indiana fair conventions and was busy, what with good-willing for the show and raising money for the Showmen's League of America. . . . Mike Clark, old-time showman, living in retirement in Indianapolis, was a daily visitor to the Indiana convention.

During the holiday layoff of their Froman Bros. Circus, Ward Hall and Harry Leonard, Side Show ops, visited George Searls at Dayton, O., where they signed Searls to again present Diane De Elgar with their show this season. Ward and Hall has also re-signed Lady Faith, mentalist; Algato, alligator boy, and Kasham Singh, double boy. The two partners spent New Year's Day with J. C. Admire at his Brazil, Ind., home.

Mr. and Mrs. Van Alder entertained New Year's Day in Tampa with a wild goose dinner. Guests included Lt. Joe Alder, Joe Pearl, Mr. and Mrs. Buddy Freeman and their son, Mark. Geese served had been shot at Lake Charles, La., by Buddy Freeman. Lieutenant Alder plans to join his father on the road this season following his discharge from the Air Force in March. . . . Gus Schultze, Bill Frey and Casper Balsam are daily fishermen in Gibsonton, Fla., and report good catches. Mme. Valeska (Bearded Lady) is confined to bed at 324 South West 7th Street, Birmingham, and would like to hear from friends.

Mrs. Lloyd Burge hosted Mr. and Mrs. Art Frazier at a bon voyage party held in Ocean Springs, Miss., Sunday (2). The Fraziers leave January 17 for Central America. A total of 44 guests turned out for the event. Mrs. Kay Gawle and

Mrs. Fay Stephens assisted in serving with Walter Gawle the liquid refreshments. Among out-of-towners who attended were Mr. and Mrs. Mrotek, of Manitowoc, Wis. Lloyd Burge telephoned his good wishes from Cuba where he and Lloyd Jr. are operating their Skooter and lead gallery.

Stevie Cohn, son of Isabel and Al (Red) Cohn, is back in school in Los Angeles following a vacation trip to the Branson Showmen's Colony on the Colorado River at Parker, Ariz. Stevie landed a nice array of blue gills while some of the more seasoned fishermen, Hap Young, Johnny Branson, Jimmy Lynch, M. M. Buckley and others looked on.

A combination New Year's Eve shindig and wedding anniversary party saw more than 100 show-folk friends hosted by Grace and Eddie LeMay at The Hut in Gibsonton, Fla. Music was provided by the Maxwell Trio, consisting of Mack Maxwell, Lover Boy Zeke and Charles LeRoy, and visiting showfolks also added numerous acts. Reception chairman was Carl Holtzaphel, Chuck Gallagher was chef, Roger Young handled refreshments, and waitresses were Virginia Gallagher, Georgia DeLand and Francis Elsworth. The many guests included Mr. and Mrs. Joe Alexander, Stanley Barbay, Mr. and Mrs. Lee Bennett, Mr. and Mrs. Percy Biefdorf, Mrs. Walter Brady, Mr. and Mrs. Russ Burkett, Tiny Cowan, Honey Cox, Helen Crown, Mr. and Mrs. Don Crown, Wilma De Vos, Mr. and Mrs. Whitey Erdman, Lee Erdman, Mr. and Mrs. Harry Fee, Ernie Frizzell, Mr. and Mrs. Bert Gilineau, Mr. and Mrs. Roy Gordon, Mr. and Mrs. J. N. Graham, Eddie Greeno, Janey Grounds, Walter Hart, Betty Hartwick, Dorothy Hewitt, Francis Jabonski, Mr. and Mrs. Jack Kearns, Pearl Keys, Mr. and Mrs. Ward King, William Lackeye, Mr. and Mrs. Harold Liloy, Clarence Lockhart, William Lockhart, Curly Lockhart, George E. Long, Mr. and Mrs. Frank McKay, Harry Miller, Swede Nelson, Mr. and Mrs. J. V. Patton, Mr. and Mrs. Bernard Peterson, Mr. and Mrs. Ray Preseau, Mr. and Mrs. Red Rankin, Paul Richmond, Bessie Sells, Mr. and Mrs. Zeke Shumway, Mr. and Mrs. Smithe, Myrtle Strickland, Ed Surgnier, Mr. and Mrs. Bill Taylor, Mr. and Mrs. Harry E. Wilson and Nancy Young.

Frank Bergen, general manager of the World of Mirth Shows, was a New York visitor this week. He met with Carlton Larsen, newly appointed manager of the Brockton (Mass.) Fair, a date played by the WOM for many years, and his general representative, Gerald Snellens. With Snellens Bergen discussed a number of new show presentations offered for the coming season. Snellens and Jim Bergen, a nephew of the show owner, will attend the meeting of the Massachusetts Association of Fairs.

J. W. (Patty) Conklin, who kept informed on happenings in show business last year by having copies of The Billboard air mailed to him while on a Mediterranean cruise, will again keep abreast of the news in the same fashion while on a three-month around-the-world jaunt. Last year the postage alone added up to around \$37. The same service this year would cost considerably more since air mail to

most stops is pegged at a straight 25 cents for one-half ounce. Accordingly, and to insure timely receipt, only the outdoor sections will be forwarded.

Red Mack and family, Bruna and Mary Lew, concessionaires with Gem City Shows last season, are returning to New Orleans to pick up equipment before moving into Florida for spring fairs. They each held down a pitch spot at a Woolworth store for six weeks before Christmas, with Mack working at Des Moines, Bruna at Omaha, and Mary Lew at Lincoln, Neb. . . . Gilda Lee completed a six-week engagement at Club 21, Augusta, Ga., recently. . . . Robert (Slim) Curtis, skeleton talker and lecturer, who toured with William Chalkias' Side Show during 1954, is wintering in Tampa. Curtis will play Florida fairs this winter.

Dude Brewer, concessionaire with Dyer's Greater Shows, is at his home recuperating from a heart ailment. Brewer expects to return to the road in the spring, according to Bob Algood.

## HANKY PANKS

OUR new Basketball Game is ready for delivery. It will be known as Bang-A-Ball Basket. We predict this game will be in greater demand than Buckets ever were. Player making 3 baskets at a 25¢ play receives a large Panda Doll. Player making 2 baskets on a 50¢ play receives a Panda Doll. This will be a 25¢ or a 50¢ game. The price of complete assembly with extra ball is \$125.00. We have actual scaled basketball area and 2 basketball players silk-screened on the backboard. All of this is finished in finest of coin machine finish. Have individual netting all over the frame. Takes 15 minutes to take this down, takes 30 minutes to set it up. Everything is built for simplicity.

★ ★ ★  
Our 3 Ball Mechanical Bucket price is now \$65.00. 7' Slot Roll-down Tables are now \$40.00 each, crated—2, 3 and 4 to crate. No less sold.

We carry in stock at all times two grades of Six Cats. Our \$15.00 Six Cat is now \$12.00. Our \$12.00 Six Cat is now \$10.00. We have three grades of Punks, \$36.00, \$30.00 and \$26.00 per dozen. Aluminum Bottles—1½ # are \$2.00, 3# are \$3.50 each. Bottle Stands are now \$20.00 each.

New Country Store Wheel, 135 spaces, is \$175.00 complete with case. We make Pitch-Till-You-Win Games to fit inside of your top priced from \$300.00 up, depending on size.

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To lease or rent Merry-Go-Round and two or three Kiddie Rides; must be in A-one shape, no junk. Open around March 1 until September 1. This is a summer resort town. Located next to big drive-in theatre, doing good business. Have been doing business in the same location for the last seven years. Can give references.  
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For short arm Octopus, 32 ft. Merry-Go-Round and Auto Ride. Must be in good condition and reasonable; preferably within 400 miles of St. Louis.  
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**Midway of Mirth Shows WINTERQUARTERS NOW OPEN**  
Want Help for kitchen. Booking for 1955. Concessions and Shows with own outfits.  
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**WANT TO BUY**  
32-ft. Spillman Junior size Merry-Go-Round for cash. State serial number. Will consider transportation.  
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## Troupers Install New Officers at New Year's Party

LOS ANGELES, Jan. 8.—New officers of the Regular Associated Troupers were installed at appropriate ceremonies here New Year's Eve, Virginia Kline doing the honors.

Officially installed were Alex Freedman, president; Myrtle Hutt, Steve Vaughn, Elsie Kennedy and Max Kaplan, first, second, third and fourth vice-presidents respectively; Nancy Meyer, treasurer, and Helen B. Smith, secretary.

Outgoing president, Inez Allton, presented her officers and committee chairmen with gifts, and in turn was presented with a gold lifetime membership card. Mrs. Kline then presided at candle lighting ceremonies honoring 14 other show clubs.

C. H. Allton chaired the party segment of the evening. Food came thru the courtesy of Norman Schue, Frank Babcock, C. H. Allton and Steve Vaughn, with Ed Kennedy handling the liquid refreshments. Tom Condron, Jimmy Dunn and Steve Vaughn presided at the skillet. Millie's Melody Makers provided the music.

There was a good turnout for the December 23 Christmas party. Instead of gift exchanges, presents were gathered for underprivileged children. June Armbricht and Lilabel Williams, co-chairman of the event, trimmed a tree and served dinner.

## Joe Greene Joins Tivoli

JOPLIN, Mo., Jan. 8.—Joe E. Greene, veteran agent, has severed his connection with Don Franklin Shows and has joined the staff of H. V. Peterson's Tivoli Exposition Shows. With the Franklin shows for two years, Greene has been in the business for over 30 years.

**WANT FOR SARASOTA COUNTY FAIR**  
SARASOTO, FLA., WEEK JANUARY 17  
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## WITH THE LADIES

# Costumes Sparkle At Troupers' Ball

By VIRGINIA KLINE

NORTH HOLLYWOOD, Calif., Jan. 8.—The 14th annual banquet and ball of the Regular Associated Troupers held here Tuesday (8) was one of the high points of the West Coast social season. Speeches were held down to a minimum at the event, which was held in Larry Potter's Supper Club.

The ladies were adorned in the latest styles, with costumes accentuated by sparkling jewels and wraps.

Mrs. C. H. Allton, retiring president, wore a Haggerty gown of black velvet, the fitted bodice of glittering white sequins and beads. Mrs. Ray Marrion, retiring second vice-president, came in Yorkshire brown in a Ritter gown, the skirt cleverly fitted around a form fitting bodice. Mrs. Vera Downie, retiring fourth vice-president, wore jet black in a Bendel gown, the net fabric frescoed in small ruffled swirls. Mrs. Rose Fitzgerald, retiring treasurer, chose Venus pink in a Copeland model, the low bodice form fitting and the diagonal peplum daringly bouffant. Mrs. Fred Smith, retiring and incoming secretary, wore a gold Fath gown, the neckline low over the shoulder and the tiny bustle a back interest. Mrs. Myrtle Hutt, incoming first vice-president, selected white, the softened folds of the fabric forming the plunging neckline. Mrs. Ed Kennedy wore white in an Irene gown, the neckline caught with rhinestones and the skirt floor length. Mrs. Bill Meyer wore a quartz blue gown, the silver sequins at neckfront in exquisite patterns.

All the women officers wore orchid corsages from the club. The hostesses also wore the orchid corsages from the club. Mrs. A. J. Scott, chairlady of the hostesses, was in a flamingo red velvet gown, the neckline accentuated with a Venice lace square collar. Mrs. Larry Nathan, in the hostess line, wore red in a Renter model gown, the bodice of red sequins and the skirt a slim sheath. Mrs. Mary Dewey, another hostess, wore a lace gown in wisteria tones, the fishu neckline shoulder fitting, the skirt long and fully bouffant. Hostess Mrs. Norman Schue wore a meteor blue gown from Harvey Berin, the bust and neckline outlined with velvet of the same shade, the hipline smoothly fitted and the skirt suavely tapered to accentuate the lace fabric. Mrs. Sam Dolman was attired in a Morry gown in tangerine-lace net, the cummerbund waistline of gold. Mrs. Steve Vaughn chose a Lelong original in blush pink, the skirt spinning out in a flare and the bodice held in place by a softly draped halter, her corsage of white orchids. Mrs. Emily Bailey came in hushed blue, the deep oval decolletage dramatized with clips of rhinestones. Mrs. Ed Harris, whose husband was one of the chairmen of the banquet, wore a Paquin model gown in ombree shades of

creme de menthe tones, the bodice low and flattering and the double-tiered bustle a highlight accent.

### Selects Black

Mrs. Minnie Ford, wearing a black figure flattering Chantilly lace gown, was welcoming old friends, among them Mrs. Ted Williams, who wore crystal blue in smartly sophisticated faille. Mrs. Mike Herman wore a heaven blue gown of chiffon, the fabric crushed in soft folds for the bodice and the skirt floor length. Miss Edna Kanthe wore a black Pattillo gown, the lace fondled blouse a flutter with tiny nylon ruffles and the skirt ballerina length. Mrs. John Levaggi chose black in a glamorous ensemble for evening. Mrs. Louis Cecchini also wore black in a Rappi model gown of Binche lace, the neckline a covered decolletage and the skirt a slim short sheath. Mrs. Frank Warren came in a black velvet Adele model, the shoulders and neckline embroidered with patterns of bonbon pink beads. Mrs. Orville Crafts chose black in a Mainbache gown, the bodice of sheath velvet and the skirt of rustle lined contoured lines. Mrs. John T. Backma wore black, shirred at the waistline and at neck and hipline, for the new long torso drape. Mrs. Harold Robideaux wore a Nettie Rosenstein gown in cocoa beige lace the bodice sequin sprinkled and the multi-pleated skirt formal length.

### Dawn Pink

Mrs. Arthur Eslick wore a formal evening ensemble, the blouse of dawn pink with squared neckline and skirt of black velvet, her wrap mink. Mrs. Dave Friedenheim came in French lace, the sculptured waist topping the flared skirt. Mrs. Florence Lusby chose Dior blue in satin, the neckline in small circles and frosted pearls. Mrs. Ted LeFors wore black in Strauss lace, the bodice held close with rhinestones and the skirt ankle length. Mrs. Abe Goldstein came in a cloud grey gown, the hip jutting bouffant skirt forming a new silhouette. Jenny Reigel wore a P. uline gown in ice blue, the perfect blending of color and line cascading with rhinestones. Mrs. Sam Wrexler selected a black evening sweater ensemble, the neckline ablaze with rhinestones. Mrs. Mora Babgy chose a black Balmain gown, the portrait neckline of gold sequins. Mrs. Ruth Wolf Wood wore black in jewel lace, the nipped-in waist line and full skirt enchantingly feminine. Mrs. Lee Smith selected black in sleek satin, the outline dramatic and smart.

Mrs. Maurice Schiller wore powder blue in a glorified version of the squaw dress, the flashing trim of silver. Mrs. Virginia Dorsey was in Empress blue in a whirling ballerina dress. Mrs. Alex Stewart wore black in a sequin trim, her wrap of lipstick red. Mrs. Ann Dawson came in gilt threaded taffeta in black and white bodice and black skirt. Mrs. James Lantz chose a Pierre gown in blond beige net, the bodice topped by a net stole and the skirt rocketed to full bouffant lines. Mrs. Elmer H...com wore black, the heart-shaped neck line in an overlay of black sequins. Mrs. Fay Curran selected a gold faille gown, the Edwardian collar a soft fold to the waist line. Mrs. Ed Butler wore charcoal grey-black

## WINTER QUARTERS

### Continental

LOWELL, Mass., Jan. 8.—Office personnel for 1955 remains unchanged with Roland E. Champagne as owner-manager; Paul Lacross, general agent; Doris Fritz, secretary; Fred Fritz, bookkeeper; John Kinsey, sound car; Bob Lacross, billposter, and Frank Forest, electrician and lot man.

Lacross recently attended some fair meetings and reported contracts for Westport, N. Y., and Sandwich and Deerfield, N. H., annuals. The show has held contracts for these fairs for the past 13 years, with the exception of Westport which was skipped one year. Contract for Columbia County Fair, Chatham, N. Y., is still pending, show representatives attending the fair's recent annual meeting reported.

Activities at Pelham, N. H., quarters are under way. Several semi-trailer trucks have been eliminated. In their place will be long-wheelbase aluminum van trucks. Labries Body Works, Nachua, N. H., is manufacturing three of these bodies for delivery this month.

As in the past, the show will stick to territory it has been touring for the past 20 years, New York, Vermont, New Hampshire, Maine and Connecticut.—DORIS FRITZ.

### Virginia Greater

SUFFOLK, Va., Jan. 8.—Work is expected to start at quarters here at the end of this month, after manager Rocco Masucci returns from fair meetings in Georgia, Virginia and the Carolinas. He will arrive here shortly from his New Jersey home. W. C. (Bill) Murray, general agent and business manager, is in charge of quarters until then, and reports that four fairs are contracted for 1955 with several more to be named shortly. The show has ordered three more rides for the season and will take out a total of 11, plus six shows with wagon panel fronts. The show has four of these fronts with two more being constructed in quarters.

in a torso trape, the skirt slow curving into ankle length. Mrs. LilaBelle Williams came in powder blue in deftly draped chiffon, the rhinestone trim at the neckline. Tillie Palmateer wore creamy beige satin in a cocktail dress, her tiny evening hat of rose pink.

Mrs. Lou Kortez came in a Lily Dache evening suit in moonbeam white. The sweater-type topper was iridescent with rhinestones. Mrs. Roy Ludington wore a Chapman gown of red velvet, her wrap of Embra Biue mink. Mrs. Zoe Wick wore black in costume velvet, the strapless bodice form fitting and the skirt evening length. Mrs. Robert E. Downie chose black in filmy lace, the high bodice line of blended white and black laces. Mrs. Harry Ostrov wore a Don Loper gown of black net the trim an overlay of white lace motif in a diagonal line, the stole of black net. Mrs. Eddie Roth selected a Julius model of white lace with undertones of petal pink. Mrs. Roth's mother, Mrs. Rose Wood, was having a grand time, she wore blue lace in a glitter fabric with short skirt. Mrs. Dick Haven wore a Jay Thorpe gown, the bodice of frosty white sequins and the skirt of black velvet. Mrs. Billie Rosen was in black velvet gown, the neckline plunged back and front.

Mrs. Robert Vogt chose red in a Magnin model, the bodice strapless and the skirt fully flared. Mrs. Mickey Billen came in peacock blue, the bodice eye-catching with solid sequin trim and the skirt modestly full and floor length. Darlene Coleman wore a striking gown, a complete sheath from neckline to knees of black sequin-trimmed satin, a pouf of net just below the knee to complete the show-stopping effect. June Meredith wore winter white in gold lame, the strapless bodice outlined with mink trim and the skirt short and doubly flared. Judith Cardwell wore flame tangerine in taffeta with lace edged neckline and bal-

## CLUB ACTIVITIES

### National Showmen's Association

317 W. 56th St., New York

NEW YORK, Jan. 8.—Nearly 150 persons took part in the New Year's Eve party held in the club-rooms, altho tickets sold at \$1.50 each came close to 200. The club-rooms were colorfully decorated by Joe Casper, and guests brought their own refreshments while getting food from Louis (Dada) King's luncheon.

There were hats, leis and noise-makers for all, and the affair did not wind up until 2:30 a.m.

Entertainment was provided by June Kewan, of the Charles Wagner Opera Company; Al Wilson, novelty act; Helena Jackson, accompanied by Ellen McDowall, and Mrs. Joe Prell.

Recent visitors to the club included Harry Heller, Sam Applebaum, Sam Glickman, Max Gru-

## FROM THE LOTS

### Coney Island Road

MATANZAS, Cuba, Jan. 8.—This spot, first on the road tour, was a winner for everyone, even tho weather was cold and business slow early in the week. Friday, Saturday and Sunday, December 24-26, were warm and over 25,000 people passed thru the gates. Renton's Geek Show got top money in the back end, with Rivero's Globe of Death second, Dick Best's Side Show third, the Midget Show fourth and the Illusion Show fifth.

Burge's Scooter and Schiff's Speedway topped the rides, with Harry Mamas' Rock-o-Plane close behind. Fisher's concessions flooded the midway with merchandisc. Jimmy Zabriskie has the new light plants installed in a new tandem trailer with work shop and storage in the front end.

Visitors here included Mrs. Dotie Renton and mother, Joe Martinez, Bonnie Horne, Mr. and Mrs. Earl Fisher and sons Edward and Ronald, and George Bistany, son of Leo Bistany. Gene Beecher and Vince Nordase returned from a trip to Santiago. The...a Dougherty spent the holidays on the show with her father, Duke. The new cookhouse, with seating capacity of 140, has been doing well.

The recent stand in Havana produced good business for everyone, and personnel took to the road anticipating a good tour. Especially good business was racked up by B. A. Shiff's Cadillac kiddie ride and Speedway. Christmas dinner and a party was held in the cookhouse for Americans, with Mrs. Al Renton and Bille Fisher supervising arrangements.

Staff: V. Nodarse, president; Gene Beecher, general manager; Duke Dougherty, manager; Andrew Ricardo, publicity; Leo Bistany, concession manager, and Jimmie Zabriskie, electrician.

The ride line-up includes Lloyd Burge's Scooter, Henry Mamas' Rock-o-Plane and Octopus, Britt's dark ride and Harry Prince's Round-Up. Also on the midway are Al and Chuckie Renton's Geek Show and Walter Wombass' Side Show, with Dianne, annex; Heyt Schumacher, armless boy; Ted Evans, giant; O. F. Friend, magic, and several Cuban acts. Other attractions include Rivero, globe of death and illusion; Jose Penichet, midgits, and Sol Solomon, high dive.

Concessionaires: Earl Fisher, bingo and 12 others; Lloyd Burge Jr., long-range gallery; James Mulcahy, short range; Jack Wilkinson, glass pitch and cotton candy; Johnnie Applebaum, manager of Bob Parker's merchandise giveaways; Jose Nodarse, cookhouse and two grabs; Earl LaBelle, photos, and Albi Leyva, wheels and hoopla.

lerina length skirt. Mrs. Ellis Hendry wore silver grey in satin, the tiny shoulder jacket of silver. Mrs. Morrie Levy, sister of the newly elected president, Alex Freedman, wore sapphire blue in satin, her wrap of mink.

berg, Patty Conklin, and So' Wahnish, who is out of the hospital.

### Ladies' Auxiliary

A short business meeting preceded the Christmas party. Refreshments were supplied by the Tip Toe Inn.

Mrs. Sam (Skeets) Stillman, the former Ethel Shapiro, is chairman of our double installation, set for the Grand Ballroom of the Park Sheraton Hotel January 10.

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Jan. 8.—Club is settling back to regular routine after the holidays. Vice-President Maurice Ohren was in the chair at the Thursday (6) meeting with Vice-President Al Sweeney handling the gavel at the board of directors meeting.

New members are B. W. Hiles, Jack S. Smith, C. J. Kwiet and William E. Johnson. Maxwell Harris in American Hospital here for surgery and Lester Davis in North Shore Rest Home for treatment. Also confined are Lou Keller, Harry Atwell, Louis Drillick, Russell Johnson and Eddie Murphy.

Bylaws amendments are complete and ready for the printer. George Flint is working on a new issue of News Flashes. Louie Berger and his banquet program committee are getting an early start. Roy (Pepsi-Cola) Jones is co-chairman of the program committee which also includes Mickey Blue, Emmett Sims, John Lempart, Hank Shelby, E. W. (Slim) Wells, J. C. (Tommy) Thomas, Hy Neitlich, C. C. (Specs) Groscurth and John Callagan.

Nominating committee is scheduled to meet in the near future. On the committee are J. P. Sullivan, C. J. Sedlmayr Jr., William T. Collins, Edward Levinson, Charles Zemer Sr., Al Kaufman, Henry Polk, Frank Winkley, Chick Schloss, Lou Dufour and Petey Pivor with Hank Shelby and Leo Overland as alternates.

Mr. and Mrs. Max Brantman leaving for a Florida vacation. Letters received from V. Ben Williams, Douglas K. Baldwin, Noble Case, A. F. Whitlock, Chester Mays, Nat Green, Joe Vernick and Pat Purcell.

### Miami Showmen's Association

3170 S. W. Eighth St., Miami

Recent arrivals in Miami and visitors to the club have been Michael Bosco, Louis Baker, Herman Bantley, Joseph Basile, Isidore Biscow, David Fineman, Fred King, Robert H. McClure, Robert Morton, Charles Nelson, Thomas F. Sharkey, Walter Silverberg, George O. Vogstad, William F. Warker, Morris Weinberg, Jerome Weinkle, Sam Howard, Glenn I. Terry, Fred Harris, Jack E. Vinson, R. F. Shepard, Merle Beam, Sam Clark, Jack A. Kelly, Elmer Larney, Paul Leflett, Eddie Owens, John (Googs) Weisman, George Reinhart, Sheldon Klein, Whitey Higgins, Jack Jacobson and Charles G. Kohler.

On the sick list are Pete Burkhardt, Greater Tampa Showmen's Association, Willow at Carmen; Bob Conner, State Sanitarium, Mount Vernon, Ill.; John DeVaney, Lantana (Fla.) State TB Hospital; Robert Hazzard, Veterans' Hospital, West Haven, Conn.; Al Herson, Ward 8 West, Veterans' Hospital, 408 First Avenue, New York City; Steve Homan and Otto (Mack) Magendand, Lantana (Fla.) TB Hospital; Ed Horwitz, 3032 N. W. 17th Avenue, Miami; George McLean, McDill Air Force Base Hospital, Tampa; Carl E. Manthey Jr., Box 145, Wethersfield, Conn.; Stanley Plas, Municipal Trailer Court, Tampa; Marty Saul, President Hotel, West 48th Street, New York City; Harry Stechi, Doctors' Hospital, Coral Gables, Fla.; Pete Richardson, 2027 West Grace St., Richmond, Va.; Joe Vernick, Veterans Hospital, Rutland Heights, Mass.; George Whitehead and Ed Yeasted, Veterans' Hospital, Coral Gables, Fla.

### WANTED

For Houston, Tex., Stock Show; Washington Celebration, Laredo; Austin Stock Show and other dates. Freaks and Novelty Acts of all kinds to join immediately. Ticket Seller, Talker and Bally Girls. Also good Semi Driver with chauffeur's license.

### MILO ANTHONY

c/o The Billboard, 390 Arcade Bldg. St. Louis 1, Mo.

# DON FRANKLIN SHOWS

WANT FOR SAN ANTONIO STOCK SHOW, FEB. 18 THRU 27—TEN DAYS

Will sell exclusive on Age and Scales, three locations, and Monogrammed Hats, two locations. Glass Pitches open also. Place legitimate Stock Concessions of all kinds. Some Eats and Drinks open. SHOWS—Place Side Show, Motordrome, Monkey, Freak Animal, Wildlife, Big Snakes, etc. All Ride Help who closed last season with us contact and be at winterquarters on Feb. 10. All replies to

### DON FRANKLIN

Winterquarters—Fairgrounds, Seguin, Texas. P. O. Box 649. Phone 2516.

"No Collects"



# Miami Fete Pulls Over 600

Continued from page 70

lined up for the MSA shindig, previous banquets having been held in nightclubs.

The hall was brightly decorated with banners and paintings depicting various phases of show business, including the MSA's large banner.

Visitors came from all over the country and from Canada, among them a delegation of 15 from Tampa headed by Carl J. Sedlmayr Sr., Jimmy Sullivan from Canada, Joe C. Harris and Elwood Hughes from Toronto, Phil Isser and party from New York, Irving Sherman and party from Philadelphia, Shep Blumberg and party from Camden, N. J.; Arthur Campfield and Frank C. Miller from New York, Marvin Keyes from Detroit, and others. Father Ed Sullivan from Boston was the guest of Col. Bob Morton.

Moore gave out the following gold life membership cards: Al Dorso, Sydney Daniels, A. R. Whiteside, Pete Norman Ptashkin, Bennett Prell, Harry Byus, John Campi, Joseph Prell, Charles Wright, John Keeler, and himself.

### Plaque Recipients

Engraved plaques went to the following: Claude Sechrest, Ross Manning Shows, William Cowan, David B. Endy, Harry (Buster) Westbrook, Paul Prell, John Hoffman, A. R. Whiteside, S. Tommy Carson, Oscar C. Buck, Lyman Truesdale, William C. Bryant, Ben Glasberg, William B. Moore, Roland Page, Mark Graham, Danny Dell, Harry Schreiber, Alton Pierson, Ephraim Glosser, Cliff Wilson, Mel G. Dodson, Edward Horwitz, Harry Byus, Joseph Aarons, John Campi, Irving Sherman, Andy Markham, William Tara, Pud Hartman, Philip L. Cook, David E. Fineman, Ray (Shep) Blumberg, Cetlin & Wilson Shows, Penn-Premier Shows, Prell's Broadway Shows, Mighty Page Shows, Vivona Bros. Shows, Pete Norman, Frank C. Miller, William J. Tucker, Fred W. Holtzman, J. D. Edwards, Peter C. Wagner, John Marks Shows, Coleman Bros. Shows, Thomas Joyland Shows, Gold Medal Shows, William R. De-

Costas, Robert K. Parker, Carl Kalansky, Chris Dundee.

Also, Patrick J. Finnerty, Joseph Cenname, Ben Weiss, Sydney Daniels, Harry Katz, Louis Shafkin, William (Red) Hicks, Lew Lange, Marty Weiss, Leo Bistany, Bonfire Restaurant, John S. Weisman, and Mose (Rip) Weinkle.

Sam Prell received many congratulatory telegrams from his friends and family as the newly elected president, with wires coming from Joe and Beatrice Prell, Ben and Faye Prell, Gertrude and Seymour Goodman, Dorothy Prell, and Norman Chambliss. Other wires to the MSA came from the Showmen's League of America, National Showmen's Association, Hot Springs Showmen's Association, Greater Tampa Showmen's Association, and Pacific Coast Showmen's Association.

The grand march was conducted by David B. Endy and led by Mr. and Mrs. William B. Moore, and Mr. and Mrs. Robert K. Parker. Mrs. Moore and Mrs. Parker were presented with a large bouquet of roses.

Entertainment was provided by Del Forrest, Martha Ann Bentley, The Dunhills, The Vagabonds, and Frank Linale's orchestra, with Joyce Ayres, vocalist. Dance music was played later by Dave Lester's orchestra.

The dais list included Abe Aronovitz, mayor of Miami; Judge Harold Spaet, vice mayor of Miami Beach; George A. Brautigam, State Attorney for Dade County; Circuit Judge Robert L. Floyd, club attorney Wallace N. Maer, outgoing president William B. Moore, new president Sam Prell, vice-presidents Oscar C. Buck, Ross Manning and Ben Weiss; treasurer Mel Dodson, assistant treasurer William J. Tucker, secretary Cliff Wilson, assistant secretary John W. Wilson, chaplain William C. Bryant, executive secretary Phil Cook, outgoing assistant treasurer Mel Dodson, outgoing assistant secretary J. D. Edwards, and the following showmen's club representatives: S. T. Jessop, SLA; John S. Weisman, NSA; Carl J. Sedlmayr Sr., GTSA; Marvin Keyes, Michigan Showmen's Association, and Louis Rice, Hot Springs Showmen's Association.

Carl Hanson was ticket chairman and the following served as official greeters: William B. Moore, Sam Prell, Oscar C. Buck, Ross Manning, Mel G. Dodson, Cliff Wilson, J. D. Edwards, Carl J. Sedlmayr, George A. Golden, Leo M. Bistany, William Cowan, Patrick J. Finnerty, Louis A. Rice, Art Lewis, Frank C. Miller, John Vivona, Mark Graham, Harry Schreiber, Claude Sechrest, Ep Glosser, Harry Westbrook, Danny Dell, Max Sharp and Ben Weiss.

## MSA Xmas Fete

Continued from page 70

Keeler Myrtle Brooks, Nattie Byer, and Lucille Leonardson. Chairman of the party was Charles Schwacha, with Murl Deemer as co-chairman.

Among other credits were Triangle Poster Company, which supplied holiday posters, and Stay Well Hat Company and the Helmet Corporation, which donated hats for the kiddies.

## Belle City

Continued from page 70

the organization. H. V. Peterson, owner-manager; Joe Greene and Ray Swanner repped the show here.

Don Franklin, owner of the shows bearing his name, reported no new fairs in Wisconsin. He did, however, announce re-signing the Coffeyville, Kan., Fair and adding the Enid, Okla., Fair to the route of his No. 2 unit.

Weydt Amusement Company will for the first time play a fair outside of Wisconsin in '55, Doc O'Kelley, agent, announced. The org signed to provide the midway attractions at the Norway, Mich., Fair. Pearl Weydt, owner, also represented the show here.

Other midway representatives on hand included:

Mr. and Mrs. William R. Snapp, Bruce Barham and Mrs. F. Farris, Snapp Greater Shows; Mr. and Mrs. W. J. Greapo, concessions; Don Gullin, concessions; Mr. and Mrs. Herman McKenna and Mr. and Mrs. William Dayson, McKenna's Rides; William (Bill) Dobson and Dorothy Pickering, Dobson's United Shows; Mrs. B. D. Hall, Hall's Concessions; O. E. and H. Hendrickson, novelties; Edward, Charles and M. Larkee, Tip Top Shows; Evelyn Martin, concessions; E. N. and K. R. Pedersen and Don Maynard, Dairy State Shows; Anna, Geogrey and Lloyd Meverden, Meverden Amusements; George Reichert, concessions; Mrs. Vivian Soule, concessions; E. W. Skerbeck, Skerbeck Amusements; Mickey Stark, Gold Bond Shows; Don Teach, Emshoff Shows; John Francis, Sterling Crown Shows; Mr. and Mrs. Gordon Van Bellinger, Golden Valley Shows; John Lemart, show supplies and equipment; Louie Berger, Amusement Company of America; Al Kaufman, merchandise; Ned Torti, Wisconsin DeLuxe Company; Hank Shelby, concessions; Lou Dufour, novelties; E. A. and Reginald Bodart, ride operators.

## Award Strates

Continued from page 70

victory in the recent State elections and the naming of a new commissioner. Altho the new commissioner has been in office only two weeks, the contract award was made a month or more earlier than was customary under the Republican regime.

### Strong Fair Route

Strates, who has been devoting much of his time to the acquisition of this date, said that he would concentrate now on the securing of new midway attractions for the coming season. With the finalizing of the Syracuse contract the Strates show once again is assured of one of the strongest fair routes in the nation.

With Syracuse contracted, all of the major Eastern fairs are accounted for and all of the rail-roads in the territory have full routes substantially the same as they played last year.

Strates will also be making preparations shortly for showing at his one winter event, the Orlando (Fla.) Fair at the end of February. A minor movement problem is involved since the show's permanent winter quarters are located in the same area.

The work of refurbishing units is already under way. Weather during the past season was particularly hard on equipment.

Strates looks for 1955 to be a good season. Good business, he believes, will hinge mostly on the behavior of the weather.

## 200 Funmakers

Continued from page 70

urer, and Helen B. Smith, secretary.

Alex Freedman, the '55 president, was introduced along with the other officers, including 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 B. Smith, again named secretary.

Hostesses for the occasion were: Eve Scott, chairman; Martha Nathan, Mary Dewey, Lillian Schue, Lucille Dolman, Helen Vaughn, Emily Bailey and Berta Harris. Hosts were Pete Steinkeller, chairman; Vincent Kurapatwa, Joe Dauer, A. J. Scott, Norman Schue, Dave Friedenheim, Jimmy Lantz and Larry Nathan.

The show featured Arthur Walsh and Company, Kathy Monroe, the Six Dancing Darlings with O'Neil Nolan, Darlene Day and Rene and His Puppets. Les Parker emceed and directed the band.

# Hoosier Confab: Icy Shower

Continued from page 70

measured up to those in States with a comparable agricultural base. One reason is that Hoosier fairs do not get State aid.

In many States the operation of the State Fair Board serves as a model for county fairs. But the Indiana State Fair Board, which in many fields has done a notable job, has, in some of its negotiations for attractions, constituted anything but a model board.

Among attraction people generally, the board has gained a reputation for being the most dined, if not wined, and entertained board of any State fair in the country.

At the same time, it has been probably the most demanding price-wise in its dealings, particularly for the midway contract.

### Percentage Set-Up

Terms for the '55 Indiana State Fair midway call for the carnival to give up 35 per cent of the first \$25,000 in receipts, 37½ per cent of the next \$25,000 and 42½ per cent of the gross in excess of \$50,000.

This contract, which can hardly be classed as a "live-or-let-live" pact, is probably the highest for any good State fair in the country.

Its terms are so demanding that it virtually precludes a major carnival from investing serious money in new attractions not otherwise readily available to fair patrons.

But the fair—an arm of the State—which, as such, should be intent on upgrading—or in making it possible to upgrade—standards has shown a marked inclination to grab for the greatest number of dollars, leaving higher standards up to other fairs.

### Conversation Plenty

One thing of which there was plenty at the convention this week was conversation. Individual State Fair Board members or people long identified with the State Fair wrote off the terms of the midway contract to the fact that "if a show does not want to bid that high, it doesn't have to."

Still another observed, "After all, with all the Kiddielands there are today, a child doesn't have to come to the fair to ride kiddie rides."

In such utterances, the fair board members express an attitude foreign to those of most State Fair boards eager to present attractions, whether kid rides or major rides, that can't be found in areas served by their fairs.

That is why it has become an increasing practice by many fairs to shave their regular percentages to enable a carnival to bring in outstanding new rides and shows.

During the convention a number of carnival owners told of buying new rides so that they could present something new. One such owner is about to spend more than \$15,000 for a new device not as yet unveiled, but the soundness of such investment would be highly questionable and probably unsound if carnivals were to operate on the percentage obtained by the State Fair here.

One member of the State Fair Board pointed out this week that members were authorized to visit other fairs for new ideas. No better suggestion perhaps for the new year could be made to those members, charged with the responsibility for the midway operation, than that they look over the midway and the terms of such operation at such outstanding fairs as the Minnesota State Fair.

Similarly, as equally good suggestion to other board members charged with other responsibilities, is that they, too, visit fairs like Minnesota's State Fair, which has done much for the county fairs of its State and which in turn has profited greatly from the growth of the county fairs.

Thus, perhaps, Indiana's State Fair board might become a model for Indiana's county fair boards. Given such a model, it would be up to the county fair boards to respond, to build their fair, and, develop, among other things, an annual convention that would be anything but a cold shower to eagerness, optimism and growth.

**COMPLETE SHOW UNIT**  
Consisting of 36-ft. Spillman 3-Abreast Merry-Go-Round, 12 Eli Wheel, Lambert Chairplane, Howell Auto Ride, Trailer with Popcorn and Cotton Candy, Transformer Wagon, Junction Boxes, Wire and many extras. Health reason for selling. H. R. SNOWBALL, 5720 Este Ave., Cincinnati 32, O. Phone: VA 7239. (Equipment operated under Brown Novelty Rides & Shows.)

**WANT TO BUY**  
10-Car Allan Herschell or Smith & Smith Kiddie Auto Ride, also interested in Rockoplane. Must be in good condition and priced right. Contracting now for 1955 season.  
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P. O. Box 119 Pittsburg, Mo. Telephone 156

**ANNUAL DADE COUNTY FAIR, Miami, Fla., Jan. 26-30**  
**SUGARLAND EXPOSITION, Clewiston, Fla., Jan. 25-29**  
Can place legitimate Merchandise Concessions for both these established fairs.  
**MILLER AMUSEMENT ENTERPRISES**  
Contact TOM L. BAKER, Box 1146, Pompano Beach, Fla. Phone 7142.

**WANTED**  
**C. A. STEPHENS SHOWS**  
FOR CHARLOTTE COUNTY FAIR, PUNTA GORDA, FLA., JAN. 18-23  
Concessions working for stock, Palmistry, Pitches, Balloons, Long Range, String Games and Bumper. "Red" Gatcher, contact Whitey. Place Baby Show, Big Snake or any worth-while Grind Shows.  
BROOKSVILLE, FLA., THIS WEEK.

**WANT FOR DELRAY BEACH, FLA., WEEK JAN. 17**  
KIDDIE RIDES AND HANKY PANK CONCESSIONS OF ALL KINDS, ALSO CANDY FLOSS, APPLES, SIT-DOWN GRAB, ETC. Want to hear from George Johnson. Booked solid until May 1.  
**Address FRANK ROSS**  
c/o BOULEVARD HOTEL FORT LAUDERDALE, FLA.

**James E. Strates Shows, Inc.**  
**SEASON 1955**      **SEASON 1955**  
Can place for 1955 new and novel Shows that do not conflict. What have you? All communications strictly confidential. Have fronts, outfits and wagons for same. Our equipment is second to none and our route is as near perfect as possible. Can place and furnish wagons for Major Rides that do not conflict.  
Can place Stock Concessions and worth-while Independent Attractions, Shows and Rides for the Orlando Fair (Florida), Feb. 21 to Feb. 26.  
Can place for 1955 season Train Help, Ride Help and Ride Foremen for the following rides: Looper, Spitfire, Caterpillar, 2 Rolloplanes, Roller Coaster, and useful people in all departments. WRITE, but don't come in until notified.  
Can use good Searchlight Operator who can take care of three lights and keep them going.  
No attraction too large for us to handle, as we have the equipment and the route.  
Address all communications to  
**JAMES E. STRATES, Gen. Mgr. & Pres., or DICK O'BRIEN, Mgr.**  
WINTER QUARTERS, ORLANDO, FLORIDA.

**RIDE MEN WANTED**  
Foreman for Eli Wheel, Foreman for new Allan Herschell two-abreast Merry-Go-Round, Foreman to handle Swings and two Kid Rides, Second Men and useful Help on all Rides. Top salary, good treatment, short jumps. Truck and Semi Drivers given preference. Drunks, chasers, agitators, don't reply, you won't last. Shows open early in April. Winter quarters open March 1st. Tim Ayliffe wants Agents for ten office concessions.  
**LEE BECHT AMUSEMENTS**  
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P.S.: The following men get in touch at once: Joe Bielek, Robert Cromer, Chas. Ducas, Gene Moore, Robert S. Smith.

**SHADE GAP, PA.**  
**FAIR & PICNIC FOR 1955—AUGUST 1 TO 6**  
NOW BOOKING LEGITIMATE CONCESSIONS—Pitch-Till-You-Win, Ball Games, Glass Pitch, Long and Short Range Shooting Galleries, Grab, Popcorn, etc.  
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**AMERICAN BEAUTY SHOWS**  
NOW BOOKING FOR 1955 SEASON. OPENING APRIL 21, DE SOTO, MO.  
CONCESSIONS: Everything open except Bingo, Cookhouse, Snow, Popcorn and Fish Pond. HELP: Want Lot Man who can put show on lot on time. Want Mechanic and Electrician for 10-Ride Show.  
**FOR SALE—LONG RANGE GALLERY, KING MADE, 8 GUNS. ALSO COMPLETE COOKHOUSE CHEAP.**  
Address Box 29, Perryville, Mo.

GIVE TO DAMON RUNYON CANCER FUND



## Concello Back Into Action, Buys Control of Beatty Show

• Continued from page 63

season. The show is featured in two current movies, "Three Ring Circus" and "Ring of Fear."

Concello, famed as a leaper in flying return acts and then owner of most such trapeze acts, bought Russell Bros.' motorized circus in 1943. In 1944 he and Beatty were partners in the truck show but they parted in 1945 when Concello put Russell Bros. on rails and Beatty was on trucks. They re-combined in 1946 to take the Clyde Beatty Circus on a fabulously lucrative trip into Canada. Concello pulled out of that deal and Beatty took over the entire show late in 1947 when Concello became general manager of the Ringling show.

Since then, Beatty has had variable success with the show and has been burdened with managerial duties as well as the performing and upkeep of his act. A succession of general managers has worked with him over the years. From time to time there have been reports that people were interested in buying into the show but Beatty always replied that he was sole owner and, until recently, not interested in selling. In 1953, the King-Cristiani circus negotiated for the possible purchase of the Beatty show but this failed to materialize.

### Talk for Year

Concello, out of the Ringling organization, said in December, 1953, that he would rest a while. But reports that he was interested in the Beatty show began almost at once. Concello and Beatty conferred at Detroit a year ago, when both had acts working there, but both denied they were talking of a combination or sale.

Concello continued by looking in on the Beatty circus from time to time. He was at the Deming quarters last winter and on the show occasionally during the season. As the show moved south thru Kansas and Oklahoma last fall, Concello and Beatty conferred again and by then it was reported that each was interested in a deal but that neither wanted to surrender majority control.

### Deal Long Rumored

When Concello came to Deming in early December it was counted pretty definite that the deal would jell but the principals backed away from comment. Concello also had been exploring chances of buying into the Royal American Shows or other outfits. He also talked with R. E. McAfee, Macon, Ga., who was seeking a partner for a new motorized circus. But Concello ended the McAfee talks as the Beatty transaction seemed to take shape.

Rumors that the deal was completed have spiraled around the country for the past weeks. However, the principals continued their

talks and in the days between Christmas and the New Year they arrived at an outline of the deal that both could accept. Preparation of the legal steps and contracts got underway and the deal culminated with Tuesday's signing.

Both principals were contacted by The Billboard early Wednesday. Beatty then said that he had much

work to do with his act and that he was pleased to be free of business duties so that he might devote full time to the cats. He likened the new agreement to that between Concello and him in 1946 and recalled that that set-up worked well for all concerned. He said he looked forward to another successful operation.

## MILLERS BUILDING NEW SEAT WAGONS

Tell New Tent, Menagerie Plans; Expect to Use Plane for Ads Again

HUGO, Okla., Jan. 8.—All new seats are being built for Al G. Kelly & Miller Pros.' Circus and reports are that they will include portable grandstand wagons. The Wayne Sanguin machine company is building the new equipment.

The show has had a design for seat wagons available for some time and a pilot model was built but never put into use.

As other plans for the new season became known here it was learned that show's new big top, already delivered, is a 118 with three 50's. This is shorter and wider than K-M's usual tents and will provide more hippodrome track room. Color scheme will include three colors and monogram designs.

The menagerie top includes three 30's and four 20's, plus a three-color layout of jungle scenery. The Side Show will have four 20's.

Show sources said the traditional style of banner line will be replaced with "a completely new experiment" in banner line construction.

All tops will use aluminum poles thruout. The big top and menagerie equipment will include new types of grandstand and cage railings. Cages will be illuminated by fluorescent lights. Three telescoping light towers will be added to illuminate the show grounds, and two more may be added after the season opens. The first three prove successful. Midway will use neon, fluorescent and indirect lighting. Two new 65-kw. GM Diesel generators have been purchased, it was reported, and a number of smaller power plants are to be used around the lot.

Plans still call for the addition of a giraffe and rhino to the show's menagerie, replacing similar animals that were lost, and these are expected to be displayed in the menagerie this year.

### Revive Plane Use

General Agent Art Miller said that use of the show's airplane for

advertising purposes will be revived this time around. He said that billing, newspapers and other advertising will be used more heavily than in past years. National advertising tie-ins will be continued and local tie-in advertising is in the works, with special paper being prepared for it.

For national advertising accounts, new styles of paper in half, one and nine sheet sizes are being prepared. The advance force is to include 19 men, five pick-up trucks and a semi-trailer rig.

## Hagen Bros. Expands; Adds Animals, Cages

EDMOND, Okla., Jan. 8.—Hagen Bros.' Circus has bought numerous new animals and is adding cage trucks and an arena for use on the show during the coming season.

Owner Howard Suesz said that the additions include a second elephant, a llama, guanaco, kangaroo, lions, pumas and other cage cats. Seven black bears are being broken for an arena act by Eddie Kuhn and Billy Sheets.

## Nashville Show Sets Line-Up

NASHVILLE, Jan. 8.—Six night performances and a Saturday matinee are scheduled for the Sheriff's Indoor Circus, to be held January 17-22 in the fairgrounds Coliseum here, according to Jack Norman Jr. The show is being produced and directed by Jack and Duina Norman, the latter formerly one of the Zaccchini cannon act family.

Al Vernon will direct the show band, and a line-up of attractions has been set that includes the Bounding Edies, trampoline; Dime Wilson, table rock; Truzzi, juggler; Packs' baby elephants, Kirk Adams' dogs, Luvus Sisters, Hawthorne's Bears, the Martels, the Victorias, Wazzan Troupe; Sensational Kays, high wire; Willie West and McCinty; Flying Zaccchins, George Hanneford riding act, the Victoria Zaccchins cannon act, and clown alley with Dime and Connie Wilson, Charlie and Gertrude Bell, and Peggy and Shorty Sylvester.

Roy Barrett, basking in New Orleans sun, will stay there until he joins Orrin Davenport at Cleveland. The Gabby DeKoes spent Christmas with him, and he went to their apartment for New Year's. . . . Roxy Engesser writes that she and the Billy Powells visited Mr. and Mrs. George King at Gonzales, Tex., where he is breaking bulls for the Don Franklin Shows, and also saw the Paul Pyles and Donna, and Bertha Drane.

## WILL '55 BE YEAR OF OPPOSITION?

CHICAGO, Jan. 8.—Spirited opposition between circuses seemed likely for next season as Art Concello took over management of the Clyde Beatty Circus. That show and Ringling-Barnum are almost certain to cross paths one or more times during the season. With no love lost between them, observers see the makings of some scuffles. The Beatty show also will be playing close to the Western unit of Polack Bros.' Circus. In the past the Beatty show has usually been passive about competitive circuses.

## Slavs Curtail Germans' Tour

VIENNA, Austria, Jan. 8.—According to bookers and showmen arriving here from Yugoslavia the German Circus Carl Rebernigg has been forbidden to continue its tour of the country and 15 of its employees have been arrested for being involved in passport irregularities.

At Ljubljana a force of police surrounded the lot and blocked all exits while the personnel were quizzed. In addition to passport irregularities a number of employees were charged with conniving to smuggle aliens into and out of Yugoslavia.

## TOO GOOD

## Gas Balloons Slow Show, Vice Versa

HAVANA, Jan. 8.—Gas-filled toy balloons proved to be one of the biggest hits of the Ringling circus here this winter season. So big, in fact, that they almost stopped the show.

The gas-filled type is new here. When Joe Trocey, the Big Show's bug man, turned up with them he was swamped with business. He sold them faster than an assistant could inflate them. Sales were so good that the bobbing bunch of balloons actually interfered with viewing the circus itself.

Joe figured this was too good to last and pulled out after three days. But an assistant stayed on with a smaller operation.

## John A. Strong Opens Jan. 15

HOLLYWOOD, Jan. 8.—With a 30 per cent increase in the fall business over a year ago, the John A. Strong One-Ring Circus will open its 1955 season with school dates between here and Pismo Beach for a three-week period starting January 15, John A. Strong Jr. said. A second tour this one into Northern California, is set for mid-summer but the show will not repeat its 1953 routing into Nevada, Utah and Idaho.

This past season the Strongs did not show under canvas but cut short their tour by 10 weeks to go east to visit other shows and buy equipment. Strong said the route was shortened because of his wife's health.

The year's trek will feature new sidewalls in orange and green. Seats are painted to match.

### To Thousand Oaks

The forty-miler had its biggest fall business in Reseda, near here, when it played to 1,759 patrons at four shows. Laguna Beach and Solvang were also red ones for the show.

The Strongs are setting up permanent quarters in Thousand Oaks, which gives the town three organizations. Also located there are Louis Goebel, and the World Jungle Compound. Strong has two acres which were recently fenced. A bridge is nearing completion over a large ditch. In the near future, the Strongs plan to sell their home here and move to the new quarters. The summer tour will start June 13 and last 12 weeks. On this trek, the show will play under canvas.

That oldtimer Dan Francis Joseph Mahoney came to light during the holidays with news that he calls Peoria, Ill., home. He is in the loan business there.

## Jack Mills Off to Europe; Cleveland Reception Held

JEFFERSON, O., Jan. 8.—Jack Mills, co-owner and general manager of Mills Bros.' Circus, is to fly to Europe Sunday (9) for his annual scouting of acts at English and Continental circuses. Before leaving he announced the appointment of Ted Edlin as general agent and a meeting of all advance personnel was held Thursday (6) to establish policies for the coming season.

Meanwhile, more than 300 persons were guests of Mr. and Mrs. Jake Mills at a reception in Cleveland in honor of their daughter, Geraldine Fern, born November 25. Among guests were the Paul Millises, the Kirk Taylors, the Bill Osbornes, Herman Perchner, Lee Repp, president of the musicians' local; Chick Bell, House of David; reporters, city officials and business people. Acts on the bill were

Wimpy Hames, dancer; Babby Monahan, comedy; the Lintners, hand balancing; Ving Merlin and his Violin Beauties and the Orlando Algeri band.

Back at quarters, about 60 persons attended the special Christmas dinner prepared by Steward Al Foster and staff. The Mills brothers distributed gifts of candy and tobacco. Following New Year's observance, work schedules were resumed.

Superintendent Charles Brady returned after visiting relatives in the East. Chief painter Bill Lee is designing new animal and clown art for the sides of rolling stock. The Virgil (K. Y.) Sagraeves returned from visiting in Kentucky. Fan Robert King, Richmond, Ind., gave a party for those in quarters on Christmas Eve.

## Ringling Okays Deal To Televis, But—

HAVANA, Jan. 8.—Television of a dress rehearsal of the Ringling circus in New York this March was agreed upon at a meeting here this week attended by John Ringling North, Milton E. Pickman, the show's special promotional director, and a representative of General Foods.

The video program will be produced as an hour-long show sponsored by General Foods. Pickman, who also heads a new motion picture producing company, has succeeded in reversing North's previous dictums that the circus performance was not to be given away on TV screens.

Apparently, he also has or expects to overcome an agreement between Cecil B. De Mille, Para-

mount Pictures, and the circus by which the show is not to be pictured in movies or TV for a period of years after the release of "The Greatest Show on Earth," De Mille movie. The contract runs thru 1960, it is understood.

Pickman is credited with having gotten De Mille and North together for their "Greatest Show on Earth" movie deal. His brother is a top man in Paramount Pictures. The new company he heads was created by a group of movie distributors who believe that the older production companies are not turning out enough films now. The cut-back in number of films is generally credited to competition of TV.







## EVERYONE GETS IN ACT

### Pa. Firemen's Rink To Finance Company

EXTON, Pa., Jan. 8. — West Whiteland Fire Company will build and operate a roller skating rink, a venture believed to be the first of its kind undertaken by a volunteer fire company. Plans for the rink are included in specifications of the company's new firehouse.

Anticipated profits will be used to pay off the building, purchase new equipment, lower township fire protection levies and eventually defray all costs of township fire fighting. In addition to the profits, the rink is planned as a potent force to head off and combat juvenile delinquency in the area.

Not far from Philadelphia, West Whiteland Township is the exact geographical center of Chester County. Exton is the township's largest community.

It is hoped to have the rink in operation by summer. It will be

opened for skating several nights a week and also for weekend matinees. It will be staffed by members of the fire company and the women's auxiliary.

It is planned to make the rink available on off-nights to township civic and social groups. A year-round theater program, a canteen for youngsters, and dances for both young and older folks are also planned. West Whiteland hopes to buy two new trucks and a community ambulance with profits from its rink. The company hopes to pay off the \$75,000 in bonds in 10 years or less.

One iron-clad rule is to be enforced at the rink. There will be no passes, not even to firemen. If they wish to skate, they'll pay like everyone else.

### Polio Benefit By Lexington

PITTSBURGH, Jan. 8.—January 18-23 dates have been scheduled for presentation of the "Hi-Hat Revue," annual skating presentation of Lexington Roller Skating Palace here as a social service project. As in the past years, a portion of gate receipts will be donated to the National Foundation for Infantile Paralysis.

Tuesdays have been designated as family nights by the rink management. Under this set-up, designed to interest all members of families in roller skating, an entire family group is permitted to roller skate for an admission price of \$1 plus tax.

### Mich. RSROA Sets May 28-30 Meet

DETROIT, Jan. 8.—Memorial Day weekend was chosen for the three-day Michigan meet by the Roller Skating Rink Operators' Association, Michigan chapter, at its meeting Monday (3) at Arcadia Rink here. The meeting was originally scheduled to be held at the Academy of Skating, Royal Oak, but was later changed to Arcadia. The February meeting will be held in Royal Oaks.

Pop Gardner, Lansing Roller-drome, was unable to preside at the meeting because of a California trip, so the chapter secretary, Mrs. William Hollaman, Arcadia, presided.

Plans were discussed concerning the May 28-30 meet at Broadway Roller Rink, Saginaw, operated by the Gillis brothers, and for the forthcoming program of rink queen contests.

### ARSA's World Champ Funds Total \$1,837

#### All Contributions Expected to Hit 10G Mark—Schmitz

ELIZABETH, N. J., Jan. 8.—Contributions to the World Championship Fund of the United States Amateur Roller Skating Association have reached a total of \$1,837 and when manufacturers and rinks fulfill their promises, the fund is expected to total \$10,000, according to William Schmitz, general manager of America on Wheels and member of a committee charged with administration of the fund.

To date the following have contributed, Schmitz reported: America on Wheels, \$1,200; Mr. and Mrs. Lessne, \$10; Paramus (N. J.) Skating Club, \$50; Plainfield (N. J.) Skating Club, \$25; Sam Sholes, \$10; Johnny Jones Jr., \$100, and the Van Horn Dance and Figure Club, Mineola, N. Y., \$200.

Another \$242 was recently sent to fund headquarters by the Earl Van Horn Club, proceeds from the sale of 968 booster buttons which the USARSA is selling thru its clubs. The Van Horn Club has been the first to report.

The fund was created during the 1954 USARSA national championships held in Washington. It was created for the purpose of raising funds to send American skaters to future world championships as well as to help defray expenses for skaters of other continents should a world meet be held in the United States. The next meet has been scheduled for early September in Barcelona, Spain.

### Building 100G Groton Rollery

HARTFORD, Conn., Jan. 8.—Connecticut's newest roller skating project—a \$100,000 rink—is under construction at Groton, with completion slated for March, according to Elias Trefes, Westerly, R. I., secretary-treasurer of Melody Skating Rink, Inc., which will be the operator.

The steel and masonry one-story structure will measure 230 feet long by 115 feet wide, and will have a skating area of 16,000 square feet.

### 100G Houston Rainbow Bows

HOUSTON, Jan. 8.—Rainbow Rink, formerly located at 2510 Berry Road, opened December 17 in its new location at 925 Tidwell Road. An estimated crowd of 1,000 attended opening night ceremonies. The first 800 admitted were presented pin souvenirs by a representative of Chicago Roller Skate Company.

The new Rainbow, built at a cost of \$100,000, is reportedly the largest roller rink in Texas. The building proper is ultra-modern in every respect with adequate free parking space adjoining.

#### AOW Race Standings

ELIZABETH, N. J., Jan. 8.—Hackensack (N. J.) Arena, with a total of 92 points, continues to lead the America on Wheels inter-rink roller racing league, according to Jack Edwards, AOW director of speed. In the runner-up slot, with 70 points, is Peekskill (N. Y.) Arena, followed by Paterson (N. J.) Arena, 66; Boulevard Arena, Bayonne, N. J., 48; Twin City Arena, Elizabeth, 36; Florham Park (N. J.) Rink, 18; Mount Vernon (N. Y.) Arnea, 16, and Capitol Arena, Trenton, N. J., 14.

### Pallomar Bows After 60G Remodeling Job

MILWAUKEE, Jan. 8.—A \$60,000 roof-to-floor remodeling job which kept Pallomar Skating Rink closed four months has been completed and the skaters opened New Year's Day with a gala celebration.

Remodeling work ran well over the original time table set for the job by contractors, due to material and labor shortages, according to Clem Pallo Jr., owner-manager, who had hoped for an earlier finishing date.

Changes which transformed the rink into "the most beautiful in the country," says Pallo, include: A new roof over the large structure, suction fans to pick up floor dust, sound proofing of walls, completely redecorated interior, a modern snack bar, new amplifiers on the ceiling, and a new skating floor of one and one-eighth-inch maple measuring 110 by 200 feet. The floor was installed by the Boettcher Company, Chicago. The Kotze Company, Milwaukee, handled the rest of the construction work and a local firm, the Noel Company, put in the snack bar.

Pallo, who took over manage-

ment of the Pallomar last June, originally established by his father, checked rinks all over the country before deciding on the changes instituted. Another innovation in the rink is an attractive salesroom. Gene Fortucci, Pallomar pro, will be in charge of sales.

Recent action by the Milwaukee Transport Company extended several key bus lines directly to the huge Southgate Shopping Center across the street from the Pallomar, placing the rink within low-priced, easy reach of most sections of Milwaukee. Arrangements have been made with the shopping center management to allow Pallomar patrons to use the center's parking lot free of charge.

New Pallomar schedule calls for public skating every day except Mondays, which have been set aside for private party reservations.

Reopening event received a potent barrage of advertising. A series of television spots over WOKY-TV, along with some effective ads in The Milwaukee Journal, were purchased to assure a big crowd for the occasion.

## ROADSHOW REP

EARLE LIPPINCOT writes from Fort Myers, Fla.: "Have been moving around the State trying to get promotions for a family show, but haven't caught a thing. Even the churches, which generally go for the type of show we have, are not interested. So we will move into Alabama where we have made some dates in past winters. We spent some time in Texas in early fall, but there isn't anything there for small-town show playing halls, and the school end of it is hardly worth while. We came to Florida to get out of the cold weather, but it looks like we'll have to go back into the Northwest, where folks are at least interested, to do anything." . . . Herman Wesson reports from Hutchinson, Kan., that he played West Kansas and Oklahoma until the storms drove him out. He had three bad breaks in the Southwest, all due to the weather, and is saying goodbye to it for a while. Wesson does a single protean-style show and also makes some dine and dance dates . . .

L. L. (DOC) HINCKLEY, writing from North Adams, Mass., reports that he has been trying to do something with amateur groups in that area without much success. He put on one minstrel show, but business was off and his percentage correspondingly small. "It may be that burnt cork is about finished," he says. It's gotten to the point where locals handle that type of show in their own small way and are satisfied." Hinckley says he has an idea for another style show and will try it out soon. . . . Wallace Johnson, who has a family show, writes from Fresno, Calif., that he put in the early part of the past summer in Wyoming after opening in Oregon. Hot and humid weather drove him successively from Oregon to Wyoming to Colorado into Western Kansas, where it was hotter than ever. "None of the prairie States can do much for small tricks such as ours and neither can they do much for tent shows," says Johnson. "We are now readying a west to east jaunt, part of it to be thru Canada. We have a good dramatic opus and we can supply good vaude for any dine and dance spots that look worthwhile." . . . Ollie Burnham, an old-timer of med and rep shows, is now selling books and printed matter for a Boston concern. Burnham was in advance of a number of 10-20-30 rep shows in past years and had out for himself, at one time, Hill's Comedians, on which he worked med. . . . Howard Morrissey, writing from Spokane, says he put in the past summer working celebrations and a few fairs with his puppets. Recently he played a few sponsored dates in the Spokane area with a three-act dramatic bill and expects to take off for Canada soon. Now that his daughter, Elsie, is out of school, he plans to work up some good dramatic bills for her and go out with the old Morrissey Family Show.

### DRIVIN' 'ROUND THE DRIVE-INS

Ed Lee, owner of the Plains Drive-In, Borger, Tex., reported to local police that his drive-in was burglarized and an undetermined amount of money taken from the vending machines. . . . CinemaScope has been installed at the Dixie Drive-In Theater, Ranger, Tex., which is managed by I. B. Walker. . . . Jack A. Farr, of the Skyway Drive-In Theater, turned over 25 per cent of the box office receipts to the United Fund at Bryan, Tex. . . . CinemaScope has been installed at Joe D. Blinka's Midway Drive-In at Schulenberg, Tex. . . . Ed Greene, manager of the Cinderella Drive-In, Dallas, has introduced helicopter flights from the drive-in. A flight running for about five minutes in the air costs patrons \$3.50. At present day flights are being offered, with night flights planned at a later date.

T. M. Mance announces that the Monessen Amusement Company, Inc., of Greensburg, Pa., has bought the controlling interest in the Super Skyway Drive-In of Allentown, described as the first to install the Motiograph two-speaker system and will open March 15 with enlarged capacity of 1,000 cars, Manos says, with Sol Shocker remaining as managing director and stockholder of the theater.

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JANUARY 15, 1955

Communications to 2160 Patterson St., Cincinnati 22, O.

## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

A national association of merchandise distributors in the premium field is scheduled to be organized here during the week of January 15 at the annual Housewares Show at Navy Pier. Mike Gordon, of Fisher Wholesale Distributing, has been named secretary pro-tem, but a complete line-up of officers will be named at the January meeting, when an association name will be selected and by-laws, etc., drawn up. Groundwork for the new association has been laid during the past several months and already close to 20 firms throughout the country have indicated interest in the organization. Plans are still in the growing stages, Gordon emphasized, with more concrete plans to come out of the meeting here. The association is being formed so that distributors in the premium and wagon-jobbing trades can work as a group, organize syndicate buying and better merchandise their products. Gordon said the organization is scheduled to operate on a non-profit basis and it is probable that an individual outside the business will be retained as its permanent secretary. The meetings will be held in the Congress Hotel, with the time to be announced at a later date.

S. & G. Manufacturing Company, Cincinnati, is offering for the first time the patented Hemy Snow Plow, a completely new hand-operated snow remover in a new design. So original is its appearance and effectiveness that it recently won first prize at the Cleveland Hardware Show. As you walk along, it clears a 26-inch path. In using it the operator does not have to lift, bend or heave, the product turning the snow to either side as it clears steps, drives and walks. It weighs less than 8 pounds and retails for \$6.95. A sample will be sent to dealers and distributors for \$7.95 plus shipping charges but the difference between the sample cost and quantity price cost will be refunded with the first order. R. Goyette, sales manager, will send

quantity prices and says the item has a strong mark-up.

Quantity buyers who will be in Chicago from January 9-19 should visit the National Importers and Novelty Manufacturers' Association Show, to be held at the Congress Hotel. This show promises to be outstanding in that a large variety of merchandise, geared to supply the needs of wholesale and quantity buyers throughout the country, will be displayed. On display will be imported and American toys and novelties, costume jewelry, billfolds, secretaries, bags, balloons, flags, souvenirs, canes, hats, dolls, stuffed toys, religious jewelry, housewares, gifts, pottery, ceramics, watches, sunglasses, lamps, hosiery, fishing tackle, plastic toys, flashlights, rings, pinwheels, favors, vanities, etc.

Kleen-All is a new steak machine cleaner which will clean your machine in 60 seconds without water, according to claims. All that is necessary is to fit the tool between the blades, holding firmly against the roller, then turn on the machine and watch the machine clean itself in seconds. It's sanitary because rust and corrosion are prevented. It saves repairs because it helps keep blades straight. It saves time because the removing of rolls is no longer necessary. Manufactured by Kleen-All, Tampa, the hand model will be shipped for \$9.95 postpaid. The item is made to fit all makes.

Myerco of Canada, South Burnaby, B. C., is introducing Stop-A-Thief, the Home Policeman. The product is designed to foil thieves who enter homes and offices by slipping wedge-shaped lock bolts by means of celluloid strips. Police have estimated that 10 per cent of break-ins are accomplished by this simple method. The invention consists of a small brass plate with a zig-zag kink that is placed on the door and jam. Mr. Myers, president of Myerco, says the item can be installed in a jiffy. Demonstrators, dealers, etc., are invited to write for quantity prices.

## COMING EVENTS

- Arizona**  
Phoenix—Home Show, Feb. 12-20.  
Wickenburg—Gold Rush Days, Jan. 23-30.
- California**  
Los Angeles—General Motors Motorama, March 5-13.  
Sacramento—Sportorama, March 25-27.  
San Bernardino—National Orange Show, March 17-27.  
San Diego—Automobile Show, Feb. 2-6.  
San Diego—Cat Show, Jan. 29-30.  
San Diego—Doll Show, Jan. 10-13.  
San Diego—All-Breed Cattle Show, Jan. 29-30.  
San Diego—Camellia Show, Feb. 26-27.  
San Diego—Flower Show, March 3-6.  
San Diego—Home Show, March 26-April 3.  
San Francisco—China, Glass, Gift, Jewelry, Toy, Stationery and Housewares Show, Feb. 3-6, Kay Leber, 1355 Market St.  
San Francisco—National Sports and Boat Show, March 4-13, Thomas R. Rooney, 369 Pine St.  
San Francisco—General Motors Motorama, March 26-April 3.
- Connecticut**  
Hartford—Sportsman's Show, Jan. 22-29.
- Florida**  
Bowling Green—Harden Co. Strawberry Festival, Jan. 24-29.  
Daytona Beach—Volusia County Home Show, March 12-16, Irene Kellogg, Pilot Club.  
Miami—Flower Show, March 18-21.  
Miami—Do It Yourself Show, Feb. 1-8.  
Miami—Antique Show, Feb. 9-14.  
Miami—Boat Show, Feb. 17-24.  
Miami—Orchid Show, Feb. 23-28.  
Miami—General Motors Motorama, Feb. 5-13.  
Moorehaven—Chalo Nitka Celebration, Feb. 18.  
Tampa—Home Craftsman's Show at Fla. State Fair, Feb. 6-19.  
Tampa—Dog Show, Jan. 23.
- Georgia**  
Atlanta—Southeast Sports & Boat Show, March 5-12.  
Georgia—Southeastern China, Glass & Gift Show, Jan. 16-19, Foster B. Steward, 1401 Peachtree St., N.E.
- Illinois**  
Chicago—Auto Show, Jan. 7-16.  
Chicago—Toy and Novelty Show, Congress Hotel, Jan. 9-19, John D. Treadwell, National Importers and Novelty Manufacturers' Association, 261 Broadway, New York 7.  
Chicago—Boat Show, Feb. 4-13.  
Chicago—International Sports and Outdoor Show, Feb. 18-27.

- Indiana**  
Fort Wayne—Sports Show, Feb. 15-20.  
Indianapolis—Sports Show, Jan. 28-Feb. 6.  
Indianapolis—Automobile Show, Jan. 21-29.
- Iowa**  
Des Moines—Iowa Sports & Vacation Show, March 31-April 5.  
Ottumwa—Auto Show, Feb. 4-6.
- Kentucky**  
Louisville—Sports Show, March 5-12.
- Louisiana**  
Baton Rouge—Livestock Show & Rodeo, March 5-12.  
LaPayette—Flower Show, Jan. 15-16.  
LaPayette—Mardi Gras, Feb. 22.  
Lake Charles—Fat Stock Show and Rodeo, Feb. 24-27.  
New Orleans—Mardi Gras, Feb. 13-22.  
New Orleans—Junior Livestock Show, March 2-3.
- Michigan**  
Bay City—Poultry Show, Jan. 16-19, Ben W. Mau, 2009 Second St.  
Hastings—Michigan Cornbelt Stock Show, March 2-3, Duncan G. Leitch.
- Minnesota**  
St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6, John Geister, 350 Cedar.
- Mississippi**  
Carrollton—Carroll Co. Livestock Show, March 23, R. A. Cooper.  
Columbia—Marion Co. Livestock Show, March 10-12, D. O. Scott.  
Forest—Southeast Miss. Dist. Livestock Show, March 17-19, G. D. Collier.  
Greenwood—Delta Dist. Livestock Show, March 24-26, E. H. Blackstone.  
Hattiesburg—Forrest Co. Livestock Show, March 11-12, W. W. Kennedy.  
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16, N. S. Hand.  
Mendenhall—Simpson Co. Jr. Livestock Show, March 14-16, J. F. Ponder.  
Port Gibson—Southwest Miss. Dist. Livestock Show, March 21-23, E. C. Newman.  
Sardis—Northwest Miss. Dist. Livestock Show, March 28-30, R. P. Lewis.  
Tupelo—Lee Co. Livestock Show, March 25-26, W. J. Pernel.  
West Point—Northeast Miss. Dist. Livestock Show, March 31-April 2, E. E. Wooten.
- Missouri**  
St. Louis—Sports Show, Jan. 18-23.
- New York**  
New York—General Motors Motorama, Jan. 20-25.

(Continued on page 79)

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• WEDDING BAND EARRINGS and other fast-selling styles

Also Available—  
**SCATTER PINS (boxed) in pairs. \$3.25 per doz.**  
25% deposit on all C.O.D.'s.  
100 other jewelry items!  
SEND FOR 32-PAGE 1954 CATALOGUE!  
**PACKARD JEWELRY CO.**  
48 West 25th St. New York City

**LITTLE ATOM**  
World's Smallest Pistol

COMPLETE WITH RAMPED AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS



ACTUAL SIZE

Dealer's \$12.00  
Cost... \$1.20  
List... \$1.95 ea.  
Actually shoots blanks with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST  
Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '54 Catalog.

**G & S Mfg. Co.** Dept. B  
514 Dederick NASHVILLE, TENNESSEE

The Nation's Finest Source for **exclusives** and **NAME BRANDS**  
Write for Free Catalog

**TEMPLE COMPANY, INC.**  
804 Sansom St. Phila. 7, Pa.  
Market 7-8242

**MILLS BARGAIN HOUSE**  
AMAZING VALUES. 100 BLADES, 50¢.  
Dollar ball pens, dozen \$2.00. Men's wallets, big value, boxed, dozen \$7.20. Alarm clocks, each \$1.75. Travel alarm clocks, each \$3.95. 4-barrel money changers, each \$1.45. Sun glasses, terrific value, each \$1.20. Deep fryer, \$39.95 value, each \$11.75. Ten extension cords, complete, \$1.50. Scout knife, retails \$1.50, dozen \$6.00. Beautiful 79¢ scatter pins, boxed, dozen \$3.00. Lord's prayer heart necklaces, dozen \$7.20. Hundred vitamin tablets, 50¢. Dozen bottles 100's aspirin, \$1.44. Shampoo, 75¢ value, dozen \$2.40. Ten-cent cards, salt pours easy, gross cards \$2.88. Comb, package of 10, retails to 75¢ dozen packages \$1.80. Gift key chains, gross \$4.20. Five-cent pencils, gross \$1.95. Number 7 balloons, gross 95¢. Hundred packages of needles, \$2.00. FREE CATALOGS.

**MILLS SALES CO.**  
Cut Rate WHOLESALERS Since 1916  
26 West 23rd St., New York 10, N. Y.

**NEW!**  
100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$6.00. Money refunded if not satisfied.

**MYRLO COMPANY**  
Dept. B  
2168 W. 25th Cleveland 13, Ohio

The Best Sales Boards and Jar Games  
Write for information and prices.

**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana



**OVER 170% PROFIT!** YOU MAKE 94¢ ON EACH PEN!

AS ADVERTISED ON TELEVISION



**EVERSHARP Kimberly RETRACTABLE**  
SPECIALY PRICED \$1.49

WITH BRILLIANT PERMANENT NON-SMUDGE INKA INK

BANKERS APPROVED—NO MORE INK STAINED HANDS, SHIRTS or SUIT POCKETS

FOR A LIMITED TIME ONLY! SPECIAL OFFER

SAMPLE PRICES (NO C.O.D.'s)  
1 Pen ..... \$1.00    4 Pens ... \$2.50  
2 Pens .... 1.50    6 Pens ... 3.50  
3 Pens .... 2.00    12 Pens ... 6.60

Send Money Order or Check

HERE'S A BIG WHOLESALE SCOOP FOR YOU with CHARMS & CAIN exclusively

We can now offer you, for a limited time only, the Genuine No. 609 EVERSHPAR Retractable Pen, boxed in gold tuck-in box, with 100% guarantee, at 55¢ each in quantities from 12 up to 1000. This Nationally Advertised Pen with its wonderful reputation for quality, retails at \$1.49 EVERYWHERE. You can make up to 94¢ profit on each pen you sell if you buy these pens from us NOW at this unheard-of LOW WHOLESALE PRICE. NO SALES TO STORES.

Pens available in ASSORTED Colors ONLY: Blue, Green, Black, Bright Red and Maroon. Delivery approximately 7 to 10 days from date we receive your orders.

We have just tried out this deal with a few men in our Chicago area and their initial profits have been astounding. They all say "This pen is truly priced for Volume Sales." SPECIAL SAMPLE OFFER for a LIMITED TIME ONLY. Order any quantity of samples you need TODAY to show your prospective customers. Take advantage NOW of this Real Opportunity to make BIG MONEY!

**NEW! WEATHER TOPPER**  
PLASTIC RAIN HOOD THAT FOLDS INTO A 2"x4" CASE

CASH IN ON THIS 2x4 PACKAGE OF SALES DYNAMITE!

47,650 sold by ONE agent in 60 days!

When it rains, it pours DOLLARS!



Here's one of the hottest, newest, fastest selling items in the field: the "WEATHER TOPPER." A practical, low-cost plastic Rain Hood that folds into a handy, easy-to-carry-everywhere case just 2"x4" in size!

Every girl and woman from 6 to 60 wants this "WEATHER TOPPER." Made of clear, durable plastic, it offers over 400 square inches of PROTECTION to hair-do, hat, head, Ties under chin like a bonnet. Wonderful for stormy weather; also for protection in shower for newly set hair-do, etc.

YOUR MARKET IS WIDE OPEN AND WAITING! "WEATHER TOPPER" is a terrific seller. Your profit is well over 100%! And volume sales are enormous! Stores, Hat Shops, Beauty Shops, Distributors, Manufacturers—every business which sells to or serves women can use the "WEATHER TOPPER" as a premium, employee gift, etc. (Also available with appropriate SEASON'S GREETING CARDS for customers, employees, etc.) Order NOW! Grab those 100%-PLUS PROFITS WITHOUT DELAY!

Full details including prices on Greeting Cards and Imprinting of Weather Topper with Advertiser's Message will be sent to you when we receive your first order.

Beautiful Assorted Colors.

FOR BIG PROFITS MAIL THIS COUPON TODAY! NOW!

**CHARMS & CAIN**  
407 So. Dearborn St. Dept. BB-1155 Chicago 5, Illinois

I enclose \$..... for..... Pens. (NO C.O.D.'s) (quantity)

SPECIAL TRIAL OFFER ON WEATHER TOPPERS

\$1 for 3 sample "WEATHER TOPPERS"

\$3.60 for 1 doz. (30¢ ea.)

\$19.80 for 6 doz. (27½¢ ea.)

\$36.00 for 12 doz. (25¢ ea.)

I enclose Remittance in Full for Postpaid Delivery.

I enclose 25% Deposit, Balance C.O.D., plus postage.

Name.....

Address.....

City..... Zone..... State.....

**QUACK QUACK DUCK**  
It's NEW—Plenty of Action

**\$22.50 PER DOZEN** (No less sold) **\$2.10 Per Dozen** (No less sold)

No. 3893 BUBBLING BABY Size 3 in. high \$15.00 per gross \$2.00 per doz. (No less sold)

No. 4995 BASHFUL MONKEY \$10.00 per gross \$1.50 per dozen

No. 3927 SNAKE BOW TIE \$10.00 per gross \$1.50 per dozen

No. 3936 SPIDER GIRL \$14.40 per gross \$1.50 per dozen

Include postage with remittance; will refund any difference.

**WISCONSIN DE LUXE CO.**  
1902 N. Third Street Milwaukee 12, Wisc.

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



### SELLING LIKE WILDFIRE

## THREE PEN PACK SET



These are of a better make—Fully Guaranteed—Colored Retractable

Ball Point Pens. Writes Red, Writes Green, Writes Blue. Put up in Plastic Packet Case. Each of the Retractable Ball Point Pens writes a different color: Red, Green and Blue. Buy these Pen Sets now and prove to yourself that it is the hottest seller right now. Sample Set \$1.00 Postpaid.

**\$6.50** Per Dozen **\$72.00** Per Gross

25% Deposit Required. We Ship Same Day We Receive Order.

**Harris Novelty Co.**  
This Is Our Only Store  
1102 Arch Street, Philadelphia 7, Pa.  
(Phone: MA 7-9848—WA 2-6970)  
Send For Our Latest Catalog.

## Valentine

### \$7.20 VALENTINE ASSORTMENT

New Assort. contains: 2 gr. 2-for-1; 1 gr. 1; 1 gr. Comics; 1 gr. 3-for-5c; 100 Mechanical; 1 doz. 10c Packages. Retail Value, \$12.92. YOUR COST, \$7.20.

#### EXCHANGE VALENTINES

25c Greeting Cards	Per 20 \$2.50
10c Greeting Cards	Per 50 2.50
5c Greeting Cards	Per 100 2.50
5c Mechanical	Per 100 2.50
Comic Valentines	Per Gr. .85
5c Teachers	Per 100 2.50
10c Cello-Pak Assort.	Per 100 Pkgs. 4.00
5c Giant Mechanical	Per 100 2.50
"Make-Your-Own" Assort. Doz. Pkgs.	2.00
2-for-5c Mechanical	Per 100 1.50
3-for-5c Folding	Per Gr. 1.25
1c Valentines	Per Gr. .95
2-for-1c Valentines	Per Gr. .40
Valentine Cut Out Books	Doz. .80

#### VALENTINE'S DAY SUPPLIES

Valentine Balloons	Per Gr. \$7.50
Crape Party Hats	Per Gr. 5.40
Metallic Party Hats	Per Gr. 9.00

Include Postage With Order. 25% Deposit Required on C.O.D. Orders.

## KIPP BROTHERS

Wholesale Distributors Since 1880  
340-42 SOUTH MERIDIAN ST., INDIANAPOLIS 25, IND.

### SEND FOR OUR BIG 1955 WHOLESALE CATALOG

of **NATIONALLY ADVERTISED MERCHANDISE**

Stock Up Now—All Merchandise Available!

## RAKE COMPANY

706-M Sansom St. Phila. 4, Pa. MA 7-7428  
609-M Spring Garden St. Phila. 22, Pa. LO 3-7864

## "GAS SHAVERS"

Greatest gag gimmick yet!  
\$1.00 Retailer—Dealer's Cost \$6.75 Doz.  
Send \$1.00 for sample postpaid.  
Jobbers, distributors, write, wire or phone for quantity prices.

G. & S. MFG. CO., Dept. "G"  
Nashville, Tennessee

## SALESMEN WANTED

Sell the new patented Kleen-All and Sharp-All Steak Machine Cleaner and Sharpener to the meat trade and meat processing plant; large profits guaranteed.

**CLIFFORD B. ROBBINS**  
6307 King St. Tampa 4, Fla.



## GEM SALES CO.

533 Woodward Detroit 26, Mich.

Only **\$7.20** PER DOZEN  
\$72.00 per gross. Individually boxed.

25% DEPOSIT with order  
BAL. C.O.D.

## PIPES FOR PITCHMEN

By BILL BAKER

**JOE JOBLOTS . . .**  
our Chicago undercover man, slips us the following social tidbits from the Windy City: Mike Halperin and his wife Gladys made quite a few of the boys happy Christmas Day by inviting them to a big turkey feed at their home; Frank Collins, who discovered the curve in the new Christmas balloon, also played host to some of the brothers. Joe also observes that the Paul Reverse Novelty Company has lost a good man now that Lefty Shapiro is in the book business. His present hangout is 5700 Pascone Ave., Las Vegas, Nev.

**HAPPY HELLER . . .**  
the Romeo (Mich.) swami, adjusts his turban to a jaunty angle, makes with the usual gesticulations over his crystal ball, and then comes up with the following prognostications for the New Year. "For pitchmen the 1955 outlook is good. Again this year, the worker will get his share of dollars plus the bonus of a few red ones. The depression scare is over and as soon as our friends, the customers, get some of 1953-1954 debt paid off they'll be with us if we stick 'with it.' Happy seems to think that, as far as the pitch business is concerned, the year 1954 separated men from the boys. A lot of the counter tenders, cash register ringers, order takers, and sample passers have passed from the scene. The result—The field is wide open for the real two-fisted pitchmen.

**FROM TIME TO TIME . . .**  
this column has occasion to contact you guys who pipe in so will you please break down and show your full name and some kind of an address on your post cards or letters. If you happen to be on the go most of the time (like many of you are) and actually have no permanent address, you should look for your name in the letter list which is published regularly in The Billboard. Remember, if you don't refer to the letter list, you're liable to be missing out on something really important, like a refund on your income tax or a letter from your editor.

**LETTERING FROM . . .**  
Dallas, our old friend Frank L. Sullivan says that he'd like to contact someone who has a car and hash over the possibilities of working up some kind of a partnership deal. Frank, a veteran of almost 40 years in the business, has tramped all over the country and has pitched everything in the book from sharpeners to collar buttons. It seems that Frank has plenty stock on hand but he needs someone with a car to help him unload it. Any interested person can contact him by addressing a letter to The Billboard's Cincinnati office.

**THERE IS SOME . . .**  
mail being held in the Cincinnati office of The Billboard for H. I. (Hi) Hightower. If you'll let us know where you're hanging out, we'll see that you get it.

**VETERAN WHITESTONE . . .**  
worker, Collins, notes that he's still in the selling game around the Newark, N. J., area. Says Mr. C., "I saw my old friend Johnny Glynn in Newark recently. He looks well in health and is apparently doing

okay for himself. I also ran across Joe Contie peddling glass cutters in some of the local five and tens. Best of luck in the New Year to all of you in the business."

**BIG AL WILSON . . .**  
scribbles that he's been working sheet on The Miami Herald, "I was mailing them out," says Al "and the deal closed New Years."

**WE'RE HAPPY TO NOTE . . .**  
that the New Year has scared up some pipes from a few of the boys from whom we haven't heard in one helluva long time. Take for instance this newsy nugget from our old friend W. H. Knox who admits that "A lot of water has gone under the bridge (some of it real muddy) since I last wrote you. Worked Toronto with Art Cox a few years ago just after he and his wife, Lou, got out of the Herman-Keifer Hospital in Detroit. Art is a pretty sharp lad on the tie forms. I went into the Boeing airplane plant for four years. Came out with bad lungs and here I am

in the Denver General Hospital with a long hard fight ahead of me. I feel that you can't live forever, and anyway, who wants to pitch anything that long? I know I don't unless it was Pabst Blue Ribbon or Old Charter. I'll be 72 years old, come January 25, but I still get a kick out of giving a good looking nurse the north and south. I wrote Art Cox's wife while she was in the hospital so I hope that when she and her husband read this, I'll not only hear from them but also from any of the gang who know me. I am a stranger here so I don't get much mail and to date I haven't had many visitors. It's a real break for me that I like to read because there are about 500 pocket-edition books here and that keeps me kind of busy. Here's greetings to all the boys everywhere." It's our thought that no matter how many books you have to read or how many TV sets you can look at, a hospital room can become a pretty dreary outpost now and then so we're sure that old Bill would appreciate hearing from all you guys and gals in pitchdom. You can address your cards and letters to W. H. Knox in care of the T. B. Ward, Denver General Hospital, Denver, Colo.

## UNDER THE MARQUEE

Continued from page 75

as organist with the Polack Bros.' Western Circus. . . Whiskers, the black Scottie of Mr. and Mrs. Doc Capell, Capell Bros.' Circus, was killed January 2 near winter quarters by an automobile.

Newly rebuilt Cirque Royal in Brussels, Belgium, opened its winter season December 13 with Circus Carola Williams, from Germany, presenting big animal and circus acts, plus tabloid ice revue, illuminated fountains and fireworks. Ancienne Belgique cabaret presents circus-vaudeville bills featuring the Mendos Sisters, aerialists; See Hee Troupe, acrobats; Tommy Burk and his two midgets, acrobats; Five Dangolys, jugglers; Count Leroy, American dancer on roller skates, and Edith Piaf, singer.

Cirque Medrano in Paris features the 25 Liberty horses of Sabine Rancy and Dany Renz; Knie Bros.' Circus lions presented by Miss Tintye; Pius Noc, comedy aerialist; Vic and Adio, comics; Seven New China, acrobats; Maroc & Company, chimps and monks; Jacky Lupescu, juggling on wire; Miss Elaine Knie, trained cockatoos; Miaz, comedy dog act; and clowns Pipo, Dario and Charley, Simo & Company and Boulicot.

Eddie Vaughn, former Ringling-Barnum agent, is in Veterans' Hospital, Dallas, Vaughn, who is in his 70's, is suffering with an eye ailment, according to Jimmie Ray. Friends are urged to write to him.

Veo D. Powers' dogs, monkeys and educated pony played a holiday kids' show for Ray Kneeland, Buffalo booker. The Powers act is now readying for school assembly programs. . . Harry and Peggie Baker have arranged 15 shows for the month of February for the Bell Telephone Company, booked thru the Taylor & Smith agency, Philadelphia.

Bev Kelley was in Chicago this week for the furniture mart and convention. . . Bob Monahan writes that the Amazing Monahans, Riskey, completed work in a TV film for Desilu Productions, which will be shown in June as the first of the "Texaco Star Theater's" summer series. David and Billy Monahan, topmounters, are working in a "Jungle Jim" TV series with Johnny Weismuller.

Ray B. Dean writes from the Sunridge Rest Home in Columbus that he has beaten the worst of his illness but expects to take a couple of months more treatments.

Local 17 of Boston, the International Alliance of Bill Posters, Billers and Distributors, held its first Christmas party December 17 at the Arbieter Banquet Hall, under a committee consisting of Walter Wilson, Charles McLoughlin and Kenneth Hynes. Guests included

Jack O'Carroll, general manager of the Donnelly plants, and Dave Foley, Boston plant manager. J. Raymond Morris demonstrated old-style long handle posting on a portable panel. There were many door prizes and dancing later to the Buddy Courtney orchestra.

Clown juggler Dave Malcolm informs that he has finished playing a few weeks of Christmas work around New York and will not go on the road this winter.

Joe Beach, of Springfield, Mass., visited Mr. and Mrs. Jimmy Jimae and the Four Earles when the two acts played the Highland Hotel there. At the Auditorium Beach visited with Edna & Leon and Hazel Childs who were appearing with a stageman, and saw Mr. and Mrs. Henry Cogert, of the George A. Hamid office in Boston, when the couple passed thru Springfield. . . Charles Davitt, Jim Hoyer, Wilmer Lindquist, Blackie Nye and Joe Beach visited with the personnel of Hamilton-Standard's annual Christmas circus in Hartford, Conn.

Emmet Kelly and his book, "Clown—My Life in Tatters and Smiles," were given a half-page spread, with pics, in Copenhagen's afternoon sheet, "Ekstrabladet," on December 28.

J. C. Admire, agent for Froman Bros.' Indoor Circus, has been making the Hotel Palmer, Paducah, Ky., his headquarters since January 1. . . Roy Romas, of Royal Bros. Dude Ranch Shows, was a holiday guest of Roxie Engesser at the Houston home of her parents, Mr. and Mrs. George Engesser, of Schell Bros.' Circus note. Other guests were Billy and Gee Gee Engesser Powell and their son, Billy Jr. En route home to San Antonio, Romas stopped in Gonzales to visit with Ben Davenport, Bertha Drane, Mildred and Paul Pyle and Corky Plunkett, formerly of Dailey Bros.' Circus. Romas' show is slated to open in Ocean Springs, Miss., in late January.

## JOBBERS! DISTRIBUTORS!

Buy Direct!  
**PLUSH BUNNIES**

38"	\$24.00 dz.
30"	17.50 dz.
20"	12.00 dz.
10"	6.00 dz.

Plushfilm Bags to fit all sizes available at cost.

No extra charge for samples. Compare our prices!

**24 Pieces (6 of each) . . . \$29.75**

Mention Billboard for Specials.

### FREE INTRODUCTORY OFFER!

With purchase of one dozen each above bunnies you receive a new exclusive ACE Plush "Duck" That Quacks."

Send for FREE Easter Brochure and 32-pg. catalog of year round sellers.

## ACE Toy Mfg. Company

122 W. 27th St. N.Y. 1, N.Y.

### 12 Gorgeous Styles! Beautifully Boxed!

## Jewelry Sets \$9.60 DOZEN

Hand set, brilliant stones. Gold plated settings! Assorted colors and black cameo. Send \$1.00 for sample. Catalog FREE! 20% with order, bal. C.O.D.



## Cel-Max

582 S. Main St., Memphis, Tenn.

## DREAM STUFF!

Just imagine—240 big, beautiful glossy pictures of the world's most exciting women. Photographers and artists—models—actors and professionals—who came here to stare and women to gaze!

Now all in one amazing graphic collection. All new poses to satisfy every desire of the most demanding collector. You must agree that these are the most gorgeous figure models you have ever seen. . . you must be thrilled by the breathtaking pictures of scintillating loveliness in all different poses of Your Money Back without question.

PIX UNLIMITED, 6164-B Santa Monica Blvd., Hollywood 38, Calif.

## LET THIS FREE SHIRT SAMPLE MAKE MONEY FOR YOU!

Just show men our handsome fine fabric, latest styles in men's-measure dress, sport shirts. Guaranteed perfect fit at \$3.95 up assures big quick orders. Average order pays you \$3.00 net per shirt. Full or spare time or side line. No experience needed. Write for Free Outfit Now!

**PACKARD SHIRT MFG. CORP.**  
Box 818, Terre Haute, Indiana

## Brand New! AMERICAN FLAGS 9'x16'

Prepare for coming holiday! All wool, hand stitched, highest standard. Retail value \$75; government surplus. Excellent for Carnivals, public buildings, institutions, etc. You can make double or triple your cost. Send check or money order for Special Price sample. \$1 extra for parcel post or express, F.O.B. N. Y. Satisfaction guaranteed.

**\$8.50**

Mackley Trading, 104 Worth St., N. Y. 13

## \$50.00 IN A DAY

Selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. New and phenomenal. WRITE FOR FREE SAMPLE DETAILS TODAY.

**UTILITY DURAWEAR CO.**  
53 W. Jackson Blvd., Dept. BB-115  
Chicago 4, Illinois, U. S. A.

## \$7 BRINGS BACK \$55

785% PROFIT ON ULTRA-BLUE SIGNS

New fast-selling 2000 slogans. No C.O.D.'s.  
100 STOCK SIGNS, 7x11 \$7.00  
15 Store Signs, 7x11 1.00  
15 Religious Signs, 7x11 1.00  
15 Comedy Signs, 7x11 1.00

L. LOWY, 812 B'way, Dept. 837, N. Y. 3, N. Y.

Every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard.

What Do You Have To Sell?  
Write BOX 666  
2160 Patterson St. Cincinnati, Ohio

## SOMETHING NEW UNDER THE SUN

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!



GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW

For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds—

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 877

Name . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .  
Occupation . . . . .

Low subscription rates save you more than 20% on the newsstand price.

## NEW LOW PRICED CAMERA SENSATION!

Takes 16 full-size pictures on a roll of #127 film.

1. Sharp meniscus lens
2. Molded plastic case
3. Written factory guarantee

Made in U.S.A.

Write for our big **FREE WHOLESALE CATALOG**

Hundreds of items, appliances, leather goods, novelties, housewares, clocks, premium goods. Full color illustrations—sent free—write today.



Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O. Parcel Post Douglas, Mrs. James...

Ackley, Jimmy & Mrs. Adams, W. C. Akers, Prof. Albertson, Charlie...

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y. Barlow, Penny Burch, Ernie...

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill. Allison, J. B. Anderson, Gerald...

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo. Acker, Mr. & Mrs. Bennett, Charles...

Carlile, Hank Childs, C. W. Clark, Jack Clark, Vaughn...

McClure, Harry McPherson, Ralph D. Mack, Bobby Mack, Ray W. Marchand...

COMING EVENTS

Continued from page 77 New York (Bronx)—Sports and Vacation Show, March 5-13...

let these name brands work for you! YOUR OWN GIANT NAME BRAND CATALOG... FREE

A TRIAL ORDER WILL CONVINC YOU!! A BIGGER DEAL 6 Assorted Watches \$9.75 EACH

17-JEWELS 3-D DIAL (BRAND NEW) YELLOW CASE \$6.95 EACH BANDED

PHOTO-IDENTS, \$5.75 Doz. Engagement Rings, \$3.00 Doz. Wedding Rings, \$1.63

JANUARY CLOSEOUTS ONE DOZEN FOR \$1

10" PIPE WRENCH \$ .75 ea. 14" PIPE WRENCH 1.15 ea.

ENGRAVERS since 1907 No. 100 Men's All Aluminum Idents \$13 Gr.

NEWEST FAD NEW DICE EARRINGS Dazzling creation. Hand set brilliant Rhinestones.



**NO SALES PITCH NEEDED! IT SELLS ITSELF!**

# IN 1 TOOL KING

COMBINES A SCREW DRIVER, HAMMER, AWL, CHISEL & RECESS SCREW DRIVER INTO

**ONE TOOL!**

Its handle is the carry-case for all the attachable units. Constructed for long usage, all the units are of the finest tempered steel bits. Attractively mounted, it is an irresistible necessity for every household.

**\$7.80** per doz. **\$1.00** Each

Enclose payment in full for sample.

25% dep. with order, balance C.O.D.

SEND FOR FREE WHOLESALE GIFT CATALOG TODAY!

PHONE OREGON 3-6330

**CUTLER & COMPANY, INC.**  
928 Broadway...New York 10, N. Y.

**Para-Shooter**

The **PARACHUTE SHOOTER**

This is a good item for demonstration

This Acme Parachute for the last 24 years has been one of the most fascinating and fast moving Toys ever offered to the trade. Made as economically as possible by a company with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.

**THIS IS A GOOD HOME SHOW NUMBER**

1-A Parachute packed in red and green foil tubes.  
1-AP Parachute packed in red and green plastic tubes.  
1-APS Sewed Parachute packed in red and green plastic tubes.

**ACME TOYS** 2333 ABBEY AVE. CLEVELAND 13, OHIO

For Toy Parachutes be sure and get Acme, the Time-Tested Product.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG!

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR**  
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35 year record of Honest and Dependable Service is your guarantee of Quality Merchandise, at lowest wholesale prices.

**Gellman Bros.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hassocks, Plaster Stum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.** 1111 South 12th, St. Louis 4, Mo.

To Order Classified or Display-Classified Ads

## USE THIS HANDY FORM NOW

1 Type or print your copy in this space

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies <input type="checkbox"/> Agents and Distributors <input type="checkbox"/> Animals, Birds, Pets <input type="checkbox"/> Business Opportunities <input type="checkbox"/> Costumes, Uniforms, Wardrobes <input type="checkbox"/> Food and Drink Concession Supplies <input type="checkbox"/> Formulas <input type="checkbox"/> For Sale—Secondhand Goods <input type="checkbox"/> For Sale—Secondhand Show Property <input type="checkbox"/> Help Wanted	<input type="checkbox"/> Instructions, Books, Cartoons <input type="checkbox"/> Magical Apparatus <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Musical Instruments, Accessories <input type="checkbox"/> Partners Wanted <input type="checkbox"/> Personal <input type="checkbox"/> Photo Supplies and Developing <input type="checkbox"/> Printing <input type="checkbox"/> Salesmen Wanted <input type="checkbox"/> Scenery, Banners <input type="checkbox"/> Tattooing Supplies <input type="checkbox"/> Wanted to Buy
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3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ per word. Minimum \$3.00.  
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00.  
 (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... issue.

I enclose remittance of \$.....

Name.....  
 Address.....  
 City..... State.....

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### ADVERTISING RATES

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15c a word—Minimum \$3

**DISPLAY-CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1 per agate line—\$14 per inch

**CASH WITH ORDER**  
(Unless credit has been established)

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

**IMPORTANT INFORMATION**  
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.  
When using a Box Number in care of The Billboard allow for six additional words.  
On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

### ACTS, SONGS & PARODIES

A HAPPY NEW YEAR TO ALL OF OUR customers. All new 1955 edition "Comedy Notebook" plus free monolog, \$3. Showbiz Comedy Service, 1613 East 29 St., Brooklyn 29, N. Y.

COMEDY GOLD MINE FOR SALE! 1,389 pages of smart, modern comedy featuring 136 routines containing 5,520 one-liners, 1,497 adlibs, 776 sight gags, 7,016 classified lines, 700 doubles and thousands of miscellaneous yocks. 19,868 gag items in 22 books! For particulars and free comedy catalog write Robert Orben, 73-11 Bell Blvd., Flushing 64, New York. ja29

PROFESSIONAL COPIES—"I SEND MY Love" available. Send for one. Albert H. Atkinson, 1730 S. 9th St., Omaha 8, Nebr. ja22

### AGENTS & DISTRIBUTORS

#### AAA AMAZING CLOSEOUTS

Ropes, all beads, ast. dz. .... \$ 5  
Ropes, chain & beads, ast. dz. .... 4  
Tailored earrings, ast. gr. .... 15  
Tailored pins, ast. gr. .... 15  
Stone Earrings, ast. gr. .... 15  
Stone Pins, ast. gr. .... 18  
Rhinstone neck & earrings, boxed, dz. 9  
Bracelets, round & link, ast. gr. .... 30  
Sample design reg. price. 20% deposit, balance c.o.d. No catalogue. ja29

**NEW ENGLAND JEWELRY**  
124 Empire St. Prov., R. I.

A FREE KIT PUTS YOU IN BUSINESS making good money selling World's Famous Genuine French-Type Perfumes. Make 70¢ profit on \$1 sales; make \$2.44 profit on \$3 sales. "Husk" O'Hare, 3732 North Kenmore, Chicago 40, Ill. ja29

AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2. never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns; sample, \$1.25 pre-paid, plus \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-tn

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BARGAINS, JOB LOTS, CLOSEOUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ brings wholesale bargains; catalog with special get acquainted offer which includes free merchandise certificate. Reliable Jobbers, 311-H North Desplaines, Chicago. ch-mp

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"NATIONAL DIRECTORY OF DISCOUNT Dealers"; "Directory of New York Importers and Related Services. Send 25¢ for directory. Phone 449-2815. Buy directories. Max Saltzman, Dept. BB, 7625 Hinds Ave., North Hollywood, Calif. ja29

PROFITS TO 150% SELLING FINEST Everyday Greeting Cards. New 21-card \$1 assortments; unusual gifts, 100 fast-sellers. Visible gift bonuses. Assortments on approval, stationary samples free. \$1 gift free for prompt action! Creative Cards, 4401 Cermak, Dept. 502-A, Chicago 23, ch-np

RUN A SPARE-TIME GREETING CARD and gift shop at home. Show friends samples of our new 1955 all-occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 6, Ferndale, Mich. ch-ja29

SELL MEN'S PRODUCTS! EXTRA LARGE profits. Novelties, Gifts, Combs, Sundries, etc. Send for price list. Carleton House (BB), Texas City, Tex. ja29

SMALL INVESTMENT WILL PUT YOU in the \$15,000 season class selling new revolutionary speedie chemical ice snow remover, B. and K. Industries, 2808 Westworth Ave., Chicago, Ill.

TERRIFIC VALUE! ROSARY BRACELETS, beautiful imported faceted beads. Each with fancy fillagree caps. Complete with medal and crucifix. Beautifully packaged. A sure-fire profit maker. \$3.95 dozen, \$45 gross. Jewelry Mfg. Co., 26 Custom House St., Providence, R. I. np

WANTED—NEW NOVELTY ITEMS FOR two stores. Send samples, literature, prices. Consignment? George's Variety, 1045 Main St., Pawtucket, R. I.

WANTED—CATALOGS AND SAMPLES, toys. Have route in Southern California. Send any sample c.o.d., E. R. Kennedy, P. O. Box 711, La Mesa, Calif.

WHOLESALE DIRECTORY OF MANUFACTURERS, distributors, selling 450,000 nationally known products. Novelties, appliances, vitamins, clothing, etc. Literature free. Carter, Box 6011 BD, Chicago, 80, ja15

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, \$5; Mackinaws, 25¢; Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National, 1218A South Jefferson, Chicago, ch-np

\$1 PROFIT EACH SALE PLUS OVER-rides. Two, three or more orders one family. Photo enlargements only \$2.95. G. Allen Studio, Riegler Bldg., Little Rock, Ark. ja22

\$2 PROFIT—APPOINT AGENTS, SELL sample case for \$2; keep it all. Medicine deal. Write May Houck, Box 1519, Cincinnati, Ohio.

100% LANOLIN OILS—AQUA CREME FOR skin and hair, \$2 gallon; sells \$16 or more. Sherer Co., 700 First National Bank, Peoria, Ill. ja15

\$34.50 26 PC. FINEST STAINLESS FLAT-ware, \$16.95; \$49.50 14 pc. set waterless aluminum cookware, \$15.89; 17 jewel waterproof incablok watches, \$12.50; new 30-hole push card, legal most any place; fits any price merchandise; 3 samples, \$1 postage. Goldenwest Specialty, Box 566, Wilder, Idaho.

### ANIMALS, BIRDS, PETS

ALLEN—ON HAND BOA CONSTRICTORS, Cobras, Rattlesnakes, Indigos, Rat Snakes, baby Alligators, Grade B Boas, 6 ft., \$6.7 ft., \$10; 8 ft., \$15. Live delivery guaranteed. Grade A Boas, all sizes. See price list. Ross Allen's, 1112 North Miami Ave., Miami, Fla. Phone 3-4896, ja29

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

CHIMPANZES—EITHER SEX; VARYING ages. Perfect specimens, easy to handle. Chase Wild Animal Farm, Egypt, Mass. Tel. Seltuate 571. ja15

FLAMINGOS FROM \$100 PER PAIR—White, blue, green Peacocks; white, black Swans; Spoonbill, Roseate Ibis, Storks, Curassows, Macaws, Parrots, Parakeets, Talking Mynahs, Canaries, Cockatiels, Monkeys, Baby Alligators, Hamsters, White Rats and Mice. Write us your wants. If we haven't got what you want we will tell you where you can get it. Our live stock is acclimated on exhibition in our large aviary near Orange Bowl, Bascom's Pet Shop and Tropical Bird Haven, 1358-1370 W. Flagler St. near the Orange Bowl, 27 years at this location. Member of Miami Chamber of Commerce. References: Dunn & Bradstreet, Riverside Bank, Miami, Fla.

FOR SALE—SEVEN-MONTH-OLD HEIFER calf with fifth leg growing from spine between shoulders. Has two hoofs and male organ on fifth leg. J. R. Frisbie, Windsor, Mo.

FRESH FLORIDA RATTLESNAKES. HOT or fixed, \$1.50 per foot; large Blue Bulls (Indigo), \$1.25 per foot; Baby Scintless Skunks, \$15 each, \$25 per pair; Pygmy Skunks (Civets), \$10 each, \$17.50 per pair; large semi-tame exhibition quality Raccoons, \$10 each. Large Wildcats, \$22.50; Box Turtles, \$5 per dozen. Ray Singleton, Rattlesnake, Fla.

MAGPIES—LARGE NATIVE BLACK AND white birds. Per pair, \$5. See 'Em Alive Zoo, Red Lodge, Mont.

MONKEYS OF ALL TYPES—OCELOTS, pumas; many other animals and reptiles. Animals Tropicals, Inc., 2324 Amsterdam Ave., N. Y. 23, N. Y. fe5

TAME SKUNKS, \$15; TAME GOLDEN SPIDER Monkeys, \$18; shrunken heads, imported from Ecuador, long hair with case, \$15. White face ringtail babies, \$27.50. Monkey House, 1911 Magazine St., New Orleans, La. RA. 6454 day; CH3228 night. ja22

### BUSINESS OPPORTUNITIES

AMUSEMENT PARK FOR SALE—NEW England's most beautiful complete park. Joseph Trillo, Joseph Trillo Realty, 393 Broadway, Providence, R. I. ja15

FOR SALE—MOTEL; TEN UNITS, COMPLETELY furnished; capacity 50 persons nightly. Good year around business included, beautiful home of imported Filipino mahogany paneling. For details contact Leo Becking, Prairie du chien, Wis.

MAIL ORDER BUSINESS—7000 GLOSSY 4x5 Art Photos. Send \$1 for samples. Associated Printers, 1647 Taylor Ave. Racine, Wis.

MAIL ORDER LOCAL BUSINESS FOR sale. Your photo on postage stamps. Camera only for sale. Work anywhere. P. O. Box 70, Farmersville, Calif.

PAINT SIGNS WITH MASTER PATTERNS. Set 14" to 12" prepaid, \$1. Sample, 3¢. Eversly, BB-583, Newton, Iowa. ja15

ROLLER SKATING RINK, CAFE—LEASE, equipment for sale. Phone 449-2815 after 8 a.m. Newman, 166 Kingston Ave., Daytona Beach, Fla.

### INSTRUCTIONS BOOKS & CARTOONS

FREE—ILLUSTRATED, INTERESTING hypnotism, self-hypnosis, Catalog. Learn this fascinating science. Private instruction also available. Write Hypnotist, 1324 Wilshire, Hollywood 17, Bn, Calif. ch-1f

### LOCATIONS WANTED

WANT TO PLACE LONG-RANGE SHOOTING Gallery in amusement park. Write terms. Shooting Gallery, 1783 E. Ninth St., Cleveland, Ohio. ja29

### MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooking, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. ja22

15 SIDESHOW TRICKS, 10¢ STRAIT-jackets, reless, 25¢. Escapes, 25¢. Handcuffs magic. Free lists. Trudel, B-117 Salem St., Lowell, Mass.

### COSTUMES, UNIFORMS, WARDROBES

BUY A TIE TO MATCH YOUR CAR—SEND us a picture of your car or write us the colors. We will send you a hand-woven tie to match, \$1.50 or \$2.50. A Los Wigwam tie will outlast your car. Los Wigwam Weavers, Div. 607, 1517 Arapahoe St., Denver 2, Colo.

QUALITY COSTUME JEWELRY FROM manufacturer. Earrings, \$5 dozen; Pins, \$5 dozen, beautiful Tiaras, \$4 each. Special order work accepted. George Sassen, 350 West 31st St., N. Y. C. 1. ja22

WHITE ORCHESTRA COATS, \$4; OSTRICH Feathers, \$8 dozen; Costumes, Wigs, Dresses, Minstrel, Strip, Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. ma3

CONCESSION OR SHOW TRAILERS, 2—Sides and back will raise for awnings. Factory built, 33 ft. long, tandem axle, electric brakes. Box 116, c/o Billboard, 350 Arcade Bldg., St. Louis, Mo. ja22

ELI #5 WHEEL, OCTOPUS CHAIROPLANE, Big Six horse wheel, 20x20 marquee, 22 ft. drop frame sem. like new. Mickey Percell, South Williamsport, Pa.

EXHIBITORS, ADVERTISERS—NEW 500 watt projectors, two carriers, 3 1/4" x4" and 2" x2" color wheel, \$33. Circulars, Gronberg Projectors, 1612 E. Cervantes, Pensacola, Fla.

THE LATE BLONDIN REELM AERIAL rigging and enclosed truck body. Best offer. Sickness, Grace Reilm, Payson, Ill.

THIRTEEN PASSENGER SEMI-TRAILER modern sleeper Bus; good for orchestra or road show. Contact Dick Mango, 1640 Clarkson, Fremont, Neb. ja22

145 PAIR CHICAGO RINK CLAMP SKATES #78-S-fibre wheel; like new; used 3 months. Reasonable. Write Robert Brown, 109 Crawford, Hardin, Mont.

### FOR SALE—SECONDHAND SHOW PROPERTY

BINGO EQUIPMENT—STAINLESS STEEL, Flasher, Capitol Blower, two thousand double inp. new; used one week; cost \$550. Will take \$350. H. Townsend, 11 Scott St., Tonawanda, N. Y.

BLEACHERS, STEEL, WOOD FOLDING Chairs, Theater Chairs, Tents, Sidewalk Screens, Stadium Chairs, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

BUILD RIDES FROM TESTED PLANS—Kiddie Auto, Airplane, \$100 Chairplane, Carrousel, \$5 each; major Ferris Wheel, \$25. Free circular. Brill, Box 875, Peoria, Ill.

FOR SALE—2 KID RIDES; SHOP BUILT, with or without transportation. Also popcorn, snocone Trailer, Contact Omer Davis, Route 5, Temple, Tex.

FOR SALE—24 SEAT JONES MIX-UP, Wisc, motor with '46 International to haul; complete, \$650. Burdick, 611 N. Seventh, Temple, Tex.

LONG RANGE—KING MADE ON SEMI with Ford tractor, \$2000. Also Model 241 Remington, Marshall Peterson, Box 171, Shawano, Wis.

MINIATURE TRAINS—ALL SIZES, engines; new used, custom built. Photos, details. \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass.

10 DIGGERS—FACTORY BUILT; IN AL-most new condition, on a 10-foot concession trailer. Contact Paul Miller, 1619 Woodhaven Ave., Dayton, O. Tel. Taylor 1860 ja15

35 HEAD OF PONIES ALL FOR \$1400. I have got to sell; lease is up on my pasture. Phone now, no time for letter writing. Trucks available. Day phone 7742; night 2061. P. L. Cobb, Hotel Ponder, Amite, La.

60-INCH SEARCHLIGHTS—SPERRY & GE Lamp assemblies and lamp operating assembly, carbon, all other parts new, in original crates, 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Resperia Blvd., San Lorenzo, Calif. All inquiries answered. fe5

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### AGENTS & DISTRIBUTORS

AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2. never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns; sample, \$1.25 pre-paid, plus \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-tn

AGENTS, DEMONSTRATORS—"STOP-A-Thief" new, patented, fast selling item. Ideal for store, fair or homeshow pitches. Every homeowner buys on sight. Send 50 cents for sample sales literature and quantity prices. Myerco of Canada, Box 27, South Burnaby, B. C. ja22

AGENTS—FAST SELLING BEAUTIFUL Rhinestone Heart Necklaces and Rhinestone Electric Flashboards, \$175. Free sample of the sensational "Bibi" Ring. Santa Sales Co., 921 Eastwood, Chicago 40, Ill. ja29

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line. Ladies' and Men's, Children's Hosiery, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bases, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. ja15

BARGAINS, JOB LOTS, CLOSEOUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ brings wholesale bargains; catalog with special get acquainted offer which includes free merchandise certificate. Reliable Jobbers, 311-H North Desplaines, Chicago. ch-mp

BINGO BLOWERS AND FLASHBOARDS! Gullman Suitcase electric blowers, \$49.50; electric flashboards, \$175. Free sample of the sensational "Bibi" Ring. Santa Sales Co., 617 E. 11th St., New York 9, N. Y. ja29

BRACELETS BONANZA—DANGLES, charms, antique, pearls, slide, hoop, expansion, smartly styled, stoned, and plated, \$1 and \$2 retailers. Production overruns, \$48 gross, 3 dozen, \$14. Satisfaction guaranteed. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I.

CASH IN ON TREMENDOUS DEMAND FOR new, cheap, burglar alarm for automobile, home, stores, auto service stations and other property. 286¢ profit. Unique sample offer. Northwest Electric Co., 232-A Main, Mitchell, S. Dak.

COLORED COMIC STATIONERY—IF YOU are interested in a line of fast-selling comic stationery that will make you money, send \$1 today for sample box and distributors' prices. Baxter Lane Co., Box 175, Amarillo, Tex. ja29

CREW WORKERS, HOUSE-TO-HOUSE sales men, etc. Sell sensational color filters. Put television in color the inexpensive way. Hot item for 1955. Moody Supply, 3028 Mesquite Rd., Fort Worth 11, Tex. ja22

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; attractive name plate on your product is the best advertisement. See line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-mp

EASTER CATALOGS AND MATERIAL St. San Diego, Calif.

EXTRA CASH SPARE TIME! SELL EXCLUSIVE magic cushion shoes. 12¢ each. No investment, no experience. Steady repeats. Commissions to 84 pair, plus bonus; paid vacations. Free outfit. Paragon Shoes, 79S Sudbury, Boston.

#### FAMOUS MFR. CLOSEOUTS

Tie Slides, boxed .....\$1.45 dz.  
Ast. Earrings, gang carded ..... 1.55 dz.  
Cufflinks, carded ..... 1.95 dz.  
Cufflinks, boxed ..... \$3 & \$5 dz.  
Rosaries (made in Italy) ..... 2.00 dz.  
Tailored or stoned Earrings ..... 1.95 dz.  
Baby Heart Necklaces, boxed ..... 3.50 dz.  
Baby Cross Necklaces, boxed ..... 3.50 dz.  
Neck & Earring, boxed ..... 9.00 dz.  
Rhinstone Neck & Earring ..... 12.00 dz.  
Beautiful Ropes, ast. .... 4.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

**Samuel Silverman & Co.**  
1820 Westminster St. Providence, R. I.

FREE JEWELRY CATALOG FOR AGENTS, salesmen, distributors. Write our factory today for yours. Pickcraft Mfg., Jewelers, Attleboro, Mass. fe5

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. ja29

"NATIONAL DIRECTORY OF DISCOUNT Dealers"; "Directory of New York Importers and Related Services. Send 25¢ for directory. Phone 449-2815. Buy directories. Max Saltzman, Dept. BB, 7625 Hinds Ave., North Hollywood, Calif. ja29



**BEAUTIFUL CROSS**

**MIRACLE CROSS**

When you place the center to your eye you can see the **LORD'S PRAYER** clearly and distinctly.

**A REAL MONEYMAKER**

2999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.

**\$4.25 Doz. \$48.00 Gross**

2999-G. Same as above, heavier chain in beautiful gold finish.

**\$6.00 Doz. \$66.00 Gross**

**PROVIDENCE RING CO.**  
49 Westminster Street, Providence, R. I.

**MISCELLANEOUS**

BASEBALL PITCHING MACHINES—FIVE Rotaries, nets or cages, A-8 balls; reasonable. Seymour Aronson, 3100 Brighton 2 St., Brooklyn, N. Y. fe12

FOR SALE—25 MARCHES IN FOLIOS FOR 32-piece band; also old musical comedy and dance music for orchestra, H. Frank, 4948 Waveland Ave., Chicago 41, Ill.

JUGGLING CLUBS, ROLLING GLOBES—Made to order. Finest of craftsmanship and material. Jack Miller, 1895 North Kansas Ave., Springfield, Mo.

**M. P. FILMS & ACCESSORIES**

COMPLETE MAJOR 16MM. SOUND PROGRAMS. Westerns, Features, Serials. Special monthly, six month, yearly rates. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

16MM. SOUND FILMS—WESTERNS, FEATURES for sale or rent. Rental rates, \$5 a week. Ace Camera Supply, Florence, S. C.

16MM. SOUND FILMS—EXCHANGE YOUR features and shorts for others; lower exchange rates. Rent top features at \$5 week, paper included. Regular customers given big discount on all supplies. 16mm. Film Exchange, Box 65, Old Hickory, Tenn.

**MUSICAL INSTRUMENTS, ACCESSORIES**

FOR SALE—USED PANCORDION ACCORDION, Baton model. Alvin Frick, 918 East Fifth St., Spencer, Ia.

FOR SALE—SIX SONG HAND ORGAN; every song plays, every note played. Made by Molinar weight, 20 lbs. First \$450 gets same. H. E. Turpin, 111 W. Jones, San Antonio, Tex.

**PERSONALS**

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center; Dept. B, 2 Columbus Ave., New York 23, N. Y. ch-3429

GENE LaVALLE WRITE O. O. CO., BOX 284, Findlay, Ohio.

**PHOTO SUPPLIES DEVELOPING-PRINTING**

CLOSING OUT OUR ENTIRE STOCK OF Direct Positive Cameras, Glaspick Mfg. Co., 544 Monson St., East Peoria, Ill.

COMIC FOREGROUNDS AND BACKGROUNDS, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. fe19

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor complete. Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill. ch-3429

LEATHERETTE PHOTO CASES—1 1/2x2, \$25; 2 1/2x3 1/2, \$9.41 gross. Brass corners, 1 1/2 case extra. We make all sizes. Samples, 25c. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. ja22

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill. ch-3429

4X5 PRESS CAMERA WITH FLASH UNIT studio equipment, developing outfit. Will sell cheap. John Burris, Box 1787, Newark, Ohio.

**PRINTING**

ATTRACTIVE BUSINESS CARDS—\$2.95 per 1000; 100 Posters (11x14), \$7. 1000 Bon Letterheads, \$8. Taylor, 5103 Ford third Ave., Hyattsville, Md. ja15

ALWAYS FASTEST SERVICE—QUALITY printing. Three-color 14x22 Window Cards, \$8 hundred; 17x26 size, 12.50 hundred. Your copy up to 50 words. Also bumper and telephone pole cards. Tribune Press, Dept. W55, Earl Park, Ind. mar26

IT'S MALLO PRESS—767-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets. ja22

RUBBER STAMP—1 TO 3 LINES, REGULAR or pocket style, \$1. Free catalog. Hansamp Stamp Works, 4908-B Ohio St., Chicago 44, Ill. ch-3429

100 LETTERHEADS, 100 BUSINESS CARDS, 100 stickers, all 3, \$3. 50 11x14 window cards, \$5. Jerries, P. O. Box 664, Pottstown, Pa.

1,000 EMBOSSED BUSINESS CARDS, \$3 postpaid; 2,000, \$5.50; maximum six lines. John Pepper, Box 822, Chattanooga, Tenn.

**SALESMEN WANTED**

AD MATCHES! SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing! Sales kit furnished. Match Corp., Dept. D-75, Chicago 32, Ill.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now! real future. Equipment free. Hoover, Dept. K-109, New York 11, N. Y. ma26

SALESMEN—SHOW AMERICA'S LEADING nationally advertised line; novelties, gifts, utility items. Big commissions advanced. Prospects everywhere. Steady repeat. Low prices, free literature, samples. Write Charms & Cain, 407 BB-1155 South Dearborn, Chicago 5, Ill. ch-np

**TATTOOING SUPPLIES**

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free literature. Owen Jensen, 120 West 83rd St., Los Angeles 3.

**WANTED TO BUY**

FERRIS WHEEL—ELI #5, GARBRICK Smith and Smith; priced right for cash. James Sterner, 807 W. Front St., Berwick, Pa.

MAJOR AND KID RIDES FOR CASH. Must be in top working condition. Alex Freedman, 5414 Victoria, Los Angeles, Calif.

MINIATURE GOLF EQUIPMENT—USED OR new. Send price and condition. E. D. Kay, E. River St., Anderson, S. C.

WANTED—TWO-HEADED BABY, shrunken heads, half fish, half girl, etc. What have you? State lowest. H. Norman, Summer Haven, St. Augustine, Fla.

WANTED—TRAINED MONKEYS, PONIES, mule. What have you? Florida Wild Animal Farm, Callahan, Fla.

**FREE FRISCO SPINDLE WHEEL & BUMPER GAME**

Write today for complete details

- Hand Polished ALUMINUM IDENTs \$7.50 or up
- GRAB BAG RINGS \$5.00 or up
- HEART & DISC PENDANTS \$39.00 Hand Polished, Nickel Plated Per Gr.
- MEXICAN EARRINGS \$5.40 Or. Up

SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail.

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**BINGO**

SUPPLIES AND EQUIPMENT. Cards in Sets of 100 to 6000 Cards. No Duplicates.

**MAKE UP TO 1000% MORE MONEY**

Our new double, triple and special cards will mean bigger crowds and hundreds of dollars extra profits for your organization.

**VIDEO BINGO** A new pull ticket game

**K. & B. CARD COMPANY** 348 Broad Street P. O. Box 126 Wadsworth, Ohio Manufacturers of Largest Line of Bingo Cards in the World.

**Free... 1955 WHOLESALE CATALOG**

- General Merchandise
- Appliances
- Watches
- Jewelry

\*Enclose 25c to cover postage and handling

**WHOLESALE DISTRIBUTING** 3324 W. Roosevelt Rd. Chicago 24, Illinois

**Quick Photo Invention! PHOTOMASTER**

PDQ CHAMPION Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2x3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.

**PDQ CAMERA CO.** 1161 N. Cleveland Ave., Chicago 10, Ill.

**BIG FREE CATALOG—**

- Jewelry, Watches, Housewares, Appliances & 1001 Name Brand Items.
- Space on Cover for Own Invention.
- Sell the Nationally Advertised Brands which Are Pre-Sold for You!

**HARRY COHON & SONS, INC.** 1045 Utica Ave., Brooklyn 3, N. Y. "TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

**CHAIRS • TABLES**

IMMEDIATE DELIVERY 138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES

**Adirondack Chair Co.** Dept. T-4 1140 BROADWAY (275) N.Y. • MU 3-4834

**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 investment. Liberal sales commissions. Write Bellecraft Fashions, 111 WQ Eighth Ave., N. Y. ch

ATTRACTIVE SMALL LADY—TO WORK in cafe, Room, board, wages; nice place to work. Club Cafe, Lexington, Tex.

COMMERCIAL PIANO MAN FOR MIDWEST traveling Orchestra. Guaranteed salary. Sleeper bus. Want man willing to stay and help. Send photo and full information. Little John Beecher, 1611 City Natl. Bank Bldg., Omaha, Nebr. ja22

GIRL MUSICIANS WANTED IMMEDIATELY for combo novelties organizing. Steady water stunts; suggested for opening days. Men Musicians also wanted. Box C-157, c/o Billboard, Cincinnati 22, Ohio.

COMMERCIAL TRUMPET MAN FOR COMMERCIAL style combo. Must read well, have good tone, and sing; cut shows. Locations only. \$30 minimum tax paid. Won't tolerate characters. State past experience. Wire or write Orchestra Leader, Green's Crystal Terrace, Duluth, Minn.

GIRL TENOR PLAYER—MUST BE GOOD. Must sing. Established, steady working combo. Send details and photo. Box C-151, c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS—STATE COMMERCIAL EXPERIENCE. Buddy Blair, Van Cleve Hotel, Dayton, O. ja15

MUSICIANS, ALL CHAIRS, INCLUDING guitarist. Traveling orchestra, sleeper bus. Orchestra Leader, 11090 West 23d Ave., Denver 14, Colo. BEImont 3-6619. ja15

**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**

**MISCELLANEOUS**

AVAILABLE FOR CLUBS, TV—PROFES-sional dancer and dramatic reader. Would make excellent TV show. Prefer station in Midwest. Just finished successful road tour. Contact Maurine Jennings, 337 S. Fifth Quincy, Ill. ja22

BACHES, POOLS—HOUDINI-TYPE water stunts; suggested for opening days; best in the business; featured in state fairs of Vermont, Illinois, Virginia and Brockton, Mass. Now offered for early season work at low and beaches; no tax; no transportation necessary; means completely reasonable cost. Please write for all information. Box 972, Billboard, 1564 Broadway, New York 36, N. Y.

OVER 25 WORLD ATTRACTIONS—EDUCATIONAL, gigantic United States three month tour. MGR. Ernie, 210-6 Ave., N.E., Aberdeen, S. D. ja22

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1941 S. Dennison, Indianapolis 21, Ind. ja29

BALLOON ASCENSIONS—SINGLE, double, triple; parachute drops, for parks, fairs, celebrations. Capt. Geo. D. Emerick, 627 1/2 1st Ave. S., Fort Dodge, Iowa. Phone Monroe 3266. ja29

CLARA'S TALKING DOG AND NOVELTY act (clown) available. Parks, circuses, fairs, indoors, outdoors; union. Clara's Dog Act, 341 Climax, Pittsburgh 10, Pa.

MELISO—COMEDY MAGICIAN AND clown act and a puppet circus side show run by puppets for season 1955. Have truck with stage to put on clown and magic acts in surrounding small towns (fee). Can furnish real bargain tickets for kid matinees; specially printed and dated for your show. Have acts, stunts, curtains, music for entire inside of your top. All services on percentage. No financing needed. Write for bill-ing. Meliso, Clown Magician, P. O. Box 218, Wood River, Ill. ja29

RIDING ACT—TWO HIGH SCHOOL horses. Flashy equipment and performance. Capt. Von Aletich, Rt. 2, Box 592, Albuquerque, N. M. ja15

SENSATIONAL HIGH DIVING—FEATURING suicide pool; the smallest diving tank in the world which is equipped with spears and its surface covered with a mass of flaming gasoline. Featured by Fox Movietones as the plunge of death. Contact Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Telephone 45337. ja22

THE MAN WHO CAN EAT DRY ICE—Professor Hawk featured Ripley's column, available now. Send for Ripley's write-up of dry ice feat. Box A158, Billboard, 6000 Sunset, Hollywood 28, Calif. ja22

THE GREAT KELLY—"RIDE OF DEATH," Bicycle Chute Act, the world's only thrill show act crashing fire and solid glass walls. Mike Kelly, Goshen, Ind. ja29

**MUSICIANS**

ACCORDIONIST—WESTERN BAND AND roadshow rep experience. Read or fake; able to travel; single; sober and reliable. Contact Dale Tietjens, R. 4, Mason City, Ia. ch-3429

AT LIBERTY—CONCERT CLARINET, Saxophone; graduate piano tuner-technician, desires location with music store in small town or city, prefer South or Middle West. Single, reliable, clean character, sober. Will submit photo, later come for personal interview. Details appreciated and answered. R. E. Grant, 4925 Baccich, ja22 New Orleans 22, La.

ELECTRIC GUITAR PLAYER—DOUBLES Hawaiian wishes to join combo. Good appearance and personality; single, age 35. Read or fake, solo. Prefers Florida location or the South. Billy Skipper, 30 Thurston Rd., Rochester, N. Y.

DRUMMER-VIBIST, SOLID MODERN drums. Latin, rhythmic, cool vibes on most standards; read on all. Deagan Imperial vibes; white pearl drums. Young, sober, reliable. Member 47. Musician, 815 W. Calif., Okla. City. ja22

EXPERIENCED DRUMMER—JOIN IMMEDIATELY; any proposition considered; dance or show; new equipment; plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ja15

GIRL PIANO PLAYER—AVAILABLE IMMEDIATELY. Read, fake, reliable. Cut shows, 1024 Highview, Capitol Heights, Md. ja29

LEAD TRUMPET, BASSMAN—BOTH name experience. Prefer location Anywhere. Musician, Room 19, Francis Hotel, Winston-Salem, N. C. ja15

LEAD ALTO OR TENOR, DOUBLE FLUTE, bass clarinet, clarinet, baritone sax. Local 802. Guarantee cut; name experience; play any commercial style. Cut shows. St. Louis, Mo. Edna Beau, 345 Winnebago Dr., Fond du Lac, Wis. ja22

ORGANIST AND WIFE AVAILABLE IN May. Want rink to run on percentage. Have organ, piano and solo-vox. Played in R.S.R.O.A. rinks and several American on wheels. 10 years experience as manager; four years in New Britain, Conn., and two years present location. Doug Morrow, Box 2076, Oak Ridge, Tenn. ja22

PIANIST—AVAILABLE IMMEDIATELY; age 30; reliable; union; sober; all around; fast butterfly style; prefer society or tenor bands; cut shows, experienced. Double organ, celeste. Joe De Gregory, 534 Linden Ave., Steubenville, O. ja22

PIANIST, ORGANIST, SINGER—FEBRU-ary 1st. Experienced lounges, clubs, radio-TV. Prefer single location job in area with enterprising TV outlets. Male, 30; family. Box C-155, c/o Billboard, Cincinnati 22, O.

PIANIST—MALE, SINGLE, GENTLE; trained musician; wide professional experience; popular, classic, orchestra; alone, accompanist, soloist, teacher. Box C-156, c/o Billboard, Cincinnati 22, Ohio.

PIANO—AVAILABLE JANUARY 21. READ, fake; society jazz, Latin, shows. Name band experience. Prefer small unit. Jim McCoy, Oak Lawn Inn, 3700 Cedar Springs, Rd., Dallas, Tex. Ph. La 5188. ja15

TENOR, CLARINET, ALTO FOR COMMERCIAL bands. Good tone; reader; good appearance. References; contact Ralph Hockaday, Manchester, Iowa. Phone 32262.

TENOR, CLARINET—TRANSPOSE, VO-cals; sober, neat, experienced, reliable. Consider any reliable offer. Harold Nelson, 5236 Polk Ave., Houston, Tex. Phone WD 1422.

TENOR, FLUTE, CLARINET—18 YEARS' experience. Bop or society tenor; bop flute or symphonic; Dixie or symphonic clarinet. Prefer decent paying studio job; warm climate and minimum road work desired. Immediately available. J. M. Sharp III, 135 Oliver St., Hamburg, N. Y.

TRUMPET—LEAD OR JAZZ. ARRANGE; will travel. Combo or big band. Dick J. Dufano, 2509 13th St., Two Rivers, Wis. Phone 26152.

**VOCALISTS**

GIRL SINGER—DOUBLING COMBO DRUM. Reliable, young; location or travel. Box C-154, c/o Billboard, Cincinnati 22, Ohio. ja29

**You Can't Beat BRODY for Merchandise**

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMI-NUMWARE—IRONS—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CAR-NIVAL GOODS—Plastic Dolls—BAL-LOONS—PREMIUM GOODS—WATCHES—Glassware—SORTED NOVELTIES—Household Goods—Lamps.

72-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

**M. K. BRODY** 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOntroe 6-9520 In Business in Chicago for 37 Years

**WORLD HEADQUARTERS FOR RINGS OF ALL KINDS**

- EARRINGS
- BOXED COS-TUME SETS
- WATCHES
- NOVELTIES

SEND FOR YOUR CATALOG.

**STERLING JEWELERS** PHONE: ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

**WHEN IN CHICAGO BE SURE TO VISIT Our Show Rooms**

We carry a complete line of Appliances • Jewelry Housewares • Premium Goods Novelties, Etc.

**STEINBERG-BAUM CO.** 3319 N. Cicero Ave. Chicago, Ill.

**FREE SAMPLE! New 2 Color PERSONALIZED ALL RUBBER DOOR MAT**

FANTASTIC EARNINGS! One salesman made \$860 the first month in commissions.

**MAKE '55 THE BIGGEST EVER!**

Full or spare time, you're the boss! Show it and you'll agree as thousands of Mitchell salesmen do, it's the hottest direct sales item today. Everyone wants a personalized door mat for their home or business. Terrific gift item.

**THERE'S MONEY TO BE MADE AT EVERY DOORSTEP**

100% PROFIT. At the low, low price of only \$5.45 for this exclusive 2-color mat, you make \$1.95. Pocket cash daily. You keep the cash deposit (\$1.95), we ship and do the rest. No money to invest. A money maker.

**THE GORDONS**

LARGE 18"x28" SIZE In beautiful 2 colors. Mat colors—Brick Red, Garden Green, Jet Black or Powder Blue with contrasting Ivory letters (13 letters maximum). Any wording. The Nelsons—Bob & Jean—Meyer Coffee—El Rancho, etc.

**SEND \$1.00 FOR POSTAGE AND HANDLING**

You pay only postage and handling. We ship a full-sized perfect 2-color stock sample plus order book and complete sales kit.

**MAIL COUPON NOW!**

R. L. MITCHELL RUBBER CO. Attn: Ray Mitchell, Dept. 26 2120 San Fernando Rd. Los Angeles 65, Calif.

Please rush me my Two-Tone Rubber Door Mat, order book and complete money-making information. For demonstrator sample (\$5.45 value) I am enclosing \$1.00 so I can get started immediately. Money back if not completely satisfied.

Name..... Address..... City..... Zone... State....

**EXTRA SPECIAL DEAL**

Bulova, Waltham, Elgin, \$9.95 Benrus, Gruen Watches... ea.

For agents and women, new model cases and dials. Retentioned and guaranteed like new. Yellow Exp. Band, 9 1/2 add.

Save \$15.40 on This Deal — 6 ass't above \$9.95 Watches and 6 \$5f Bands to match. All for \$50

Send for Our New Big 100-page 1955 catalog, only 25c (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.

**JOSEPH BROS.** 5 S. Wabash Ave., Chicago 3, Ill. "The Watch and Diamond House"

**PLASTIC LAMINATING**

This remarkable Plastic Laminating Machine will earn \$18 an hour right in your home. Big profits laminating business, social security, identification, credit CARDS of all kinds, photos, passes, clippings, placques, etc. Prices from \$35 and up. Will accept any equipment in trade. Easy terms! Write now! Literature and sample free.

**PLASTICAST CO.** Dept. J P. O. Box 6737 Chicago 80

**TREMENDOUS Profits with Hagen's Exclusive TEAR GAS PENCIL!**

This Tear-Gas Pencil discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast, an effective substitute for dangerous firearms; leaves no permanent injury. No selling experience needed. Handle as a profitable sideline... soon you'll sell it full time.

Start now! Send \$4.25 for complete demonstration kit of Automatic Tear Gas SERVICE STATIONS Pencil, 10 demonstra- SMALL STORES tors & 3 Powerful LOAN OFFICES Tear Gas Cartridges. BANKS, HOMES

**HAGEN SUPPLY CO.** Dept. B-1155 St. Paul 4, Minn.

**BUY WHOLESALE** Save up to 50% on BIG NAME MERCHANDISE!

Send 50¢ Coin or Stamps for Catalog. Same Refunded with first order.

**GALENTINE COMPANY** Dept. B, 519 East Jefferson Blvd. South Bend 17, Ind.



## VenDime Launches New Op System: 'Table-Testing'

Alters Machines to Vend Only Items Which Test Finds Customers Prefer

By AARON STERNFIELD  
NEW YORK, Jan. 8.—Full-line feeding in Manhattan office buildings, pioneered one year ago by the Vendime Corporation, is due for a blossoming in 1955, according to plans revealed recently by Gerald McCloskey, president of the firm.

Vendime currently has four office locations, Franklin Stores, Lumberman's Mutual, M. Lowenstein, and a fourth—a midtown office building opened last week. Vendime officials are withholding the name of the newest location for the time being.

The several new locations are due to be added in 1955, the Vendime expansion blueprint is one of adding and modifying equipment on existing locations and increasing service there rather than one of increasing stops.

### Table Testing

Vendime's approach has never before been tried in automatic food vending—it's called table testing.

McCloskey feels that before the operator selects the food products to stock in his venders, he must first discover what the customers want, then figure out a way to vend it.

The standard approach is to take stock of the items which may be vended, discover which are the most popular and concentrate on those items.

Table testing is currently in force at Lumberman's: Here's how it works.

### Heros, 2-Deckers

Italian hero sandwiches, too bulky for any existing venders, and double-decker sandwiches, also

(Continued on page 84)

## Canteen Files With SEC for Rowe Purchase

To Sell 97,481 Shares to Help Pay for Control

WASHINGTON, Jan. 8.—Automatic Canteen Company of America filed a registration statement with the Securities and Exchange Commission asking approval of the sale of 97,481 shares of \$5 par value common stock to help pay for its proposed purchase of control of the Rowe Corporation.

Automatic Canteen contracted to buy 262,500 shares, or 52 per cent of the common stock of Rowe, December 22 (The Billboard, January 1).

The 97,481 shares are to be offered for subscription by Canteen common stockholders at the rate of one new share for each six shares held on the record date, on or about January 27. Glone, Forgan & Company is listed as principal underwriter.

Proceeds from the sale and \$2,500,000 which is expected to be borrowed are to be used to buy the 52 per cent of Rowe stock for \$3,937,500.

## Northwestern Bows New 5c Gum Vender

MORRIS, Ill., Jan. 8.—A new package gum vender which dispenses standard nickel packages of gum was announced in production this week by The Northwestern Corporation.

With five columns, the new gum unit has a capacity of 95 nickel packages. A plastic "Visidome" top displays all brands and is the merchandise selector. The machine is designed for use on counters, stands or can be mounted to a wall or on other types of machines.

Measuring 19 inches high, 10 inches deep and 8 inches wide, the unit is priced at \$29.95 (for 1 to 24 machines); \$29.45 (for 24-99 machines) and \$28.95 (for orders of 100 or more).

## Vendo Gives 746 Employees \$79,000 In Annual Bonuses

KANSAS CITY, Mo., Jan. 8.—Bonuses totaling \$79,000 were given 746 employees of the Vendo Company last month.

All of the employees had been with the firm at least a year. Vendo employs 1,000 persons at its plant and offices here.

John T. Pierson, Vendo president, said the bonus represented the second largest for the 18-year-old firm. Another, plus annual trust fund payments, is expected to be made in March after the books are closed and audited.

## FILM EDUCATION

### VendFilm Maps 24 Movies for 1955

ELGIN, Ill., Jan. 8.—A new factor has entered automatic selling which is likely to play a big role in furthering the industry's development: Motion pictures.

Pioneering in audio-visual education for the vending industry, VendFilm, Inc., plans to produce at least 24 special movies this year for training operators' servicemen, operators themselves (via product and machine service, maintenance films), and management of industrial and other multi-machine locations.

Back of VendFilm are almost 18 months of planning, script-writing, shooting of thousands of feet of film and final editing—all focused on the final product: Specialized, industry-accurate training and sales procedures on 16mm. color-sound movies.

So far, 10 merchandise and machine producers have signed contracts for 21 movies, while VendFilm has produced another half-dozen films on its own.

### Film-of-the-Month

A film-of-the-month club set up by VendFilm offers operators their choice of a present group of six films at the rate of one per month for \$250 a year. (There are 10 new

movies now being prepared for this group. In addition, 15 films produced for four of the 10 product and machine manufacturers are now available for free use by film-of-the-month members.)

In addition to its club membership program, VendFilm broadened its film distribution by the direct-sale method. Previously, movies not contracted for by suppliers or manufacturers (those aimed exclusively for club members) were not otherwise available; now prints will be sold outright for from \$125 to \$250 per film, depending on length.

Another method: Non-member

(Continued on page 85)

## City Health Official Okays Milk Venders

BUFFALO, Jan. 8.—For the second time in two weeks, Health Commissioner Berwyn F. Mattison advised the Common Council his department could find no objection from a health standpoint to selling milk in outdoor vending machines. He reported department inspectors had continued to check 13 such machines, four in Buffalo and the remainder in the county.

He added inspectors found the interior of the machines clean, extremely cold and protected against flies. He said, "From a health viewpoint, it would seem we should encourage rather than discourage a wider distribution and consumption of milk."

The Council requested a Health Department opinion after the Delicatessen Owners' Association protested the machines, unless licensed, would put retail outlets at a competitive disadvantage. Since the initial protest, the AFL milk drivers union appeared before the Council to oppose the vending machines, contending the machines would put drivers out of work. (The Billboard, January 8.)

## CIG VENDING AIDS

### New Firm Leases Ops Merchandising Tools

ATLANTA, Jan. 8.—A merchandising service, designed to sell more cigarettes thru venders and build identity for operating companies has been started here by a former owner of one of the South's largest cigarette vending operations.

W. H. (Bill) Cutliffe and his son, W. R. Cutliffe, have formed the Cutliffe Service Corporation to deal in business identity programs, equipment leasing, inventory controls and systems.

Cutliffe's program is built around

### N. Y. Transit Okays \$300,000 Subway Vending Contract

NEW YORK, Jan. 8.—Pennies and nickels spent by subway riders for candy, chewing gum, peanuts from vending machines will mean at least \$300,000 a year for the New York City Transit Company.

The authority has approved contracts with the Interborough News Company, which operates subway venders. From operation of machines, the company must remit 20 per cent of gross sales but not less than \$300,000 a year.

A separate contract was approved for the company to operate paper tissue and ice cream machines and venders in employee quarters. Because of a lower profit margin on these items, a return of 10 per cent was asked. Gross business is about \$100,000 annually.

Not included are the soft drink machines, owned by another operator, which bring the authority \$300,000 to \$400,000 a year.

## IN-PLANT FEEDING

### 95 Venders Feed 7,000 Employees

CHICAGO, Jan. 8.—Automatic catering chalked up important gains during 1954. One of the operating companies doing a lion's share of the striding was—and continues to be—Automatic Merchandising Company, which has operations here and in the Motor City.

The January issue of Vend, sister publication of The Billboard, features a story of Automatic's feeding installation in Budd Manufacturing Company's Detroit plant. One of the nation's largest industrial food vending installations, it consists of 10 Auto-Snak batteries totaling 95 machines which provide a complete feeding service for 7,000 of Budd's 8,500 employees.

The story of why Budd decided to use automatic feeding is the story of the development of this phase of automatic merchandising. Until mid-1954, the automotive parts manufacturer had contracted for 100 per cent mobile cart and

cafeteria feeding service. Budd itself provided the selling labor for the carts (full-time janitors or porters).

### Carts Costly

Because the cart system was costly, Budd officials early last year decided to review the feeding program. They took note of the

(Continued on page 83)

## Auto. Merch'g Buys Detroit Spacarb Firm

CHICAGO, Jan. 8.—Automatic Merchandising Company bought Spacarb Detroit Distributors, Inc., I. Hayne Houston, president, Spacarb, Inc., subsidiary of the Rowe Corporation, and H. G. Winston, president, Automatic Merchandising, announced.

Thru the deal, Automatic acquired all the machines, inventories and equipment of Spacarb.

Spacarb Detroit Distributors were the largest operators of beverage and coffee machines in the Detroit area.

Automatic Merchandising will continue the Spacarb operation from Spacarb's office and warehouse at 2281 Indiantale Street.

It will be called the Spacarb Detroit Division of Automatic Merchandising Company.

Jack C. Bowman, president, Spacarb Detroit Distributors, has joined Automatic in an operating executive capacity. All personnel of Spacarb Detroit will continue with the new Automatic operation.

## Milkman Turns Vending Op

DES MOINES, Jan. 8.—A deliveryman for a dairy here started a milk vending route as a sideline six months ago and it has already grown into a full-time business.

Charles Lamb, Hi-Lan Dairy deliveryman, has 12 milk venders in factories and office buildings in the Des Moines area. He spends 12 to 14 hours a day on his route and services the machines in his "spare time."

Lamb says several of the machines require twice a day filling and in plants operating three 8-hour shifts, a third refill is often necessary. Lamb gives 24-hour a day service on refills or machine maintenance.

He vends both one-third quart cartons of homogenized plain milk and chocolate milk for a dime. Milk consumption has increased in every installation he has made, he said. Lamb has been a milk deliveryman for Hi-Lan for 16 years.

## Pall Mall Third In Vended Sales

CHICAGO, Jan. 8.—Pall Mall moved into third place in cigarette sales thru vending machines during 1954.

It marks the first time in the history of the cigarette industry that a king-size brand has been counted among the top three leading brands.

Vend, magazine of the automatic merchandising industry, released these facts in announcing the six top-selling brands thru venders in advance of the publication date of its 1955 Market Data and Di-

rectory Edition, to be published later this month.

Vend reported that the six best selling brands were (listed in order of volume):

1. Camels
2. Lucky Strike
3. Pall Mall, Chesterfield
4. Philip Morris
5. Old Gold

Vend's announcement, explaining the tie between Pall Mall and Chesterfield, stated, "Operators reported they sold slightly more Pall

(Continued on page 83)



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VICTOR CHARMS	In Bulk	In Capsules
Chic'n Eggs (action)	\$18.00 M	\$22.50 M
Cheese & Mouse (action)	18.00 M	22.50 M
All Plastic Salt & Pepper Shakers	13.50 M	17.50 M
Metal Top Salt & Pepper Shakers	14.00 M	18.00 M
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Sling Shots	8.75 M	16.00 M

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Nestle Staff In Bulk Sales Is Shifted

WHITE PLAINS, N. Y., Jan. 8.—A series of territorial changes for salesmen in the bulk division of the Nestle Company, Inc., was announced today by Thomas F. Corrigan, manager of the chocolate coating and cocoa division.

John F. Conley will be headquartered in Los Angeles, Corrigan said, where he will be an associate of Frank S. Barbaro.

Since 1949 Conley has been responsible for the Ohio, Western Pennsylvania and Western New York, Northern Kentucky and West Virginia territories.

James J. Flynn, who has covered New Jersey and up-State New York, will succeed Conley and will have his offices in Cleveland.

James J. McGrath, who has been associated with Nestle's general lines sales division for several years, has been appointed to the bulk sales division to succeed Flynn. McGrath's territory will be up-State New York and New Jersey.

Scully Named NCA Convention Head

CHICAGO, Jan. 8.—Charles F. Scully, president, Williamson Candy Company, was named general chairman of the National Confectioners' Association 1955 annual convention, Philip P. Gott, NCA president, announced this week.

This year's NCA meet, the seventy-second, will be held June 5-9 at the Conrad Hilton.

Other key committee chairmen planning the annual meeting which draws candy manufacturers, retailers and suppliers, are Robert B. Schnering, president, Curtiss Candy Company, program; Max L. Gartner, president, Fascination Candy Company, Sunday meeting; Henry Blommer, president, Blommer Chocolate Company, dinner dance.

Cig Vending

Continued from page 82

Cutcliffe started his business career as a store manager for the Great Atlantic & Pacific Tea Company, and by 1929—the year he quit—had risen to assistant superintendent of the Columbus, O., division.

Later Cutcliffe joined the Ison Finance Company with offices in Chicago and Atlanta. In 1935 he set up his own finance business with offices in Atlanta, Montgomery, Ala., and St. Louis.

In 1940 he entered vending and wholesaling as the president of the Candy Distributing Company here, and subsequently set up the Cigarette Service Company of Atlanta.

Cutcliffe disposed of Candy Distributing in 1950, and in 1953 sold Cigarette Service which was then doing about \$3 million annually in sales.

During 1948 and 1949 he was a regional chairman of National Automatic Merchandising Association. He also served as director of the Southern Wholesale Confectioners' Association and as a State chairman of National Association of Tobacco Distributors.

Cig Op Builds

Continued from page 82

and-better" machines, etc., by competitors.

A typical example of this unique service is Sugie's Lounge, a downtown Denver tavern patronized by students of Denver University, Colorado University and other schools. Sam Sugarman owns the lounge. He went into the restaurant and tavern business soon after graduating from Denver University, where he was a football star.

Naturally, the tavern's motif with college pennants, pictures of football stars had a plunging halfback etched in silhouette in the center of the mirror on the machine. Below the figure, are etched the words, "Your Host—Sugie."

Moreover, the football-player figure, taken from a photograph of Sugarman plunging thru the line, makes him proud, careful of the machine. The machine is always assured prominent display.

95 Vending Units Feed 7,000

Continued from page 82

cigarette and candy venders, operated in the plant by Automatic Merchandising since 1946, and moved to investigate the possibilities in wider usage of vended products. Both Automatic and the Fred Prophet Company, a large industrial caterer which held the prime contract for Budd's employee food service—were consulted. The result: Budd decided to install one battery of venders to test the practicality of the idea.

The first vender battery was set up in a plant area that had just been cleared for a new cafeteria. The first machines vended hot and cold beverages, sandwiches, pastries, soups, salads, milk and ice cream.

Forty days after the initial installation, Budd decided the venders had proved a successful feeding move, requested similar installations be made thruout its plant.

Now one of the two cafeterias that had been located near the factory area has been closed. Too, push carts are on their way out.

The second cafeteria, serving office workers, continues to function because none of the vender batteries is located to attract patronage from the white-collar workers.

While the menu offered via vender is somewhat less varied than that thru the cafeteria, it is as broad as was offered by the cart service. The single item handled on the carts, not available at present thru venders, is hot sandwiches.

The 95 venders in the 10 Auto-Snak batteries, Automatic Merchandising points out, do not include candy and cigarette machines. Latter are not built into the operating firm's food batteries.

All 10 of the vender batteries are in operation seven days a week since Budd is now working two and a half shifts.

Automatic Merchandising admits to feeling its way with the king-size food vending installation. But it has formed some definite conclusions and an operating philosophy it intends to follow in this and future automatic catering programs.

"We are not concerned now with food and labor costs," says William Fishman, vice-president of Automatic Merchandising. "We are giving all we can in order to find out what we've got. We do know that if we attempt to hold costs down, we cannot find our true potential."

Fishman has this to pass on to the operating firm planning on taking over a complete automatic feeding job:

"Industrial vending is a great deal different than automatic catering. For example: An industrial vending company, when it installs a candy or a cigarette machine, has a pretty good idea in advance how much that machine will sell. There are no yardsticks yet with automatic catering."

One thing has been found, cost-wise: Automatic's labor costs are running twice as high as labor costs on a route of vending machines.

Among the important costs in automatic catering not occurring on the average vending installation, whether in industry or a public location, is a revolving cash fund of \$3,000 simply to provide change—a vital item where complete feeding is concerned.

Automatic catering likewise calls

for more personnel; 20 new employees were added by Automatic Merchandising when the venders were installed. Some employees service the Budd installation, others the Chrysler plant where the company has another automatic feeding installation.

The 20 men were chosen for their mechanical ability. Fishman refers to them as "attendants" since most of their time is spent in attendance, making change and keeping the machines both clean and in top working order.

While Automatic has not yet compiled complete sales data to be positive about many details of its automatic feeding service, it had found that the best sellers at Budd are pastries and hot and cold beverages.

The pastries are baked locally (sweet rolls, doughnuts, etc.) and packaged specially for Automatic. Sandwiches, vended from refrigerated machines, are made up by the Fred Prophet Company which continues to operate the remaining plant cafeteria.

Prophet also supplies the operating firm with 15 varieties of salads also vended from refrigerated machines. The best seller in this category: potato salad.

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Silver King 5¢	15.00
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Advance 2D 1¢ B.G.	6.45
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Pistachio Nuts, Vendor's Mix	55
Pistachio Nuts, Shell	48
Cashew Whole	59
Cashew Butts	46
Peanuts, Jumbo	46
Spanish	33
Mixed Nuts	55
Almonds, 480 ct., 5 lbs., vac. pk.	85
Baby Chicks	33
Rainbow Peanuts	33
Boston Baked Beans	32
Jelly Beans	28
Licorice Lozenges	28
Leaflets (similar to M & M), 550 ct.	40
Assorted Fruit Charms, 100 ct.	42
Rain Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	28
100 ct.	20
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
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Silver King Hot Nut, 5¢		
Victor Model V, 1¢, Globe		
Victor Model V, 1¢ Cabinet		
Columbus Model 42B, 5¢		
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Asco Hot Nut, 5¢		
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Cash Tray, 5¢, As Is		
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883

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City..... Zone..... State.....

Occupation .....



Pall Mall Third

Continued from page 82

Mall than Chesterfield (both regular and king-size) but difference was so slight that editors, in fairness, show two brands tied for third place.

Vend's Census of the Industry for the years 1951 to 1953 show a steady increase in Pall Mall vended sales from fifth place in 1951 to fourth place in both 1952 and 1953. Chesterfield held third place honors all three years. Camel and Lucky Strike held first and second place positions respectively during the three-year period.

Pall Mall, for those years, had been the only king-size brand with sufficient volume to rank among the top-sellers.

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BRAND NEW CHIPMAN, 6-col. \$99.50

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# VENDIME'S NEW OP SYSTEM

Continued from page 82

oversize for existing equipment, are placed on a table alongside standard sandwiches. Regular sandwiches are also stocked in the Stoner which is part of the auto-snack unit.

Heros and double-deckers have been outselling regular sandwiches four to one. The Mills coffee venders have been temporarily jerked, and brewed coffee is being sold on the table. Coffee sales have increased by 200 per cent. Cream pies and fancy pastries have been placed on the table, with flat pastries being sold in the auto-snack.

The fancies have caused pastry sales to jump 600 per cent.

During the test a matron stands behind the counter, taking money and making change. This is a temporary measure.

### Back to Venders

Within a couple of months all these items will be sold in vending machines on all existing Vendime locations and on any new ones the firm may have by that time.

Double-deckers will be vended in redesigned Stoner machines. By use of depressed shelves and reduction of column capacity from

20 to 17, the jumbo sandwiches may be accommodated.

The old Monarch cigarette vender, once made by the Uneeda Vending Company, has been selected as the hero vender. The back has been knocked off the five-column vender, the depth increased, and the capacity as a sandwich vender is 250, five columns with 50 to the column. McCloskey has contracted with a manufacturer to make boxes—9 by 2 1/2 by 3 inches—for packing the heros.

### Converted Mills

When the Mills coffee vender returns to the location, it will be in a radically different form. Hedeman pumps for hot chocolate and tea will be added, and only black coffee will be vended.

But the coffee will be silex brewed, with cream and sugar on the table for individual dosages. McCloskey feels that if brewed coffee is what his customers want, and automatic selling is what he does, the solution is to give his customers brewed coffee in a vending machine.

McCloskey hasn't yet figured out how to vend cream pies and gooey pastries, but he's working on it.

### Female Appetites

Oddly enough, the location where the table testing took place, and where the hero sandwiches and double-deckers outsold standard sandwiches by four to one, has more than 90 per cent female patronage. McCloskey suspected the ladies might be calories-conscious and eschew the jaw-breakers for egg salad or water cress, but he discovered the luncheon habits of stenos don't vary much from those of stevedores.

The double-deckers and heros sell for 40 to 45 cents, while standard sandwiches vend for about 25 cents, price doesn't discourage customers providing they get value received, according to McCloskey. Converted machines will have coin slots to accommodate one quarter and two or three nickels.

Within two months the new Lowenstein building at 1430 Broadway, just south of Times Square, will be ready for occupancy. The current building is at Leonard Street, in lower Manhattan.

### Room for 200

A 71-foot-long cafeteria figures in the floor plan of the sixth floor, with 50 tables and seating space for 200 diners. The feeding area will consist of battery and Wittenbourg units and will probably be the largest automatic feeding installation ever placed in an office building.

One unit will have black (brewed) coffee, hot chocolate and tea. Other liquids to be vended include soup (Mills), juices (Juice Bar), milk and chocolate milk. One Wittenbourg unit will vend pastries, fruits and salads. The second Wittenbourg will vend hot dishes in casserole.

Other venders will be sandwich dispensers to handle hero, double-decker and standard sandwiches, a Stoner pastry unit, Stoner candy, Rowe cigarette, Stoner cookie, Vendo ice cream and Vendo changemaker.

### Custom Built

Total vending battery length will be 41 feet, with a formica front, extending from the floor to the ceiling, in front of all vending equipment. The front unit is being built by Ezra Blank Associates, Brooklyn, designer and builder of custom interior construction.

The vending area will be fully air conditioned, with freezer and refrigerator units in the rear and shelves for storage in the same area.

A survey taken prior to the installation of equipment at the newest Vendime location, a midtown office building, provided McCloskey with some interesting figures and some food for thought.

### Employee Favorites

About 97 per cent of the employees said they would patronize vending machines and listed the items they would purchase in the following order of popularity:

soup, sandwiches, coffee, hot chocolate, ice cream, pastries, milk, juices, candy, cookie, tea and cigarettes.

An amazing 82 per cent of the employees said they ate at the office, and, of this 82 per cent, 60 per cent brought lunch from home, 40 per cent bought it on the outside and ate it in the inside, and 30 per cent did both.

Four days a week was the most common answer to the question, "How many days a week do you generally eat lunch in?" with 55 cents given as the average lunch cost. A sandwich, dessert and drink was the average lunch.

### Subways Scored

Subway vending installations came in for a lot of criticism from the employees. Many said they would like vending, but it must "be better than the food they get in the subways."

The location employs 500 persons, 320 of them women, and occupies four stories. Although no full-line vending operation had previously been installed at the location, several operators had placed venders there in the past.

Three more Vendime locations are scheduled to be opened within the next two months—one, in lower Manhattan, is due for a February 1 opening, while two others, currently in negotiation, are tentatively set for March openings.

### Drop Shipments

McCloskey is now more convinced than ever that drop shipments of supplies to locations and a decentralized operation are the two essentials for a successful full-line office feeding operation.

He cited the example of cup purchasing to illustrate the difference between volume purchasing and central warehousing against small purchasing and drop shipments.

An order of 100,000 cups, if purchased directly from a manufacturer, may cost \$5.50 a thousand. The same order purchased from a jobber may cost \$5.70 a thousand. McCloskey will take the jobber. Here's his arithmetic:

### Warehouse Blues

On orders from the manufacturers, minimum shipments may be 25,000. That calls for warehouse space. Also, it ties up a lot of money. It also means that the delivery vehicle must carry a stock of cups to replenish location supplies. This entails loading the truck at the warehouse, unloading the cups from the truck, placing them on dollies, carting them to the location and tying up truck as well as warehouse space.

McCloskey figures that large purchases actually cost him several hundred dollars more than the price on the invoice when the serviceman's time, warehouse and vehicle space and use of the money is figured.

On the other hand, he pays an extra 20 cents a thousand when he buys from a jobber. This may come to \$20 on a 100,000-cup order, but that's all it comes to.

### Small Lot

Deliveries are made in small lots directly to the locations; he pays for the cups as he receives them, and no vehicles or warehouse space is required.

The same type thinking applies to other supplies. Virtually all shipments are made directly from the supplier to the locations, and Vendime currently doesn't own a vehicle or have any warehouse space other than what it can cadge from locations, and it doesn't pay any rent on those.

The Vendime's supply cost may be slightly higher than the operator who buys in quantity, maintaining a warehouse and trucks, McCloskey feels that he's getting off a lot cheaper by eliminating these overhead costs.

McCloskey, a cost accountant, figures that if his operation were a centralized one, it would require five times the current supply inventory to keep it going.

### No Commission

Commission has become an ugly word at Vendime. McCloskey feels that management is becoming increasingly conscious of employee welfare and that promise and performance of a clean and low-cost

## Fed. Tax on Games Dips in October

WASHINGTON, Jan. 8.—Collections of federal taxes on coin-operated amusement devices dipped in October, 1954, while the yield from taxes on coin-operated gaming devices took a slight jump, the Internal Revenue Service reported this week.

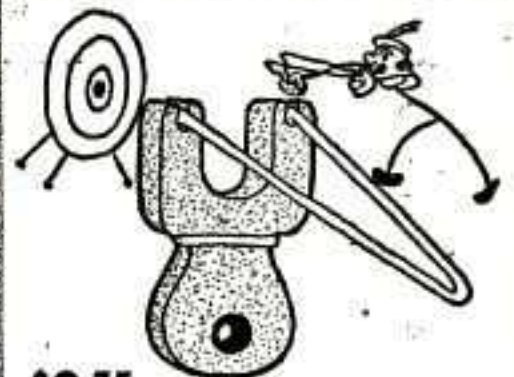
The federal tax on coin-operated amusement devices in October yielded \$145,000 compared with \$162,000 in the same month in the previous year. Taxes from coin-operated gaming devices totaled 202,000 compared with \$197,000 in October 1953.

The yield from the federal tax on cigarettes in October was \$127,368,000 compared with \$140,182,000 in October, 1953, while the yield from the federal tax on cigars was \$4,320,000 compared with \$4,573,000 in the previous October.

full-line vending service is a sufficient attraction.

McCloskey said that in the last few months he has received about 50 inquiries from potential locations, all of which have at least two operators in their establishments. He feels that management doesn't want to deal with more than one operator and the single full-line operator is the only one who can make any dent in the in-office feeding potential.

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Chicle Ball Gum, 150 ct. . . . . 34¢ lb.  
Chlor-o-Vend Ball Gum . . . . . 40¢ lb.  
Chlor-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 & Ml Pleasant New York 4, N. Y.

### 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

### KEEP IN TOUCH

With Your VICTOR Distributor for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

### The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duranite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

Less than 25 cases . . . . . \$50.00 per case of 4  
25 or more cases . . . . . 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor

## VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Illinois

### CIGARETTE, CANDY AND DRINK MACHINES!

THIS WEEK'S SPECIALS!

<p>ROWE DIPLOMAT ELECTRIC ← 8 Coils, 340 Cap. <b>\$150.00</b></p>	<p>ROWE CANDY MERCHANT with changemaker 7 Coils, 158 Cap. → <b>\$165.00</b></p>
---	---

UNEEDA CIGARETTE VENDORS

Model E, 6 Coils, 180 Cap. . . . .	\$ 75.00
Model E, 8 Coils, 240 Cap. . . . .	92.50
Model E, 12 Coils, 300 Cap. . . . .	90.00
Model 500, 9 Coils, 350 Cap. . . . .	100.00

ROWE CIGARETTE VENDORS

Imperial, 6 Coils, 180 Cap. . . . .	\$ 85.00
President, 8 Coils, 320 Cap. . . . .	130.00
Cruiser, 8 Coils, 380 Cap. . . . .	145.00
DUGRENIER CHAMPION, 9-11 COILS, 420 CAP. . . . .	100.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model . . . . .	\$ 52.50
Stoner Candy, Prewar, 160 Cap. . . . .	135.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED.

WRITE FOR INFORMATION!

All Equipment Unconditionally Guaranteed.  
Trade Prices 1/2 Deposit, Balance C.O.D.

## UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW . . . RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEGeman 3-6295

Ready for Immediate Delivery

### THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD

### THE OAK "400" CAPSULE VENDOR

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL: 400 CAPACITY  
WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

Eastern Office • National Sales Hdqtrs.  
PENNY KING COMPANY  
2538 Mission Street • Pittsburgh 3, Penn.

Western Sales Offices  
OPERATORS VENDING MACHINE SUPPLY  
1023 Grand Avenue • Los Angeles, Calif.

oak manufacturing company, inc.  
11421 knightbridge ave. • culver city, calif.





**VendFilm Maps**

• Continued from page 82

operators will be able to rent a film for \$15, then apply the rental to a membership fee if they decide to join.

**Slides, Manuals**

But movies will not remain the sole product of VendFilm. The 1955 schedule includes creating and offering complete color-slide packages of similar subject matter to the industry. Still another project: Preparation of servicing, maintenance and general operating manuals.

Average cost per film is \$2,500; but this depends on the length of the movie, props and/or travel time and expense to reach actual shooting sites. Viewing time ranges from 12 to 27 minutes.

Operators who have joined the film-of-the-month program feel that visual aids could be helpful in any training program; that films would help when entering new fields in vending and that the training for servicemen thru movies was a good means of creating better employee efficiency, morale.

**Films Stimulate**

One operator, who uses the films at regular monthly meetings with his employees, contends: "They (films) stimulate our men to think about their jobs and their problems and have elicited some good discussion periods following the showings . . . they have given us the most successful meeting we have had."

To date, operators have shown the films at their own headquarters for their own personnel. "We would be happy to try a film showing with a location owner if a film were tailored to the sales job," one member-operator stated.

Club member films presently available cover the following topics:

How to make money correctly merchandising penny peanuts; how to handle customer complaints; explanation of all phases of route-man's job; how to sell more candy; explanation of how personal appearance pays; why vender-sold cigarettes need intensive merchandising.

**New Movies**

The 10 new movies cover beverage merchandising; how to properly coin-test equipment after servicing; storage, handling of candy without spoilage or damage; how to handle money collections without loss; courtesy standards for servicemen; penny and nickel gum merchandising; how to merchandise bakery products; suggestions to routemen for better organization of route work; how to persuade locations not to buy their own equipment.

In addition, three films on in-plant vending are being prepared by VendFilm. Underwriting the cost is Automatic Merchandising Company, Chicago-Detroit operating firm.

Called "The Story of Automatic Catering," the films deal with routeman training to service a battery installation; a study of what makes up industrial-feeding (for club member movies) and a sales-type movie for presentation to prospective industrial and similar volume locations.

**Denver Dairy Group Talks Milk Vending**

DENVER, Jan. 8.—Milk vending occupied the spotlight during the December convention of the Colorado Dairy Association. A two-hour panel discussion led by Charles O. Davis Jr., local dairy operator, probed the potential of milk vending.

"There is an excellent opportunity for milk vending in the mountain States due to the excessively long distance between communities," one panel member pointed out.

Milk vending operations in St. Louis, Chicago and Omaha were discussed by the panel.

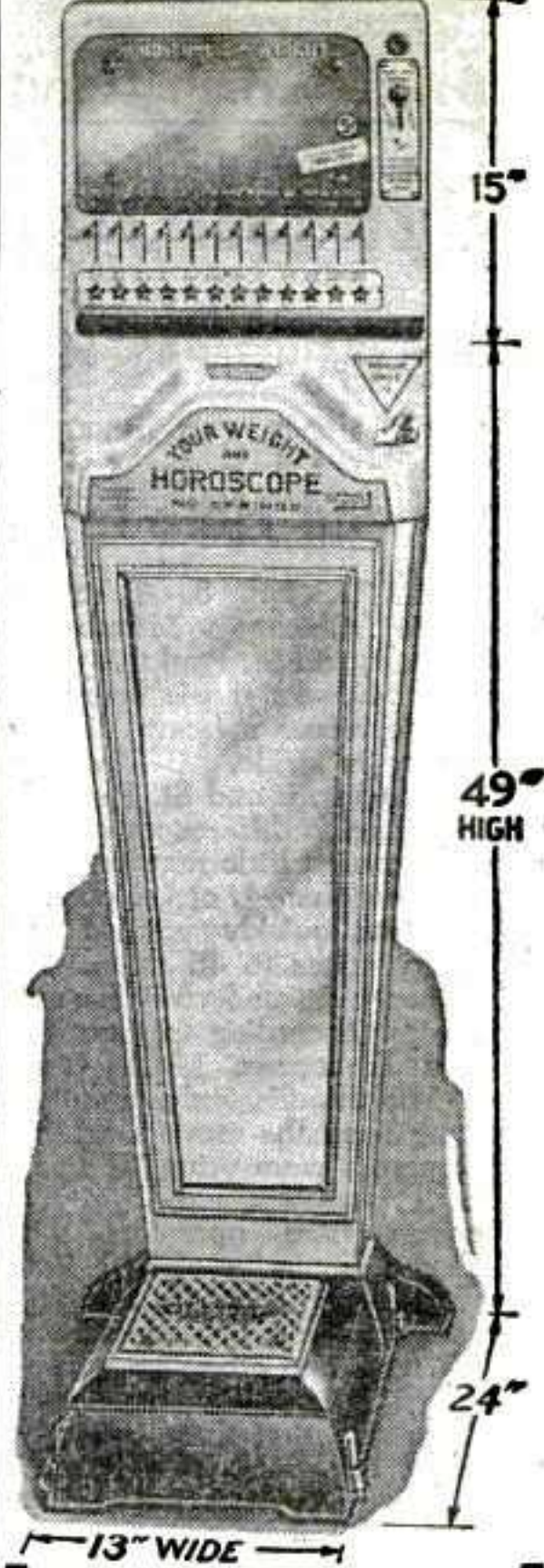
...PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER

**THE BILLBOARD INDEX**

**ADVERTISED USED MACHINE PRICES**  
**VENDING MACHINES**

	Issue of Jan. 1	Issue of Jan. 1, 1955	Issue of Dec. 25	Issue of Dec. 18
Acorn 1c, Ball Gum.....	\$10.00	\$10.00	\$10.00	\$10.00
Acorn Crown Charm Vendor 5c.....				10.50
Acorn Tab Gum (10 col.)...	21.95			21.95
Acorn Vendor.....	14.95			14.95
Advance Model D Ball Gum.....	6.45	6.95	6.45	6.95
Advance Napkin Vendor 5c.....			6.45	6.95
Advance No. 11 Mdsa.....	5.95	5.95	5.95	5.95
Ajax Hot Nut 5c.....	39.50	39.50	39.50	39.50
Asco Hot Nut 5c.....	7.50	7.50	7.50	7.50
Atlas Bantam 5c.....	7.50	7.50	7.50	7.50
Cadillac Jr. 5c.....	7.50	7.50	7.50	7.50
Columbus 46 G, 1c, B. G.....	7.50	7.50	7.50	7.50
Columbus 1c.....	6.50	6.50	6.50	6.50
Columbus Model 46 Z B, 5c.....	8.50	8.50	8.50	8.50
Columbus Bi-More.....	19.50	19.50	19.50	19.50
Columbus Tri-More.....	22.50	22.50	22.50	22.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
Diplomat Electric (6 col.)...	165.00			
DuGrenier Adams (4 col.)...	14.50	14.50	14.50	14.50
DuGrenier Adams (6 col.)...	17.50	17.50	17.50	17.50
DuGrenier Champion (9 col.)...	100.00	100.00	87.50	87.50
DuGrenier Champion (11 col.)...	100.00	100.00		
DuGrenier Model S (7 col.)...	72.50	72.50		
DuGrenier Model W. (9 col.)...	125.00			125.00
Eastern Electric (8 col.)...	115.00	115.00	115.00	115.00
Exhibit Card Vendor, 1c.....	15.00(2)	15.00	15.00(3)	15.00(2)
Hupp Single Drink.....	110.00	110.00	110.00	110.00
Jewel Vendors 5c.....	10.00	10.00	10.00	10.00
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
Master Novelty 1c.....	8.50	8.50	8.50	8.50
Mills Candy (5 col.).....	50.00	50.00	50.00	50.00
Mills Single Drink.....	150.00	150.00	150.00	150.00
Mini-Pop.....	99.50			99.50
National 950.....	95.00	130.00	95.00	95.00
National 950.....	110.00	145.00	110.00	110.00
Northwestern 33 Ball Gum.....	6.95	7.50	6.50	7.50
Northwestern Deluxe 1c and 5c.....	12.00		12.00	12.00
Northwestern Model 99, 1c.....	7.95	8.50	7.95	8.50
Northwestern 49, 1c.....	17.35		17.35	17.35
Northwestern 49, 5c.....	12.50	17.35	12.50	12.50
Northwestern Stamp.....	69.00		69.00	69.00
Northwestern Tab Gum.....	25.95		25.95	25.95
N. Y. Stamp.....	12.50	12.50	12.50	12.50
N. W. Roll Type Stamp.....	45.00	45.00	45.00	45.00
N. W. Standard, 1c & 5c.....	8.50	8.50	8.50	8.50
Pop Corn Sex.....	55.00	55.00	55.00	55.00
PX (10 col.).....	110.00	110.00	110.00	110.00
Razor Blade, 25c.....	19.50		19.50	19.50
Regals Peanut 1c.....	7.50	7.50	7.50	7.50
Revco Ice Cream Cup.....	125.00	125.00	125.00	125.00
Rowe Candy Merchant (7 col.).....	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.).....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.).....		165.00	165.00	165.00
Rowe Electric (8 col.).....		165.00	165.00	165.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....		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
Silver King Hot Nut 5c.....	15.00	15.00	15.00	15.00
Silver King 1c.....	8.50	8.50	8.50	8.50
Silver King.....	13.95		13.95	13.95
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King 1c Mdsa.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	8.50	7.45	8.50
Sneads.....	125.00	125.00	125.00	125.00
Spinners, 1c.....	5.00	5.00	5.00	5.00
Stoner Candy (6 col.).....	135.00	135.00	135.00	135.00
Super-Vends (3 col.).....	200.00	200.00	200.00	200.00
Uneeda Candy (5 col.).....			65.00	65.00
Uneeda Model E (6 col.).....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.).....	92.50			
Uneeda Model E (12 col.)...	90.00	90.00	90.00	90.00
Uneeda Model 500 (9 col.)...	100.00	100.00	100.00	100.00
Uneedapak Model 500 (9 col.).....	195.00		135.00	135.00
U-Need-a-Pak (5 col.).....	85.00	85.00	85.00	85.00
Uneeda Model E (8 col.).....		92.50		
Uneeda Model 500 (15 col.)...			110.00	110.00
U-Select-It.....	49.50	52.50	52.50	49.50
U. S. Postage.....	15.00	15.00	15.00	15.00



**5c HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00 DOWN**  
BALANCE \$10.00 PER MONTH

**WATLING MFG. CO.**  
4650 W. Fullton St. Chicago 44, Ill.  
Est. 1889  
Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**NEW YEAR'S RESOLUTIONS**

The end of the old year and the beginning of the new for a business as with an individual is the time for looking forward and making plans for the future. Our plans are made. We have placed orders for six molds to be delivered within the next six months. We resolve that we and YOU—our customers, will have the biggest year in bulk vending history. Don't miss out on these new items. If you are not on our mailing list, write . . .

**Karl Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**CLEARANCE SALE CIGARETTE and CANDY MACHINES**

Fully reconditioned and ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN UNIVENDOR, 160 capacity, complete with base, prewar model.....\$99.00  
 ROWE CANDY 8-COLUMN, 120 capacity, complete with base... 60.00  
 NATIONAL 9-18, 162 capacity, complete with base..... 70.00  
 9-COLUMN "W" with base and king size..... 55.00  
 7-COLUMN "S" with base and king size..... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. Write for more detailed list of available machines.

**NATIONAL VENDING**  
308 Furman St. Brooklyn, N. Y.  
Triangle S-1857

**SUPPLIES IN BRIEF**

**Tobacco Crops**  
Total tobacco production for 1954 is estimated at 2,200,000,000 pounds, up 7 per cent from 1953 and the fourth largest crop on record, the Agriculture Department reported. Output of flue-cured tobacco was up 5 per cent from 1953, burley was up 9 per cent, and cigar tobacco was up 11 per cent.

**Peanut Supplies**  
Peanut supplies on November 30 totaled 612 million pounds of equivalent farmers' stock, only 53 per cent of the visible supply on the same date and the lowest amount on hand for this date since 1939, the Agriculture Department reported. The disappearance of shelled edible peanuts thru November 30 totaled 174 million pounds, less than 1 per cent below a year

ago. About 8 per cent fewer peanuts were used in making candy during the period, peanuts used for salted peanuts were the same as a year ago, and peanuts used for peanut butter were up 7 per cent.

**Candy Sales**  
Despite an increase of 13 per cent in manufacturers' candy sales in November over the previous month, poundage sales for the first 11 months of the year were 3 per cent below the same period in 1953 while dollar sales were unchanged, according to the Commerce Department. Poundage sales of bar goods were down 5 per cent while poundage sales of package goods retailing above 50 cents per pound were at 1953 levels for the 11-month period. Dollar sales in November 1954 totaled \$115,156,000.

- 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.



**PENNY KING COMPANY**

2538 Mission Street Pittsburgh 3, Pa.

**Beautifully Designed Candle Sticks**

WITH REAL CANDLES  
in a variety of assorted plated finishes (copper, nickel, silver, and Hamilton finishes)

as finely turned as a collector's miniatures—perfect for holidays and birthdays

**FILL YOUR OWN CAPSULES**  
1 M Capsules and 1 M Candle Sticks with Candles...\$17.25 per M  
**FILLED CAPSULES**  
1 M Candle Sticks with Candles.....\$20.00 per M  
Complete line of filled capsules! Complete line of Capsule Merchandise for Sale—Empty Capsules, Key-chains, etc.

**PAUL A. PRICE CO.**

55 Leonard St., New York 13

**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

**ATTENTION! Bulk Candy Operators**

Ferrara Sweet Shell Candies are low in price and high in quality. Try some in your machines. For samples and prices write to

**FERRARA CANDY COMPANY, INC.**  
2204 W. Taylor Street  
Chicago 12, Illinois



## Poll Shows Music Ops Take New Disk Prices in Stride

### Feel Rise in 78 R.P.M. Prices Will Speed Hike in 45 Selections

CHICAGO, Jan. 8.—A survey taken in Chicago, Milwaukee, Minneapolis and St. Paul this week revealed Midwest music operators taking the recent upheaval in record prices in stride.

In Minneapolis and St. Paul the wholesale price differences of 45's and 78's caused little reaction. The big problem there is nickel play.

Operators quickly pointed out that conversions to 45 r.p.m. machines had been underway for several years. According to Lew Ruben, of Lieberman Music Company, Minneapolis, only about 45 per cent of all the music machines in Minnesota were using 78 r.p.m. disks.

Reports from operators who still had a majority of 78's indicated a slight pinch being felt, with some comment on adding conversion units and others on a trend to diversification.

Ruben said that those operators who had converted most of their routes were looking forward to "making money" on the change in prices.

He added that he thought that this increased price in 78 r.p.m. *(Continued on page 88)*

MIAMI, Jan. 8.—Reaction among Southern juke box operators to the recent price changes in phonograph records ranged from mild indifference to hearty approval.

The consensus was that the 3-cent reduction in the wholesale price of 45 r.p.m. disk and the 2-cent increase in 78's would offset each other.

Most operators were quick to point out that only a small percentage of their machines were still geared to 78 r.p.m. play, and that it would only be a matter of time before all equipment was changed to 45's.

Operators explained that a general program to standardize locations with 45's had been under way for more than a year. The increase *(Continued on page 89)*

LOS ANGELES, Jan. 8.—The anticipated effect of the recent price increase on 78 r.p.m. disks brought a wide range of comments this week from music operators west of the Mississippi.

All agreed, however, that the small loss or gain resulting from this move would not produce any drastic changes in their operations.

Operators predominantly using 78 r.p.m. machines complained that the increase was forcing them to step up their trade-in programs and to buy conversion kits faster than business warranted.

Operators, whose routes were geared more for 45's, were happy about the change, believing that the 3-cent reduction in the smaller disks would more than offset their *(Continued on page 89)*

## AMI ADDS 2D CONSUMER MAG TO UP DEMAND

GRAND RAPIDS, Mich., Jan. 8.—AMI, Inc., in a concentrated effort to increase the popularity of its new phonograph line, Model F, added a second consumer magazine to its advertising budget.

Already using Life's South American publication, Life en Espanol, AMI last month added Ebony to its list.

Half-page ads are used in both publications monthly.

## Miller Names MOA Execs for Chi Meeting

OAKLAND, Calif., Jan. 8.—George A. Miller, president and business manager of Music Operators of America, announced this week that at least 21 executive officers of MOA would be on hand for the special meeting in Chicago next Monday, Tuesday and Wednesday (10-12).

Altho primarily to map the coming convention, the meeting will also cover legislation, national operator insurance, juke box commercials, MOA records and other timely topics, Miller said.

Members skedded to be on hand for the meeting, in addition to Miller, are Clinton Pierce, Broadhead, Wis.; Albert Denver, New York; Hirsh de La Vez, Washington; Martin Britz, Great Falls, Mont.; William Hullinger, Delphos, O.; Les Montooth, Peoria, Ill.; Ray Culiffe, Chicago, and Harry Snodgrass, Albuquerque, N. M.

Sidney Levine, New York; Tom Withrow, Midland, Tex.; Jack Mulligan, Sharon, Pa.; James Tolisano, Hartford, Conn.; Howard Ellis, Omaha; Melvin Missmer, Allentown, Pa.; Dick Stienberg, Newark, N. J.; William Blatt, Miami; Louis Ptocek, Manhattan, Kan.; Max Hurvich, Birmingham; Victor Ostergren, Gary, Ind., and Norman Gefke, Sioux Falls, S. D.

## Music Ops Sked Dime 'Dry Run' In Philadelphia

PHILADELPHIA, Jan. 8.—Music operators here will give dime play a "dry run" this month in an experimental move to determine public acceptance.

At the last meeting of Amusement Machine Association of Philadelphia, 125 operators viewed the problem of converting to 10-cent play. At that time they decided that each member would try out dime play on several of their "average" stops.

Results from these tests will determine in a large degree if Philadelphia will go 100 per cent dime play.

The basic reason for the decision was increasing costs. Operators *(Continued on page 88)*

## New Wurlitzer Line To Bow This Month

CHICAGO, Jan. 8.—Wurlitzer distributors thruout the country began dressing up their showrooms this week in preparation for operator showings of the new 1955 Wurlitzer phonograph line.

Reliable reports indicated that the two-day showings, known as "National Wurlitzer Days," would be held within the next three weeks.

Wurlitzer's latest model, the 1700 series, was introduced last April.

Newcomers at the Wurlitzer distributor organization preparing to show the Wurlitzer line for the first time are Canyon States Distributing Company, Tucson, Ariz.; Sierra Distributing Company, Los An-

geles, and Crown Distributing Company, Augusta, Ga.

Bob Bear, phonograph sales manager, and Bob Hamilton, of the phonograph division, were reported touring distributorships thruout the East and Southeast this week, assisting them in preparations for the coming showings.

## 'LOVIN' BABY'

### Cleveland Ops Turn on Heat For Hit Tune

CLEVELAND, Jan. 8.—Music operators of the Phonograph Merchants of Cleveland, who recently selected "I Just Wanna Be Your Lovin' Baby," by Patti Williams, as their hit tune of the month, turned on the promotional heat here last month to push their choice.

Before they finished, special bumper strips, streetcar cards, newspaper ads and a series of personal interviews by Miss Williams were reminding the public about PMC's hit tune of the month.

Special birth announcements were used to pass on the news to all deejays that a hit tune was born, "Lovin' Baby," with the parents listed as Carl Lampl, composer, and Buddy Kaye, lyricist.

A special "Lovin' Baby" doll was also presented to Phil McLean and Barbara Page on their Saturday afternoon television teen-age show, "Bandstand."

During Miss Williams' visit in Cleveland she called on all deejays in the area, and took time to attend an annual Christmas party sponsored by them for crippled children. On December 27, she appeared on the Ohio network telecast of the "Old Dutch" show.

Assisting in the disk promotion of the Phonograph Merchants of Cleveland were Carl Lampl, Ted King and Sam Abrams.

## Op Predicts Dime Play for Philly in '55

PHILADELPHIA, Jan. 8.—Dime play will be the vogue here in the juke box business during 1955, according to Joe Levin, head of Blue Ribbon Amusement Company.

Levin said that another move expected to play a prominent role in the coming year was a trend to diversification. Levin said that he expected more and more music operators to expand their routes with cigarette and soft drink machines to offset rising costs.

Altho the Philadelphia juke box business tended to hold its own during 1954, some locations reported decreases in play ranging from 5 to 15 per cent, Levin said. He pointed out that while adding new locations and buying new equipment helped the situation, dime play and diversification were needed to cut higher costs.

## Detroit Dime Play In Gear; \$\$ Climb

DETROIT, Jan. 8.—The highly publicized and well prepared program of the United Music Operators of Michigan to change to dime play on the city's juke boxes went into effect here Monday (3), and from all reports, the move met better reaction than had been hoped for.

Roy Small, UMO conciliator, said that newspaper and radio-TV co-operation had conditioned the public to the change and that location owners reported little opposition to the move.

Operators said collections on the dime play machines were from 30 to 40 per cent higher in just one week, Small said. The only stumbling block encountered so far, he said, was the time required to convert all of the equipment.

Small estimated that about 25 per cent of the city's juke boxes were already equipped for dime

play, and that the percentage would continue to climb.

The big public relations push for dime play came via local newspapers, with all three running stories on the changeover. Two gave the event front page coverage, the Detroit Free Press and the Detroit News. The other, the Detroit Times, featured a series of stories. At least a dozen out-of-town papers also carried stories announcing UMO's change to dime play.

Rising costs were cited as the reason for 10-cent play.

Operators here were converting their newest equipment first.

Altho basically a UMO project (UMO includes about 80 per cent of Detroit's music operators), independent operators have gone along with the move from the start, Small stated. He added that he thought the independents were behind the move 100 per cent.

## Mass. Ops Hold 3d Yule Fete; Over 100 Attend

WEST SPRINGFIELD, Mass., Jan. 8.—The third annual Christmas party of the Western Massachusetts Music Guild was held at the Ivy House here. Over 100 members and guests attended.

Special guests on hand included James Tolisano and Abe Fish, of the Music Operators of Connecticut, and their wives, Hartford; Louis Blatt, of Atlas Distributors, and William Fry, both from Boston; Bert Thomson, Quincy, Mass.; Mr. and Mrs. Earl Fortin and Mr. and Mrs. Harry Goldenberg, Holyoke, Mass.; William Beattie, South Hadley, Mass., and Henry Roberge, Springfield, Mass.

Music was supplied by Larry Chesky and his orchestra.

Refreshments were donated by Barney and Louis Blatt, AMI distributors in this area, and David Bond, Seeburg distributor in Boston.

Joseph Reisner, secretary of the association, said that the event was by far the greatest success ever held by the group.

## 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:

CAPITOL, DECCA, CORAL AND MERCURY revise price and discount structures this week as the industry settles down to an entire new system of pricing phonograph records. In general the new announcements follow those made earlier.

ONE STOP DISK OUTLETS in the East are not yet certain as to the prices they will ask for single records. One outfit, Leslie, set 60 and 63 cent prices for its one stops in New York, Hartford and Pittsburgh.

A READY REFERENCE CHART on new prices of the larger labels (in the Music department this week) should aid operators in making their purchases of new disk material.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

## AN UNLIMITED MARKET

### Background Music Opens New Future for Operators

• Continued from page 1

House, a combination coffee shop, bar and dining room. A third tape installation has just gone into Galesburg Clinic, a medical clinic in Galesburg, Ill., operated by six doctors.

In each case, Telematic's charge is based on the number of speakers installed, plus a monthly service fee. Tapes are changed every two weeks. In the two restaurants, recessed speakers are used; in Havana Town House, individual volume speakers in each room will control who hears what and when. Music will start at 8 a.m. and play until 1 a.m. In the clinic, 40

speakers will be used, a speaker in every room in the clinic—including the janitor's room.

But the biggest future for operators in tape and wired music lies in supermarkets, declares Charles Sisney, head of Telematic. He believes that once many operators enter this market, contracts with supermarket chain stores are just around the corner.

Telematic has a number of supermarket locations for its wired music service, and from a downtown Peoria office, music is piped to customers, guests and employees in banks, factories, hotels, restau-

rants, railroad stations, drugstores, dentist offices, supermarkets and general business offices.

Telematic offers its wired music customers a choice of two programs. One plays continuous music from 7:30 a.m. to 1 a.m., the other plays staggered music—half hour on and half hour off—7:30 a.m. to 5 p.m. A third program is being added.

Small Area  
Telematic's wired music equipment is located in the front of its downtown office and occupies an area measuring no more than six *(Continued on page 88)*

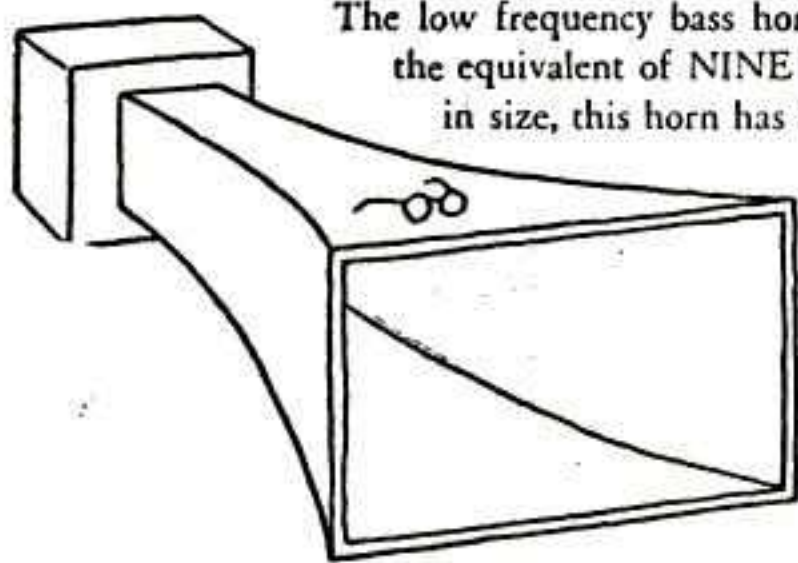


# TURN TO THE "F" for the Essentials of High Fidelity



The Model "F" multiple horn system, combined with its perfectly balanced High Fidelity components, delivers music that delights the most critical listener. Every note—high, low and middle throughout the FULL RANGE—every subtle phrase and shading is heard with startling realism. Nothing is lost or added for no electronic exaggeration can intrude on this thrillingly natural music.

## ESSENTIAL No. 1. Folded Bass Horn



The low frequency bass horn built into the Model "F" is the equivalent of NINE 12-inch loudspeakers. Gigantic in size, this horn has room to develop low frequency vibrations and bring out the deepest notes distinctly without unpleasant "boom." The horn mouth extension at the bottom of the cabinet is almost three feet square.

over frequency dividing network feeds lows to the bass horn, highs to the treble horn. Each horn does its own job best, meeting at the midpoint of the range with no holes in the wave pattern.

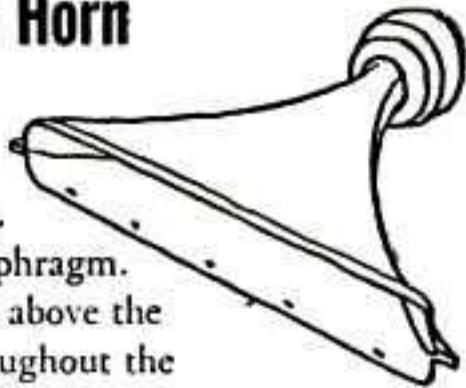
## ESSENTIAL No. 4. High Fidelity Cartridge & Tone Arm

Finest for reproduction from all types of records, the General Electric variable reluctance cartridge adopted for use with the Model "F" is the standard of comparison for high fidelity cartridges. Its one single stylus may be changed in an instant. The die cast, featherweight aluminum tone arm has jewel type pivots and responds instantly to every minute variation in the record groove. Only gentle, unvarying gravity brings stylus and record together.

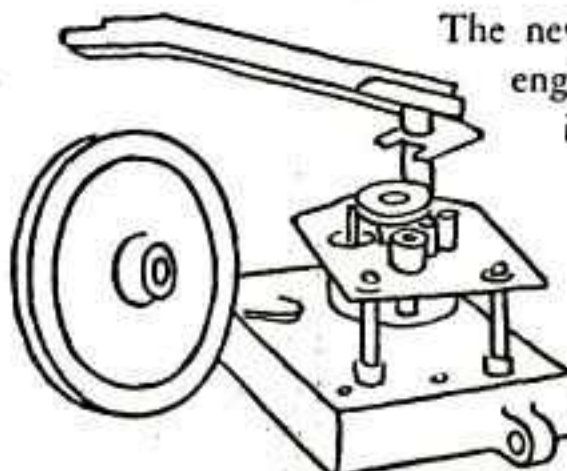


## ESSENTIAL No. 2. Flared Treble Horn

While bass speakers must be large, minute size in treble drivers gives a better response to the rapid vibrations of the higher frequencies. AMI's treble driver has but a 1-inch diameter diaphragm. The flared horn to which it is attached is located above the program panel at ear level. It delivers music throughout the room without the muffling and distortion that interfere with low placed high frequency "tweeters."



## ESSENTIAL No. 5. Transcription Turntable

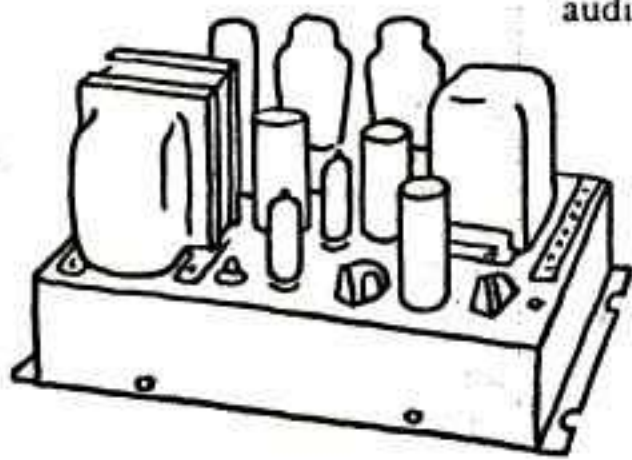


The new AMI turntable is a triumph of precision engineering. With a new sure-grip friction drive, it runs with the unvarying steadiness of costly studio transcription turntables. Records play horizontally, the same way they're recorded.

The AMI turntable has none of the Wows, Rumble or Flutter produced by ordinary turntables or unusual methods of record play.

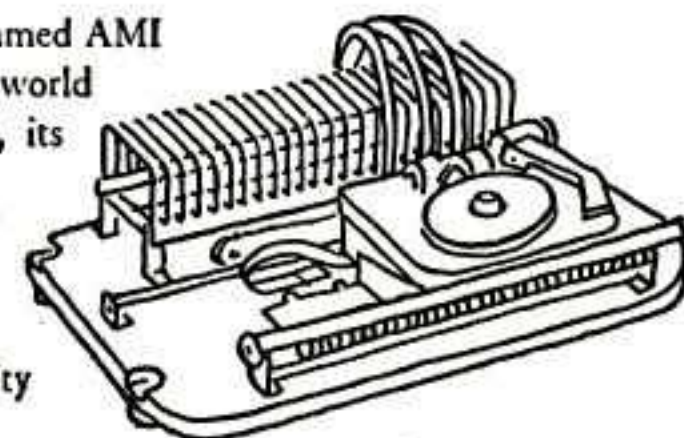
## ESSENTIAL No. 3. High Output Amplifier

The new, wide range, high output amplifier provides response far beyond the audible range. It has long-life, ruggedized tubes in the early amplification stages. New, step type switch controls permit shading of "presence" and "brilliance" and also changes in volume. Acoustics can be balanced to various room properties. With its exponential horns, the Model "F" amplifier has an acoustical output that equals 50 watts with ordinary speakers. A new cross-



## ESSENTIAL No. 6. Dependable Mechanism

Stout heart of the Model "F" is the famed AMI multi-selection mechanism. Already world renowned for faultless performance, its many advancements and improvements in record handling, crediting and whisper-quiet operation make it the ideal mechanism for Multi-Horn High Fidelity reproduction.



**They All Add Up to Sonoramic Sound – Another AMI First!**

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN – AHEAD NOW

**AMI** Incorporated

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

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



# BACKGROUND MUSIC FUTURE

Continued from page 86

feet square. There are two .00-record Seeburg units, an RCA amplifier, a record cabinet and a telephone line control box (measuring 2 by 15 inches).

Willens' Music System, a Detroit operation, provides a good example of how an operator opened retail locations for multi-selection automatic phonographs. Owner Sam Willens started Music System two years ago with the express goal of selling coin-operated music to drugstores.

The firm now has 25 locations—all but four in drugstores—in which it maintains multi-selection hideaway mechanisms, carefully placed speakers and remote selectors. The other four locations are a country club, two drive-in restaurants and a barbecue. Last summer he installed units in new stores opened by the Kinsel Drug Chain in Allen Park and St. Clair Shores, the first of eight modern stores the chain is opening. Music System will service all with music.

In one prize drugstore installation, Willens invested more than \$2,000 in the mechanism, three recessed speakers and nine remote control selectors.

Because of the cost of making the installations (an average \$1,400), Willens requires the stores to sign a three to five-year contract

with a \$20 weekly guarantee. The machines are operated at two for a dime and six for a quarter play.

Some of Willens' machines are installed on a straight annual rental basis, the rental determined by a survey of the traffic count in the store. The rental ranges from \$300 to \$500 annually. Any amount which the installation earns over this figure is divided evenly between the store and music firm.

One of the obstacles Willens encountered was the objection that the installation of a coin-operated phonograph might turn the soda fountain into a gathering spot for teen-agers. "We sell the idea that the music system is put in solely as a convenience for the adult customer at the time he's shopping," said Willens. With the large number of selections and good programming we feel that customers who never played a juke box before—older people who like instrumental pieces—will find music soothing and relaxing, become regular players."

### Music Assortment

Most of the drugstores Willens services offer 20 semi-classics, 20 to 25 instrumentals, 10 country or western and the remainder old favorites.

Non-coin and coin-operated music is combined in the same location by some operators with great effectiveness. Two Los Angeles area operators—Al Hanlin and H. A. Butchart—are using this combination in several restaurants in their own individual operations. Hanlin uses Seeburg's Select-O-Matic "200" library models, Butchart consoles.

In each case, a juke box is installed in the bar or drive-in section of the restaurant, while wired music is used in the dining room. A common method of charging for this dual set-up is to supply all the wired music at no charge to the location owner in turn for the entire juke box collections.

One large hideaway juke box installation was set up in a new \$250,000 motel by Franco Distributing Company, Montgomery, Ala. It consists of a 120-selection Rock-Ola hideaway unit, with 32 Rock-Ola wall boxes equipped with separate remote volume control.

David R. Franco, head of the distributing firm, is an ardent advocate of hideaway music installation. "It's true that aside from the juke box itself, there is practically untouched resources in the hideaway field. We are making a drive to the operators throughout Alabama and Northwest Florida not to pass up this source of revenue," he declared.

Carl Pavesi, White Plains, N. Y., operates 25 wired music installations, 55 juke boxes. He entered wired music in 1947 in order to land several plush restaurants in White Plains. Wired music locations today include 5 retail stores, 14 restaurants, 6 factories. Equipment for the operation consists of two Seeburg and one AMI phonographs (total value of \$6,000) and a 5,000-record library.

Pavesi feels that other operators can supplement their juke box route incomes if they have a number of "class" locations within a small enough area to be serviced by the local telephone company (wired music leases telephone wires).

Pavesi's system of programming for the wired music locations started out patterned after Muzak's, but was later evolved into a system which entails studying The Billboard charts, with an ear toward classical music.

### Ways to Change

Two methods of charging for wired music service are generally used. If the location buys the speakers, or already owns them, the charge is usually a fixed amount (averaging \$1 to \$2 a day) plus telephone line charges and the cost of installation. If the speakers are rented, the cost of the equipment breaks down about the same as it would for juke box equipment.

But even retail locations and industrial plants don't limit the potential for background music. Already the home has been picked for background music installations. A \$450,000 contract recently signed between Music Systems, Inc., Detroit juke box distributor, and Garling Construction Company calls for the installation of Seeburg's 200 Select-O-Matic Hi-Fi unit in 570 new homes (in the \$31,000 to \$39,000 class) in the Detroit suburb of Westchester Village (The Billboard, November 20). The unit is included in the purchase price of the home. Fred Garling, head of the construction firm, and Joseph Nemes, president of Music Systems, are both very enthusiastic about the arrangement. Garling believes background music is the greatest innovation in the new home today.

This is only the beginning of a trend which finds juke box operators becoming music operators in a very real sense. More and more operators are studying these new avenues of expansion in music operation. The next several years might well find the nation's juke box operator realizing his greatest growth and development.

# New Disk Prices Juke Boon: Mfrs.

CHICAGO, Jan. 8.—Key executives of all four major automatic phonograph manufacturers agreed this week that the new prices established on 45's, 78's and EP's would result in a boost for the juke box industry.

Officials contacted at each of the companies were John Haddock, president of AMI, Inc.; David Rockola, president of Rock-Ola Manufacturing Corporation; C. T. McKelvy, vice-president and director of sales of the J. P. Seeburg Corporation, and A. D. Palmer, advertising and promotion manager of the Rudolph Wurlitzer Company.

Haddock said he felt that the price increase of 78 r.p.m. records would be beneficial to the industry. He said that operators would benefit by the higher costs thru better selections available in 45 r.p.m. disks and also thru 3-cent price reduction on the smaller records.

### Open Door to 10c

Haddock said that he thought the new record price schedules would speed up the disappearance of older equipment and at the same time possibly open the door to dime play for many operators thru the lower priced EP records.

AMI equipment, Haddock continued, has been geared for just such a move since 1946. All machines since that time, he said, were manufactured so that operators could convert to the 45 r.p.m. speed without trouble.

David Rockola said that he

thought all music operators would in the long run, benefit by the new record price changes. He said the trend in the juke box business has been toward the elimination of 78 r.p.m. machines for several years, and that this new price set-up should hasten this trend.

Rockola said that approximately 98 per cent of current juke box sales were geared for 45 r.p.m. disks. Only the export market keeps this figure from reaching the 100 per cent mark, he explained.

### Better Selection

With the price of 78's increase, Rockola added, operators should find a better selection of 45 r.p.m. disks available.

C. T. McKelvy said that the increase in price of 78 r.p.m. records would not have any great effect on the juke box industry. McKelvy explained this by pointing out the savings now available on 45's and the already fast moving trend to eliminate 78 r.p.m. machines from locations.

"This new price set-up," he said, "was expected, and did not come as a surprise here at Seeburg."

A. D. Palmer said that he thought the new prices on records would result in a healthy boost for the juke box industry. Palmer added that all Wurlitzer phonographs since the 1250 model had been designed to make it easy for operators to standardize with 45 r.p.m. disks.

He said that he thought the new prices would speed up the trend to eliminate 78 r.p.m. juke boxes from the American picture.

# Midwest Music Price Survey

Continued from page 86

disks might also pave the way for the elimination of nickel play.

Fritz Eickhinger, of Northern Music Company, St. Paul, who operates about 175 music machines, said that the new price set-up would bring "no change to the business in the foreseeable future" as far as he could see.

Eickhinger said that the 3-cent decrease in 45's would offset the 2-cent hike in 78's. He added the expected move by major record companies to follow the price increase of 78's would, in his opinion, be a step toward the eventual withdrawal of 78 r.p.m. sides entirely.

Eickhinger agreed with Ruben in that the higher priced 78's might well pave the way for dime play in the Twin Cities area.

A few operators reported that they looked to the decreased price in EP's to also help usher in dime play.

In Milwaukee operators viewed the hike of a few pennies as no heavy burden to the local juke box business.

Operators based their opinions on the fact that 78's had been decreasing rather rapidly for the past two years and also because higher priced 78's might make manufacturers produce more variety in the smaller disks.

According to Harold Rietz, sales manager of Taylor Electric Company, RCA Victor distributor, early comments from commenters indicated that they thought they stood to come out on the plus side of the ledger sheet because of the price change.

Others, like Vince Waters, who has only about one-third of his route converted to 45 r.p.m. disks, feels that the price increase of 78's will add pressure, but will not be too serious a blow.

Joe Pelligrino, of P. & P. Novelty Company, Milwaukee, views the price hike as another valid reason for changing over to dime play. "We have to do something about rising costs," he said, "and this might be a good time to get together here and institute city-wide dime play."

The total amount of money involved in the new record price set-up is relatively a minor factor in an operator's success, according to Doug Opitz, of Hilltop Coin Machine Company, also of Milwaukee.

"Our record bill usually runs

about \$500 per month, the increase may push it up \$15," he said. "However," he added, "if RCA Victor really promotes its records like they claim, music operators will probably find their play increasing which will further offset the raise."

Most comments from all three areas indicated that the higher price of 78's, like all cost increases, were considered undesirable, but not disastrous.

Chicago commenters took the news of the increased price of 78's in stride.

Bob Gnarro, head of ABC Music Company, was typical of commenters from Chicago operators. Gnarro said that altho the increased cost of 78 r.p.m. disks would hurt locations featuring rhythm and blues and folk music, the anticipated push by record companies in their 45 r.p.m. selections would end up helping the business.

Chicago operators, he pointed out, have always been faced with the problem of buying both sizes to satisfy all customers. Should this move increase the number of tunes available in the 45 r.p.m. size, operators will benefit as a result of the new set-up.

Gnarro said that the average operator would probably find that the price decrease in 45's would offset the 2-cent hike in 78's.

Completing the round-up, operators added that because 45's were easier to store and had longer life, they were better suited for the juke box business. All agreed that they would be happy to see the day when the record industry was standardized with one size.

# Music Ops Sked

Continued from page 86

reported that 5-cent play was literally squeezing them out of business. The move to dime play, they said, would enable them to give better service to their locations in regard to equipment and selections.

There is the possibility that should dime play prove profitable in some areas and not in others, that the city will be divided into sections, dime play being launched in those sections giving the least amount of opposition.

Other areas would follow at a later date.

# Ops Re-Elect Roy Small UMO Conciliator

DETROIT, Jan. 8.—Operators of the United Music Operators of Michigan met here last Monday (3) and re-elected Roy Small to the post of association conciliator for another year.

Small, who was largely responsible for the association's reorganization, has served in the position since the group was formed early last year.

Altho UMO elections are held annually, they are staggered. The conciliator is elected during the first meeting in January, while regular officers, president, vice-president and secretary-treasurer, are elected during the first meeting in July. In this way Small said, there was always someone in office with at least six months' experience.

Following the election, operators discussed the association's current move to dime play (see separate story).

# How Was Your Timing on . . .

## "THE NAUGHTY LADY OF SHADY LANE"

ARCHIE BLEYER ORCHESTRA  
CADENCE 1254

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

NOVEMBER 16, 1954

Title Strips Ready for Top Juke Profits

NOVEMBER 16, 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.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips) . . . . .	\$ 9.00	70 (1400 strips) . . . . .	\$29.00
30 (600 strips) . . . . .	13.00	80 (1600 strips) . . . . .	33.00
40 (800 strips) . . . . .	17.00	90 (1800 strips) . . . . .	36.00
50 (1000 strips) . . . . .	21.00	100 (2000 strips) . . . . .	39.00
60 (1200 strips) . . . . .	25.00		

Sterling Title Strip Co.  
2 E. 45th St., New York 17

Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# 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.

- January 11—Los Angeles Division California Music Merchants' Association, monthly meeting, Coral Room, Hotel Gaylord, 8 p.m., Los Angeles.
  - January 11—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield.
  - January 10-12—Music Operators of America, executive meeting, Morrison Hotel, Chicago.
  - January 24—Amusement Machine Operators' Association of Greater Baltimore, bi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.
  - January 27—Music Guild of New Jersey, annual election of officers, Guild headquarters, Newark, N. J.
  - January 29—Association of Amusement Machine Operators of the Province of Quebec, 1st annual banquet, Montreal.
  - January 31—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.
  - February 11—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
  - February 3—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
  - February 19-20—National Automatic Merchandising Association, regional meeting, Atlanta Biltmore Hotel, Atlanta.
  - March 5-6—National Automatic Merchandising Association, regional meeting, Adolphus Hotel, Dallas.
  - March 19-20—National Automatic Merchandising Association, regional meeting, Lord Baltimore Hotel, Baltimore.
  - March 28-30—Music Operators of America, annual convention, Morrison Hotel, Chicago.
  - April 2—Music Guild of New Jersey, 18th annual banquet (site to be announced), Newark, N. J.
- (Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

## Miami

Continued from page 86

of 78's at this time only speeds up the program, they said.

### Deale View

Here in Miami, Clifton Deale, owner of Deale Automatic Music Company, said, "The few 78's saved on the 45's and the few lost on the 78's will not mean a thing to our operation. Altho we still use a number of 78's, we have been trading them in at the rate of 25 to 30 a year. We'll continue our trade-in's just as tho the price of records remained unchanged.

Larry Bushey, record salesman of Sea Coast Appliance Distributors, RCA Victor outlet in Florida, said that the new price policy went into effect January 1. Other record distributors reported they were adhering to old prices while awaiting factory instructions.

Bobby Schwartz, partner in B & B Vending, Maimi Beach, was happy about the price change. He said, "We expect to save money in our record purchases, since nearly our entire route is covered with 45's. A 3-cent saving on every record will add up at the end of the month."

### EP Buying

Operator buying on EP's has been virtually negligible, except for rentals and special requests not available as singles.

However, Raoul Shapiro, of Tropical Music Company, pointed out that with growing interest among Miami operators in dime play, a widespread changeover to EP's would provide an ideal method of easing in the higher price.

Shapiro said, "Switching to EP's would be a good way for operators to combat complaints arising from a switch to dimes. They could explain to location owners that customers would be getting two selections for a dime, therefore each number still only costing a nickel."

### Speeds Trade-Ins

Regarding the price change, Shapiro said that because most of his equipment was geared for 78's he was seriously thinking of speeding up his trade-in policy and buying converters so that he could take advantage of the cheaper 45's.

Irv Shapiro, of A & I Service, said that he welcomed the price change for two reasons. First, he said, it would lower costs and second, it would probably increase the supply of the 45's. Miami operators, he explained, have had some difficulty in getting all the 45's needed, especially on minor labels.

Lyn Brown, Lyn Brown Company, reports grosses from Exhibit's new gun continue to mount. Jack Dolan, Sierra Distributing Company, celebrating his son's entrance in prep school prior to leaving for the Naval Academy at Annapolis.

## Los Angeles

Continued from page 86

costs of the 2-cent price hike of 78's.

In Denver, Mike Savio, head of Apollo Music Company, said that the change would be a boost for the industry. He said that operators would now eliminate 78's faster than before.

"Altho using 45's in most of our locations," Savio said, "we still have several 78's spotted as well. If the cost of single 78's is to be maintained at the higher figure we will simply go over to 45 r.p.m. machines altogether."

Charles Cousins, head of Cousins Coin Phonograph and Electric Company, Denver, said that he thought the higher cost of 78 r.p.m. disks was putting the squeeze on operators, especially those who service spots catering to r.&b. music.

Cousins said that altho the cost of r.&b. tunes would not climb high enough to hurt operators, the fact that they have to hang on to their 78 r.p.m. machines so that they can keep buying from the smaller independent labels, puts them right in the middle.

He did add, however, that should the lower priced 45's bring about a wider selection in that size, it would certainly help the business.

One of the hardest hit operators in Colorado is Tom Dines, head of Dines Music Company, Boulder, who has nearly 100 78 r.p.m. machines out on location. Dines said that the increase in price would be felt sharply, but that it would certainly not be felt enough to force any sudden conversions. He indicated that business would continue as tho the price had not been increased, with gradual conversions to 45's easing the costs as the 78 r.p.m. machines reached their replacement dates.

Here in Los Angeles, operators answered the higher cost of 78's by announcing that they were going to switch to 45's as rapidly as possible, the switching to be done both by purchases of new machines and the installation of conversion kits.

Operators with a majority of 45's on their routes were happy with the news of the 3-cent decrease in the 45 r.p.m. disks. Others, with a combination of both, said that the decrease in 45's would level out the higher priced 78's. Only those with a majority of 78's complained.

All operators thought that the move would speed up the purchases of 45 r.p.m. machines and would therefore, in the long run, help the industry. Operators were enthusiastic over the prospect that more and more selections would probably be offered on the smaller disk now that the 78's were higher priced.

Operators like Pete Pellegrino, Clayton Ballard and Al Cohn said that the increase in price of 78's only convinced them that they had

# COINMEN YOU KNOW

## Detroit

Communications to:  
Hal Reves  
W Woodward 2-1100

### Devereaux Heads Vending Firm . . .

Thomas H. Devereaux has taken over sole ownership of the Dairy Milk Vending Service, which he established several months ago as a partnership with George J. Jacoboni. The firm operates a route of milk and fruit drink venders, with headquarters at the offices of the Detroit Pure Milk Company, headed by Sam Angott, brother of Carl Angott, Angott Distributing Company.

Mense Kramer, who has operated a specialized route of cigar vending equipment for about four years, is starting to diversify with addition of a number of cigarette venders.

Mrs. Ruth Watts, who planned to join the ranks of Detroit's feminine music operators with the establishment of the Ruth's Music Company, has delayed starting operation for the time being.

Joseph Brilliant, of Brilliant Music, on the West Side, is seeking another Cal Friday. His present aid, Mrs. Virginia Welsh, is leaving the company this month. Her departure was necessitated by her husband's transfer to Pittsburgh.

Jimmie Styles, of Angott Music, was back to work in the service department of the West Side office this week. He had been vacationing with his folks in Philadelphia.

Joseph Brilliant, of Brilliant Music, left for a two-week rest at Hot Springs. His arthritis has been interfering with his usual routine. Brilliant has been introducing Mary Bowers, his new secretary, to the music business. Mary replaced Virginia Welsh, who moved to Pittsburgh.

Bill Oliver, Pontiac Amusement Company, Pontiac, Mich., is lengthening his holiday somewhat to spend more time with his mother in Georgia. He expects to be back in a week or two.

A change of firm names has been registered by Frederick Grinoli, of the Automatic Music Company, in the west side suburb of Dearborn. The music machine route he operates in the Wayne County area and which he purchased from Eddy Burgis, is now being operated as the Brentwood Music Company.

## Milwaukee

Communications to:  
Benn Ollman  
Uptown 3-6018

### License Question Stirs Op Interest . . .

The request of the Greater Coin Machine Operators' League of Milwaukee for a revision of the license fee arrangement stirred up considerable interest along coin row. Several members of the industry expressed the opinion that the

league's request for imposition of a larger fee on locations owners, who operate their own machines, had considerable merit, but he felt the tavernkeeper's trade association would fight such a move.

Only a few weeks remain, says Sam Cooper, before the preliminary work begins to move the Paster Distributing Company to its new quarters at 36th and Fond du Lac Avenue. A lot more room for display of coin machine equipment and premium goods will be available in the new two-story structure, as well as plenty of parking space, according to Cooper.

Last year proved to be one of the top years in the company's history, according to Doug Opitz, of Hilltop Coin. Growth of the firm is indicated by the fact that Hilltop now employs a total of 10 route and machine maintenance workers.

Chuck Meyers, King Record sales representative who also handles several other independent labels, made his regular visit here. Meyers reports that operators are buying a lot of copies of the DeLuxe label's "Hearts of Stone" by the Charms.

Reid Whipple, the Wurlitzer factory service engineer, spent some time in the Milwaukee area making himself generally helpful to operators. Harry Jacobs Sr., United, Inc., exec, reports that he is delaying his annual Florida visit until February. "Too busy to get away as early as I usually do," he says.

Operators stopping in for major and independent label waxings at the busy Radio Doctors, according to Stu Glassman, are still calling for a lot of "Hearts of Stone," by the Fontane Sisters on Dot, and the McGuire Sisters' cutting on Coral

(Continued on page 91)

# COIN MACHINE NEWS QUIZ

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

- **LOCATION PACKAGING CURBS RISING COSTS.** Operator details how diversification in vending and music machines has paid off. Details his system, how he's adding locations. (Page 56, The Billboard, January 8.)
- **KIDDIE RIDE MFR. BOWS BALLOON VENDER.** Capitol Projectors, Inc., in production of balloon vending machine designed primarily for retail outlets—supermarkets and variety stores. (Page 57, The Billboard, January 8.)
- **DIME PLAY SWITCHES CONTINUE.** Music operators in major cities continue to switch to dime play. Des Moines, Hartford and Milwaukee make headlines with dime-play activity. EP price standardization set by RCA Victor seen as assuring wide use of EP records to affect dime-play conversions. Page 52, The Billboard, January 8.)
- **MILWAUKEE OPS ASK NEW LICENSING.** The Greater Coin Machine Operators' League of Milwaukee petitions the common council's license committee for a broad revision of the rules on permit fees. (Page 61, The Billboard, January 8.)
- **MOA EXECS TO MAP '55 MEET.** Executive board of Music Operators of America to meet in Chicago for three-day session beginning January 10 to plan annual convention. Story outlines major topics to be discussed and key 1955 planning aside from convention. (Page 52, The Billboard, January 8.)
- **WHAT NEW RECORD PRICES MEAN TO MUSIC OPS.** Record industry's new price set-up will tend to speed the completion of two major changes taking place in the automatic phonograph industry. (Page 52, The Billboard, January 8.)

IF YOU MISSED READING THE JANUARY 8 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

ABC BUSINESS PAGES REGULATION  
ABB BUSINESS PAGES LEADERSHIP

The Billboard  
COIN MACHINES

A Continuing Story of  
**Leadership**  
in **Action**



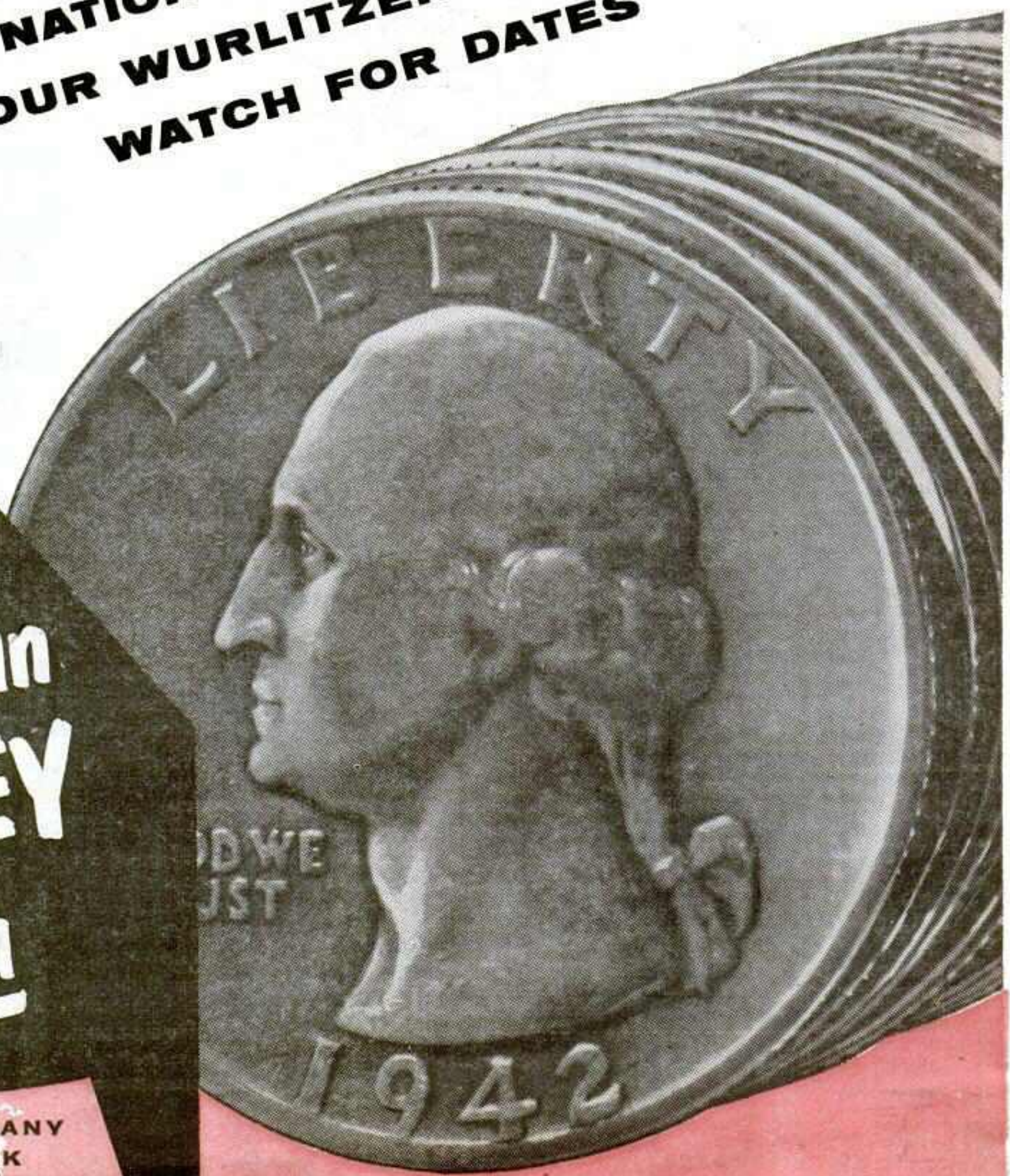


**COMING**

**BIG NEWS FROM  
WURLITZER**

**ON NATIONAL WURLITZER DAYS  
AT YOUR WURLITZER DISTRIBUTOR  
WATCH FOR DATES**

**That will mean  
BIG MONEY  
for You**



**THE RUDOLPH WURLITZER COMPANY  
NORTH 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 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 Jan. 8	Issue of Jan. 1, 1955	Issue of Dec. 25	Issue of Dec. 18
<b>AIREON</b>				
Aireon Manhattan .....				\$50.00
<b>AMI</b>				
Model A .....	\$129.00	135.00	\$129.00	135.00
Model B .....			250.00	225.00
Model C .....	215.00	275.00	275.00	275.00(2)
Model D-40 .....	295.00	300.00	300.00	329.00
		329.00	300.00	329.00
			375.00	350.00
				375.00
				385.00
Model D-80 .....	469.00	469.00	450.00	469.00
				450.00(2)
				469.00
				485.00
<b>EVANS</b>				
Constellation .....	240.00	240.00	240.00	240.00
<b>MILLS</b>				
Constellation .....	175.00	175.00	175.00	175.00
<b>ROCK-OLA</b>				
1422 .....	49.50			99.00
1426 .....	55.00			110.00
1434 .....	325.00	325.00	325.00	325.00
1436 Fireball 45 RPM .....			395.00	
<b>SEEBURG</b>				
H 146 M Hideaway .....				
H 177 M Hideaway .....				
M 100-A (78 RPM) .....	375.00(2)	375.00(2)	350.00	375.00(2)
	385.00	395.00	375.00(2)	395.00
			450.00	495.00
M 100 B .....	525.00	565.00	525.00	575.00
		575.00(3)	500.00	525.00
			565.00	565.00
M-100-C .....	650.00	650.00	625.00(2)	625.00
			675.00	675.00
146 .....	89.50	89.00	89.00	89.00
147 .....	119.00	119.00	119.00	119.00
148 M .....	149.00	149.00	75.00	149.00
148 ML .....	159.00	159.00	159.00	159.00
<b>WURLITZER</b>				
1015 .....	75.00	99.50	75.00	75.00
				100.00
1017 .....				65.00
1080 .....				99.00
1100 .....	150.00	195.00	195.00	195.00
H 1217 .....	159.00	159.00	159.00	159.00
1250 .....				250.00
1400 .....	395.00(2)	395.00	395.00(2)	395.00(2)
1450 .....	395.00	395.00	395.00	395.00

COINMEN YOU KNOW

Continued from page 89

of "Sincerely." List of out-of-towners stopping in this week, include Hy Turmeyer and Mike Young, of Soldiers Grove; Leo Bartol, of Green Lake, and Ralph Percifield, Beaver Dam.

Out West Allis way, Ray Lax, of Ray's Amusement, reports that cash-box activity is spotty. According to Lax, "Everybody seems to have spent all their money for Christmas presents, and it will take a while before they start going into the taverns and restaurants again."

Mrs. Ralph Percifield, wife of a Beaver Dam coinman, died December 25 following a lengthy illness. She had handled the record buying chores for her husband's firm.

Barney Hirsch, candy broker, reports that he recently acquired a couple of top-ranking candy lines. The new offerings are the Delson Mint and Ohio Confectionery brands.

The Joe Deutsch Restaurant, long the meeting place of the Milwaukee Phonograph Operators' Association, went out of business last week. Proprietor Joe Deutsch attributed the fall off in business the past few years to the neighborhood's deterioration and said that he might reopen elsewhere.

George Schroeder Music Company's employees have been putting in a lot of time recently checking over equipment and installing conversion units for 45 r.p.m. records wherever possible. Owner George Schroeder reports that in his opinion, the new year will bring considerable prosperity to most operators here.

The new Taylor Electric Company's office and warehouse building, 4080 N. Port Washington Road, received its first operator customers at the RCA Victor Records sales counter this week. Record department manager, Harold Rietz, reports that the new headquarters will be inaugurated officially by a grand opening party and open-house celebration toward the end of the month.

Dick Suchomel, newcomer to the coin machine business, recently bought out the Madison, Wis., route and equipment of old-timer, Ed Silvera. With Suchomel taking over, the last of the hostess machine operations in Wisconsin ground to a halt. All of the locations are now serviced via orthodox juke box installations, according to Suchomel.

Miami

Communications to: Al Denny 83-3696

Jukes Rented by Holiday Hosts . . .

Party sponsors, including hundreds of hotels, rented every available juke box over the Christmas and New Year's holidays. Music Makers, headed by Willie Blatt and Lucky Skolnick, had all of their serviceable equipment out over New Year's Eve. Many other operators reported similar business.

Sam Snyder, of Snyder Automatic Music, Brooklyn, is vacationing here. Another visitor is Harry Rosen, of the Atlantic-New York Corporation, Seeburg distributor in Manhattan.

Orange Bowl Week was blessed with perfect sunny weather and temperatures in the high 70's. Leading figures in the entertainment, business and political worlds were in town for the big parade and the Orange Bowl football classic, including Vice-President Nixon. Coinmen reported collections climbed with the huge influx of visitors.

Mildred Marks, secretary at Brooke Distributors, has resigned and moved to Texas. Brooke is the Florida outlet for Decca and Coral records.

Lou Wolcher, of Advance Novelty Company, Los Angeles, dis-

tributor for Gottlieb and other manufacturers, has written friends here that he will fly in for a Florida vacation.

Jim Hicks has joined the staff of Taran Distributing as assistant to the head bookkeeper. Peggy Titus has also been added as bookkeeper.

Mildred Marks, secretary at Brooke Distributors, has resigned and moved to Texas. Brooke is the Florida outlet for Decca and Coral records.

Dave Friedman presented AMOA President Willie Blatt with a gold watch and band, suitably engraved, on behalf of the association. Blatt is now serving his fourth consecutive term as president.

Joe Mangone, All-Coin Amusements, returned from a trip to Philadelphia and Trenton, N. J., where he visited members of his family and friends.

Ken Willis, export manager of Bush Distributing, and his wife, Evelyn, tossed their annual cocktail party in their home at West Miami. Willis is planning another South American aerial tour during which he will call on the firm's many customers. This time he will take the boss along. Ted Bush has promised to spend a week with Willis in Colombia.

It's interesting to note, comments Willis, that juke boxes are now being accepted in the better cocktail lounges and restaurants of Peru. Pins and shuffle alleys also are proving popular in the capital city of Lima, he added.

Raoul Shapiro, manager of the Budisco one-stop, reports he is receiving out-of-town orders for records, mostly from cities on Florida's Gold Coast.

United's new Carnival Gun looks like a winner, says Eli Ross, of Taran Distributing. The same manufacturer's six-player Mars is also attracting plenty of interest with its novel feature of the easy strike, hard strike and medium strike, Ross adds. He also was high in praise of Williams' pin game Lulu with its "beat the clock" feature.

Pan American Distributing Corporation, which handles many well-known record labels, wound up the year in a blaze of glory. Manager Marvin Lieber said that Pauline Reid was kept busy billing orders for such hits as "Mr. Sandman" by the Chordettes (Cadence) and "Hearts of Stone" by the Fontane Sisters (Dot). Bookkeeper Ethel Fidler also was affected by the rush.

Virginia Heineman is the new receptionist at Taran Distributing. Sam Taran announced that the firm's Jacksonville branch has been renovated and repainted. J. T. Elkins, in charge of the North Florida office. Taran noted that in the past five years the Miami headquarters has greatly surpassed the Jacksonville branch in volume of business. November was the top month in the company's history, Taran reported.

With the winter tourist season in full swing, the following recording artists are performing in Greater Miami night clubs and hotels: Perez Prado, king of mambo, and his orchestra at the Saxony Hotel; Johnnie Ray at the Latin Quarter; Vic Damone at the Beachcomber; Billy Daniels at the Casablanca Hotel; Hildegard at the new Balmoral Hotel, and Vaughn Monroe at the \$15,000,000 Fontainebleau Hotel.

Jean Guberman, of Taran Distributing, keeps a list of birthday and wedding anniversary dates in her little black book. Coming up this month was the birthday of Barry Taran, son of owner Sam Taran; anniversaries for Eli and Sybil Ross and Eddie and Wylene

Brown; birthday for Sammy Marino, Marino Music, and one for Cerrilyn Gross, who is the daughter of accountant Gil Gross.

Los Angeles

Communications to: Joel Friedman Hollywood 9-5831

Minthorne Ups

Background Music . . . Minthorne Music is scheduled to begin an intensive campaign to promote its Seeburg Background Music program, in which operators thruout the Southwest have expressed tremendous interest. George Mahlum will continue to head up the department, with the firm expected to exploit the non-coin operated music line in industry, new home construction and retail outlets.

Charlie Daniels, Paul Laymon Company, reports exceptional response to the new Bally Magic Bowler and Big Time. Jimmy Wilkins, also of the Laymon firm, is almost fully recovered following recent surgery. Al Silberman, Budget Sales Company, continues to talk about his cruise on the aircraft carrier Oriskany some three weeks ago. If you haven't seen those pictures of Al in the jet plane, make it a must.

Operators in town this week included Carl Honeyman and Johnny Ketchersid, Long Beach; Henry Van Stilton, Whittier; Jimmy Williams, Twenty-Nine Palms; S. L. Griffin, Pomona, and Lee Nelson, Walter Hennings, C. L. Andrews from Santa Ana.

Draco Co. Escapes As \$100,000 Blast Hits Neighborhood

DENVER, Jan. 8.—Draco Sales Company's offices narrowly escaped damage last week when an explosion occurred in a nearby seed store.

The blast shattered windows and damaged property thruout the area. Total damage was estimated at \$100,000.

Mike Savio, head of Draco Sales, Wurlitzer distributors, reported that buildings on both sides of Draco were damaged, but that his headquarters came thru the blast without any loss.

New Sales Rep. Joins Lieberman Omaha Staff

OMAHA, Jan. 8.—The appointment of Bernard W. Luckman as a sales representative of the Lieberman Music Company's Omaha branch office was announced here this week by Harold Lieberman, head of the firm.

Lieberman said that Luckman, a veteran coinman, had been traveling thruout the Nebraska and Iowa territories for the past several years. He added that Luckman would begin to contact operators in the Omaha area in the near future.

**FOREIGN AND DOMESTIC BUYERS**  
**WURLITZER**  
 MODELS 1500-1550  
 Write—Wire—Call for Our Prices  
**F. A. B. Dist. Co., Inc.**  
 1019 Baronne St., New Orleans, La.  
 (Phone: Canal 8123)

**SAVE MORE MONEY—MAKE MORE MONEY**  
 Subscribe to The Billboard TODAY!

Miami Bowling Race Tightens

MIAMI, Jan. 8.—Ross Rock-Ola staged a four-game victory over Marino Music in the AMOA Bowling League competition (27) at the paradise Bowling Center. The victories catapulted Ross Rock-Ola into second place. Music Makers dropped to third as a result of losing four to the resurging Acme Music squad.

In other games, the league-leading Advance Music dropped three out of four to Radio Center, and American Operating took three out of four from All-Coin Amusements. The week's play tightened the standings all along the line, with the Advance Music pacesetters clinging to the top rung by a slim margin.

The standings:

	Won	Lost	Pct.
Advance Music	36	16	.692
Ross Rock-Ola	33	19	.635
Music Makers	29½	21½	.580
Acme Music	28	24	.538
Radio Center	24½	23½	.511
Marino Music	23	29	.442
All-Coin	14	34	.292
American Operating	15	37	.288

Morry Horwitz, of Ross Rock-Ola, nailed down high individual game with 231 and high individual series with 541; Ross Rock-Ola won

Hold Dan Gould in L.A. On Suspicion of Theft

LOS ANGELES, Jan. 8.—Dan Gould was arrested here this week on suspicion of grand theft of \$59,238 in the sale of juke boxes and other coin-operated equipment.

C. B. Clark and John DiBetta, of the police bunco squad, who made the arrest, said that four distributors of machines complained that Gould had contracted to sell the boxes but that he refused to turn in receipts for the merchandise.

Minthorne Music Company, distributors for J. P. Seeburg Corporation, said Gould had not accounted for \$25,000; the R. F. Jones Company, San Francisco, said \$22,000 was involved; Badger Sales Company, \$10,000, and Sierra Distributing Company, \$2,238.

Police said Gould was also wanted in Miami on a similar operation involving \$4,200.

high team game with 785, and high team series with 2,272.

Noteworthy performances for the evening also were posted by the following: Irv Rodich, Advance, with a one-game 190; Vinnie Amato, Advance, 188; Buddy Cohen, Acme, 180; Scotty Daddis, Acme, 179; Eddie Dee, Acme, 174, and a 169; Marvin Lieber, Ross Rock-Ola, 164; Marion Godwin, All-Coin, 166, and a 161, and Eli Ross, Ross Rock-Ola, 161.

Your key to **SALES RESULTS—**  
 the advertising columns of **THE BILLBOARD!**



# ROCK-OLA

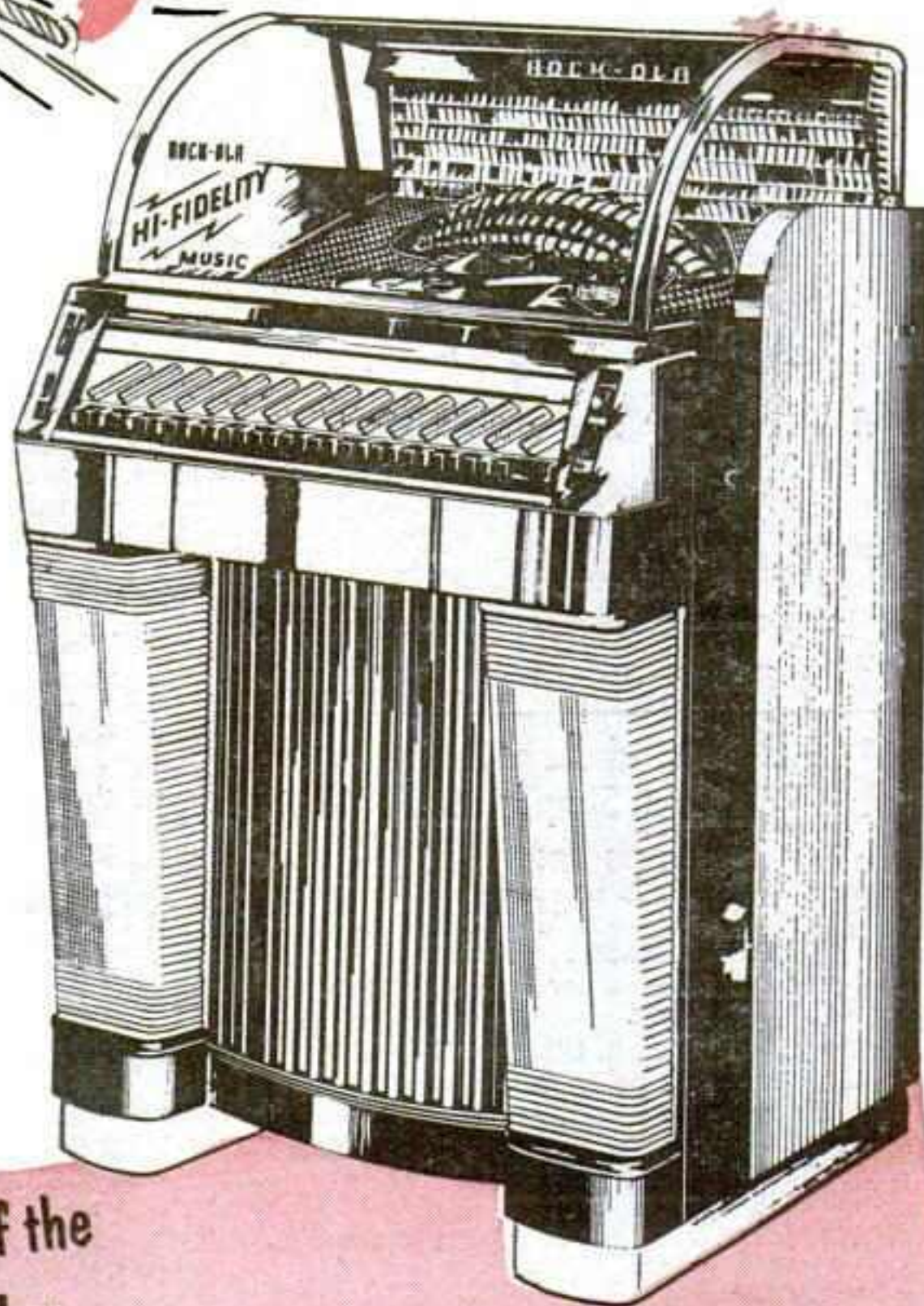
**TRACKS** like a locomotive



**Model 1446**  
120 SELECTIONS

The featherweight ROCK-OLA Tone-Arm with Hi-Fidelity, wide range pick-up Cartridge operates with floating action for longer record life yet TRACKS THE RECORD LIKE A LOCOMOTIVE, assuring continuous uninterrupted tone regardless of jarring or other outside shock.

**Ask Your Route Man—  
He Knows!**



Here's what K. V. Medrud of the  
**DAN THE MUSIC MAN** Inc.  
organization of Pocatello, Idaho, says:



We here at Dan the Music Man's are really happy with our Rock-Olas, as they are the most trouble-free phonographs we operate. They are especially accessible for record changing and collecting and are therefore more profitable to the Boss.

K. V. "Kenny" Medrud

**ROCK-OLA MFG. CORP.**  
800 N. Kedzie Ave. • Chicago 51



JANUARY 15, 1955

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

## UPS EARNING POWER

### Nebraska Op Rotates Games Every 6 Weeks

McCOOK, Neb., Jan. 8.—Systematic rotation of 50 games every six weeks has proven the best-balanced formula for getting maximum profits per machine, according to Glenn Doram, operator of Glenn's Amusement Company, here.

Doram, since 1936, when he entered the field, has become one

### Sked Bally Schools in Four States

CHICAGO, Jan. 8.—Bally Manufacturing Company service schools for operators and servicemen were scheduled this month for the areas of Hartford, Conn.; Fort Wayne, Ind.; Scranton, Philadelphia and Wilkes-Barre, Pa.

In addition to these schools, Bally field engineer Bob Breither will visit operators in Syracuse, Rochester, and Buffalo, N. Y., and other cities served by Sheldon Sales, Inc., Bally distributors. Al and Roy Bergman, Sheldon Sales, (Continued on page 95)

of the States' busiest operators, with a string of 50 phonographs and 50 amusement games. The machines cover the sparsely populated area within a 60-mile radius of McCook.

With his routes divided between juke boxes and amusement games, Doram believes that he has realized the best interests of diversification, and that "one amusement game, one phonograph" is the fitting combination for 95 per cent of his locations.

Says Doram, "I learned early in the game that there are actually two types of customers which the operator is selling—those who want (Continued on page 95)

### Paris Show Exhibits U. S. Games, Jukes

PARIS, Jan. 8.—A number of American-made amusement games and juke boxes were among the coin machine exhibits at this year's International Exhibition for Hotel and Cafe Equipment at the Paris exhibition grounds, Porte de Versailles, November 4-18.

Among the exhibits at the Uni- (Continued on page 96)

### BRITISH TRY COIN LIGHTS FOR TENNIS

LONDON, Jan. 8.—Coin-operated floodlights are the latest thing down at Bournemouth, South Coast resort. It works this way: You put your shillings (14 cts) into the slot at Queen's Park Tennis Club, and the lights go on for 15 minutes. A few London clubs are also testing the system. The industrious British are working on the only problem involved in the operation so far—at the end of our quarter-hour, even if you are in the middle of a volley, the lights go out. Upsets the game, y'know.

### Chi Coin Names Okla. Distrib

CHICAGO, Jan. 8.—Chicago Coin Machine Company announced this week the appointment of Boyd Dickson, Boyd Dickson Music Company, Oklahoma City, as distributor for the firm in the Oklahoma area.

George Wrenn, Chicago Coin Machine sales representative, is (Continued on page 94)

## STEADY TAKES

### Chi Op's Route Built On Long-Run Games

CHICAGO, Jan. 8.—Operating a game and music route of between 500 and 600 machines, Paul Golden, of La Ru Novelty, depends on older games to carry most of the load.

One of the largest and longer-run operations in the city, the La Ru Novelty route is about equally divided between amusement games and juke boxes. To keep game operations running at a profitable pace, La Ru adds an average of 25 to 35 per cent new equipment each year, but it is the large number of games on the route, and the ability of the older units to bring in steady takes that makes it a success, says Golden.

The games—shuffle bowlers, guns and Arcade equipment of many kinds—are spotted at locations throught the city. Principal locations are taverns and bowling alleys.

#### Servicing Policy

Handling its own servicing and repairs, La Ru employs a staff of 16, headed by Golden and general manager Harry Salat. Moving the games from location to location is done with one truck owned by the firm, and manned by two servicemen. While moving

of juke boxes to and from locations consists of only 5 per cent of transporting problems, the games are moved frequently, and the truck is continually in use.

Golden says that the average shuffle game on location is moved out to a new spot about every six weeks, while gun games are moved even more often. The reasoning (Continued on page 95)

### Keeney Names Distribs in La., Tenn. Areas

CHICAGO, Jan. 8.—J. H. Keeney & Company announced this week the appointments of two new distributors for the firm in the South. Nick Carbajal, Crown Novelty Company, Inc., New Orleans, was named distributor for Keeney in the Louisiana area.

Tony Papaf and Fred Cofer, (Continued on page 95)

### Binks Ships Shuffle Bowler Attachment

CHICAGO, Jan. 8.—An innovation in the amusement game field—a shuffle bowling game attachment which adds new features to used shuffle bowlers—is being shipped by Binks Industries.

The new unit, called the Binks Skill Tournament, is attachable to any drum-scoring shuffle bowling game. According to Mel Binks,

president of the firm, the unit should provide new life on locations at about 20 to 25 per cent of the cost of a new shuffle game.

Explaining the use of the Skill Tournament attachment, Binks said, "Play in many operators' locations doesn't allow them to put new shuffle games into play frequently. As a result operators find themselves with equipment that is far from worn out, but hasn't been used to 25 per cent of normal machine life."

The new attachment is designed to enable operators to maintain (Continued on page 95)

### Philly Coin Assn. Elects New Officers

PHILADELPHIA, Jan. 8.—At the annual dinner meeting of the Amusement Machine Association of Philadelphia, the 125 members of the association elected officers for the new year. The meeting was held Tuesday at the Broadwood Hotel.

Sam Stern was re-elected president for the 11th consecutive (Continued on page 94)

### Move Against Pinball Games In Ft. Worth

FORT WORTH, Jan. 8.—Pinball game owners, roused by reports that the incoming Tarrant County grand jury would start a new investigation of illegal use of amusement games, moved their pinballs out of cafes and taverns.

The games were stored in ware- (Continued on page 94)

### Op Eyes New Methods To Keep Route on Top

ST. LOUIS, Jan. 8.—Trying out new ideas and keeping up with trends in the industry has helped Lou Morris, head of Morris Novelty Company here, to run a successful game and music route.

With headquarters in the same area for more than a decade, Lou operates one of St. Louis' largest strings of pinball games and phonographs, and is a distributor as well.

Morris is credited with pioneering coin machine operating practices which have become standard procedure in the industry. Some of the ideas which Morris pioneered are "rush location service" available when machines go out of

order; the system of changing phonograph records on juke box locations weekly, and putting location splits on a standardized basis.

#### Plant Facilities

Morris recently built a new headquarters, completely air conditioned and including shop facilities, salesroom and offices. He employs 15 persons. The operating territory consists of St. Louis and St. Louis County. Receipts are about equal between pinball games and phonographs.

Starting out in the St. Louis coin field 38 years ago, Morris operated Mills Penny Target machines. With (Continued on page 96)

**SELL BOTH  
THE EXPANDING COIN MACHINE  
EXPORT MARKET AND YOUR  
REGULAR U. S. MARKET  
AT THE SAME TIME**

*...and at no extra cost!*

**Facts you should know  
about coin machine exports:**

Coin machine exports are big business and earn extra profits on plus sales.

Now at an annual sales volume of \$15,000,000 per year, U. S. coin machine exports have grown more than 500% in only 5 years!

There's a rising tide of foreign coin machine operations.

Many countries, such as Canada, are buying new equipment, as well as used items.

It's easy...

There are specialists in or near your city who for a small fee will be glad to handle your foreign orders. They'll take care of export forms and see that you receive payment in dollars.

**MAKE EXTRA COIN MACHINE PROFITS —  
BOOST YOUR VALUABLE EXPORT SALES!**

Advertise strong in

**THE BILLBOARD  
COIN MACHINE  
WINTER EXPORT QUARTERLY**

ADVERTISING DEADLINE: JAN. 13

ISSUE DATED: JAN. 22

RESERVE SPACE NOW!





# MAYBE WE'RE NUTS

But we must offer these machines at give-away prices to make room in our present cramped quarters.

**ALL MACHINES 100% CLEAN and CHECKED**

**Refund in 10 Days If Not Satisfied**

### GUNS

Genco Rifle Gallery, slightly used, but like new	\$425.00
Exhibit Shooting Gallery	275.00
Dale Gun	25.00

### SHUFFLE ALLEYS

Flash Bowler	\$475.00
Feature Bowler	375.00
Super Frame Bowler	295.00
Criss Cross	275.00
Advance Bowler	275.00
Triple Score Bowler	195.00
Double Score Bowler	100.00
Ten Frame Bowler	75.00
Starlite	495.00
Name Bowler	100.00
United Delux	55.00
Shuffle Pools	195.00

### BINGO GAMES

ABC	\$25.00
Five Star	25.00

### PIN GAMES

Army & Navy	\$ 65.00
Dealer	100.00
Disc Jockey	50.00
Domino	20.00
Fairway	65.00
Hayburner	25.00
Ski Way	195.00
Slug Fest	35.00
Spark Plug	25.00
Twenty Grand	50.00
Cue-Tee	195.00

**CHICAGO COIN HOME RUN SIX PLAYER like brand new \$195.00**

**GENCO SKI BALLS \$195.00**

### ARCADE KIDDIE RIDES

Jeeps	\$ 75.00
Little Horses	75.00
Large Horses	175.00
Rocket Ships	95.00
Chicago Coin Super Jet	295.00
Chicago Coin Round the World Trainer	445.00
<b>Mutoscope Photomatic—post-war</b>	<b>\$250.00</b>

### MUSIC

Rock-Ola 1422	\$ 35.00
Rock-Ola 1426	50.00
Rock-Ola 1428	100.00
Seeburg 146	\$ 35.00
Seeburg 147	50.00
Seeburg M-100 "B"	495.00
Seeburg M-100 "C"	595.00
Seeburg Cellar Jobs	35.00
Wurlitzer 1015	\$ 35.00
Wurlitzer 1100	135.00
Wurlitzer 1500	445.00
A.M.I.—A	\$100.00
A.M.I.—B	175.00
A.M.I.—C	195.00
A.M.I.—D-40	295.00
A.M.I.—D-80	395.00
A.M.I.—E-80	495.00
A.M.I.—E-120	595.00

1/3 With Order, Balance C.O.D.

**ACT QUICKLY ORDER TODAY**

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

# Washington Music Ops Form State-Wide Assn.

SEATTLE, Jan. 8.—Plans for a State-wide music operators association materialized here last week when the Washington Music Merchants' Association held its first formal meeting and elected Frank Coulter its first president.

In three weeks, operators from Seattle and the surrounding areas held a series of meetings, laying the groundwork of the State-wide organization. George A. Miller, president of MOA and the California Music Merchants' Association, met with Washington operators December 15 to point out the advantages of an association and to assist them in their organization problems.

Last week, the Washington group met here again and elected officers. George Miller attended and acted in the capacity of the election officer.

In addition to Coulter, other officers elected were: Leonard Boswell, vice-president; J. Dontos, secretary-treasurer; I. Riccetti, H. A. Christensen, L. J. Shivers and Jim Hammond, as members of the board of directors.

The president, vice-president and secretary-treasurer are also members of the board.

Alternates elected to the board of directors were Arnold Salkin and Orvall Knudtson.

### Dime Play

Dime play highlighted the meeting following the election, the members announcing the change-

# Denver Distrib Donates Games To Boys' Home

DENVER, Jan. 8.—Pete Geritz, head of Mountain Distributing Company here, won the praise of the local industry at Christmas-time, when he donated a variety of amusement games to the boys' orphanage at No. 9 Pearl Street, Denver.

The boys' home, sponsored by the Denver Kiwanis Club, received a shuffle bowling game, two pinball games and various other amusement units, all reconditioned by Geritz' mechanics.

Geritz likewise provided two more games for the Annunciation Parish School, another charitable home. All were delivered in time for Christmas morning.

# Move Against

houses after Police Chief Cato Hightower ordered his men to seize any of the devices registering free games. The order was issued by Hightower after conference with District Attorney Howard Fender.

Fender told Hightower any machine which registered a free game was illegal. The police chief also sought a ruling whether he could seize the games after they were moved to warehouses.

# Philly Coin Assn.

time. Joseph Levin was elected vice-chairman and chairman of the board, while Sam Moss was elected secretary. Frank Urban was elected treasurer and Jules Sloan was made financial secretary.

Elected to the board of directors were J. y Locks, Frank Fromowitz, Al Swerze, Sam Klein, Bill Appel, and Carl Voluck.

# Chi Coin Names

contacting operators in the Texas area, working in close conjunction with the S. H. Lynch Company, Chicago Coin Machine distributors in that area. The main office of the S. H. Lynch Company is in Dallas, with branch offices in Houston and San Antonio.

over would be one of the first steps taken by the association. Other subjects discussed included copyright legislation, fair trading in the music business and membership in MOA.

A ways and means committee was appointed and before the meeting was over, operators voted unanimously that the committee be given authority to set the amount of the initiation fees and monthly dues.

Practically every operator in Seattle attended the meeting as well as representatives from neighboring areas.

Miller assured the association members that they could count on support from CMMA and that he would see that his group's bylaws, working rules, location contracts, membership cards, machine labels and incorporation papers were mailed to them as soon as he returned to Oakland.

# St. John Puts License Bite On Locations

ST. JOHN, N. B., Jan. 8.—St. John has started license locations which have "mechanical amusement devices" which the Common Council defines as "marble games, pinball machines, skill ball, mechanical grab machines and other such games."

Under the council's bylaw, any person, firm, corporation or association displaying for public patronage or keeping for operation any such machine, must have a license mounted near the machine. License fee is \$100 per location, and the license is good for one calendar year.

The bylaw prohibits operation of the machines on Sundays or by persons younger than 18.

# COINMEN YOU KNOW

## Chicago

Communications to:  
Ken Knaut  
Central 6-8761

**Binks Bows New Type Game Unit . . .**

There's a lot of activity at the Binks Industries plant with the shipping of the firm's Skill Tournament, a shuffle bowling game attachment designed to boost takes on used shuffle games. Mel Binks says that a number of these units on test have proved that they can make old games a success (see separate story in Amusement Game section).

**Avron Gensburg, Genco Manufacturing & Sales Company, is back from a Florida trip. Sam Lewis says that the Big Top Rifle Gallery is moving well.**

**Vic Arvigo, of the United Manufacturing Company engineering department, is celebrating his final civilian days before joining the Army.**

**Al Thoeke and Johnny Casola, United Manufacturing Company traveling representatives, are getting ready for a trip thru Texas, Louisiana and Alabama. Ben Becker, currently traveling in the East for the firm, is now in Buffalo.**

**Irv Ovitz, Acme International Distributors, is on the job early in the morning. Irv reports game business steady, with shuffle bowlers and bingo games moving well.**

**Herb Perkins, Purveyor Distributing Company, at latest reports is now in Hawaii. Monty West says export and out-of-State sales are increasing, including shipments of shuffle bowling games.**

**At All-State Coin Machine Exchange, Mickey Schaffer is back from a trip to Canada, including Toronto and Montreal. Schaffer and partner, Stanley Levin, are expanding their exports to Canada,**

and Schaffer's trip, contacting operators and distributors north of the border, helped the program along.

**Don Moloney, Mac Brier and Tom Cath, Donan Distributing Company, are busy setting up a new price index system to speed along game sales. Donan says the demand for the new Bally Big Time in-line game is exceptionally good.**

**Fred Skor, World Wide Distributors, says the firm is anxiously awaiting delivery of the new Williams Safari gun game. Al Stern, Joel Stern and Len Micon are busy with Rock-Ola phonograph sales.**

**First Coin Machine Exchange reports a good start made in the new year, with a lot of orders booked on games. Wally Finke has returned to the North Avenue offices after spending the Christmas season at First Distributors, the merchandising division. Visitors at First Coin Machine Exchange during the week included George Miller, Portland, Ore., who enjoyed a tour of the town with first staffer Joe Kline. Another out-of-towner dropping in was Ray Kieffer, Wausau, Wis.**

**At Monarch Coin Machines, out-of-town calls are keeping Clayt Nemeroff and Charley Pieri jumping. Clayt is making a swing thru the State this week visiting with operators. Among the visitors at Monarch during the week was Harold Lieberman, Minneapolis.**

# Jack Clair Quits

KINGSTON, N. Y., Jan. 8.—Jack H. Clair, who retired from operators' rank last May upon advice of doctors, has sold his equipment to the Greco brothers of Glasco and Saugerties, N. Y.

Clair, who operated in this area for more than 12 years, had a line of 75 machines that included phonographs, pinball games and shuffle alleys. He says his retirement is probably permanent.

**THE MARKET PLACE for the COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

### ADVERTISING RATES

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15¢ a word—Minimum \$3.00.  
**CASH WITH ORDER**

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1.00 a line—\$14.00 per inch.  
**CASH WITH ORDER** unless Credit has been established.

**IMPORTANT INFORMATION**  
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

**ADDRESS ALL ORDERS AND INQUIRIES TO:**  
**THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO**

### Business Opportunities

**AGENTS AND DISTRIBUTORS WANTED** for easy selling Sno-ball and Sno-cone machines to all types of stores. Sno-Master Mfg. Co., 124B Hopkins Pl., Balto. 1, Md. Ja15

**COIN RADIOS AND TELEVISION—BUY** direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. Ja29

**DISTRIBUTORS, OPERATORS—NEW** machine dispenses Kleenex, Ponds, Doekin tissues. Excellent territories available. Write Standard Mfg., Box 11, Hubbard Woods, Ill. Ja22

**EXCELLENT MONEY-MAKING OPPORTUNITIES** for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. chmh19

### FOR SALE

**CAPSULED CHARM ASSORTMENTS** \$21.50 per 1,000  
Top items—let us prove it  
One brand new Acorn 5¢ Capsule Charm Vendor free with each 5,000 charms purchased during January. One-third deposit.

**SHELDON SALES CO.**  
881 Main St. Buffalo 3, New York

**FOR SALE—SIX CAPITOL MIDGETS, ONE** Peep, movie machines, two Mutoscope voice recorders. Also various gun and arcade machines. Arcade, 400 East Main, Norfolk, Va. Ja15

**SALESMAN-DISTRIBUTOR — EXPERIENCED** calling on clubs to sell new outstanding Non-Coin Operated Machines. Terrific money-makers; low priced fast sellers, high commissions. Amusement Sales Co., 41 Union Square, N.Y.C. Ja29

**20 NEW ABBEY 5¢ NUT VENDORS, \$150—** Eight "Pop Corn Snee" vendors, two pop vendors, two "Pop Corn Snee" vendors, two AMI B's, two C's, two steppers, three boxes, \$900; Bally Beauty, \$220. ABC Coin Company, 2509 S. Presa, San Antonio, Tex.

### Help Wanted

**WANTED—BINGO AND SHUFFLE** mechanics; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. fe26

**WANTED—SERVICE MAN TO SERVICE** Bingos, Shuffle Alleys. Must be sober. Willing to work. Good wages. Box M-106, c/o Billboard, 2160 Patterson St., Cincinnati, Ohio. Ja29

### Parts, Supplies & Services

**LIQUIDATING—APPROXIMATELY \$10,000** worth of inventory for manufacturing gum ball machines; all or part. Includes locks, rubber gaskets and cups, glass springs, screws, glass molds and production patterns, etc. Call A. Retis, 841 W. Huron St., Chicago, Ill. HAYmarket 1-5367.

**STAMP FOLDERS DIRECT FROM MANUFACTURER;** unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

### Positions Wanted

**MECHANIC AVAILABLE — TWENTY** years experience, Bingo, Shuffle, Pins, all Music. Have tools and car. Sober, reliable. Reference: Ted Andersen, 137 S. Fourth St., Steubenville, Ohio. Atlantic 3-1320.

**MECHANIC, 37—17 YEARS' EXP., WANTS** change to Midwest college town to attend school part time. Box M-107, c/o Billboard, Cincinnati 22, Ohio.

### Routes for Sale

**250 GUM AND CHARM MACHINES—ALL** late model Victor. Now netting \$500 month. Leaving state, reason selling. Books open for any qualified buyer. \$7500. All middle Tenn. Box M-99, c/o Billboard, Cincinnati 22, Ohio. Ja22

### Used Coin-Operated Equipment

**A-1 CIGARETTE AND CANDY MACHINES** \$25 and up. Other vending machines, \$5 up. What have you to sell?  
MACK H. POSTEL  
2952 Milwaukee Ave. Chicago 18, Ill.

**CIGARETTE MACHINES JUST OFF LOCATION;** 25¢ or 30¢ operation. Central Vending Machine Service Co., 3967 Parrish St., Phila. Pa. EVERgreen, 6-4244. ch

**FOR SALE—THE FOLLOWING PINBALLS** all are ready for location: Give me an offer, one or all. Double Feature, Rag Mop, Buffalo Bill, Crown Jewel, Champion, Happy Go Lucky, Three Musketeers, Virginia, Dreamy, Trigger, Nifty-Pinky, Playball, Round Up, Bingo Bango, Tri Score; also the following free play consoles: Wild Lemon, Deluxe Draw Bell, Clover Bell, Reserve Bell, Frank Guerrini, Burnham, Pa. PEEK SHOW COUNTER MACHINES—Shows 15 views for 5¢, slightly used demonstrators; closeout price, \$45 each. King Amusement Co., Mt. Clemens, Mich. fe5

### SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors; DAV razor blade vendors, 217¢, Advance 25¢, National # 25, National # 15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

**NATIONAL SANITARY SALES**  
Dept. B-1, 427 W. Lawrence Av., Chicago 30

**SIX 5¢ THREE-COLUMN VENDORS, \$15** each; 10 A.B.T. guns, \$15 each; 4 Exhibit card vendors, \$8 each; 1 8-column cigarette machine (quarter operation), \$25. Al Hoff, 1920 Rose, Baltimore 13, Md.

**SOME VERY NICE PANORAM MACHINES** as well as very good used Arcade pieces for sale. H. E. Loeback, 211 W. Douglas Ave., Wichita, Kan. Ja29

### Wanted to Buy

**CIGARETTE, CANDY AND OTHER VENDING** machines; give full description and lowest price. Box 673, The Billboard, Chicago 1, Ill. fe

**WANTED — RISTAUCRAT JUKE BOXES.** State quantity, price and condition in first letter. Supreme Dist., 416 S.W. Eighth Ave., Miami, Fla. Ja28



# First Named Area Distrib for Em-Ro Coin Parking Gate

CHICAGO, Jan. 8.—First Coin Machine Exchange has been appointed distributor for the Em-Ro coin-operated parking lot gate for Illinois, Michigan, Indiana and Wisconsin.

Now on display at First headquarters, the gate enables parking lot operators to run their business without an attendant.

The framework of the unit is of heavy steel plate, and includes a suspended arm with a coin chute attachment. Em-Ro sales office headquarters are located in this city.

## Binks Ships

Continued from page 93

shuffle games on location longer with increased takes.

The Skill Tournament attachment is a 10½ by 8 by 3-inch unit which is mounted squarely on the front end of the pin cover of shuffle bowling games. It is equipped with screws, and tags showing where electrical connections are to be made, so that the unit can be attached by the operator in about a half hour's time, according to Binks.

On the glass of the unit, which is enclosed in wood, is a traveling light which moves in an oval path over numbers indicating scoring values of 10, 20, 30, 40 and 50. In each frame in which the player scores a strike or spare, these extra scoring values are added to his score, depending on the position of the moving light when the puck is delivered.

In addition to the traveling light feature, each time the player scores a strike in the first frame when the light is over the 50 point scoring value, one of the 10 colored balls lights up on the glass. This feature carries over from game to game, and each time all 10 balls are lighted, a letter on the top of the glass lights up. The letters light up to spell out "Tournament."

Distributors for the unit will be named within two weeks, Binks said.

## BINGO SPECIALS

- 31 VARIETIES ..... \$525.00
- 19 SURF CLUBS ... 395.00
- 17 HI-FI'S ..... 345.00
- 21 ICE FROLICS ... 325.00
- 15 PALM SPRINGS.. 325.00
- 18 DUDE RANCHES.. 295.00
- 23 BEACH CLUBS .. 275.00
- 12 BALLY BEAUTIES. 225.00
- 10 YACHT CLUBS .. 140.00
- 9 FROLICS ..... 125.00
- 7 PALM BEACHES .. 99.50
- 12 ATLANTIC CITIES. 99.50
- 10 SPOTLITES ..... 79.50
- 12 CONEY ISLANDS . 64.50

ONE-THIRD DEPOSIT WITH ORDER  
**SOUTHERN AMUSEMENT CO.**  
628 MADISON AVE., MEMPHIS, TENN.  
PHONE 5-3600

## NEW MACHINES

Our Own Grandma Exhibit Sportland Gallery Williams Jet Fighter Genco 2-Player Basketball Standard Metal Typewriter

Write  
Exhibit Shooting Gallery ..... \$295.00  
Chicago Coin Basketball ..... 195.00  
Chicago Midget Skee Ball ..... 175.00  
Chicago Coin Goalee ..... 109.00  
Evans Bat-A-Score ..... 125.00  
Scientific Pitch 'Em and Bat 'Em 145.00  
Midget Movies ..... 175.00  
32-Page 200-illustration Catalog Free.  
**MIKE MUNVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
42 YEARS SERVICE • EST. 1912

# Game Rotation Boosts Takes

Continued from page 93

to relax and listen to music, and those who are more active, and want to spend their nickels and dimes on something which takes vigorous, personal participation. Thus, with few exceptions, we have backed up every phonograph installation with a game."

### Analyst-Operator

Something of an analyst, as well as a busy operator, Doram has concluded that the life expectancy of the average game in the flat Southwestern Nebraska territory is six months.

"We can scarcely expect any game to show a profitable return longer than that period, simply because it is exposed to the same group of customers, month after month," Doram explained. "In more metropolitan locations, the chances are that the game will look new to a new group of customers every

day. In small towns, no such situation exists, and we must replace the machine at much more frequent intervals."

For this reason, Doram several years ago embarked on one of the most ambitious "rotation programs" in the industry. This consists of moving every amusement game on location "up one notch" every six weeks. In this way, except for rare instances, every machine will appear on a new location every six weeks, and will be operated at full return, until the time comes to trade it in.

### Life Expectancy

Even with six-month moves, the life expectancy of the machines is short, reports Doram, who conscientiously trades every machine in long before it has had an opportunity to deteriorate into the "risk" classification. Naturally, the fact that a popular pinball game, for example, moves to a new location every six weeks, extends its play appeal far beyond the maximum of the six months which it could expect at a single location; but the extent of play which is thus developed likewise means that the machine will wear out more rapidly.

Most of the Glenn's Amusement Company pinball games appear on location in 10 or 12 towns and in as many as three spots in each community before they are traded in. While on location, they are the beneficiaries of an intensive preliminary-examination repair program.

### Service Reliability

The Nebraska operator built his business on service reliability, and in order to eliminate the number of 60-mile drives in the dead of night which is customary in a widespread location territory, inspections and adjustments are made on every machine at regular intervals instead of waiting for the dreaded service call. With one full-time mechanic and one salesman on the job it is possible to see every machine on an average of once a month, exclusive of the "rotation program."

The actual job of rotating the big route is carried out with machine-like precision. Extra trucks are added when the move-up date arrives, and Glenn's Amusement Company personnel works long hours delivering the machine at one location, picking up the other, taking the latter to its new location, and repeating the process until one by one all 50 have been restated.

It isn't necessary, of course, to follow the same intensified moving program where phonographs are concerned. Doram does, however, follow a system of replacing every phonograph on a set schedule, according to the information he has received. At least 65 per cent of his juke boxes are "this year's model."

## Bally Schools

Continued from page 93

will accompany Breither during his week's trip thru the territory, beginning January 24.

Paul Calamari, Bally field engineer, will conduct a school January 13-14 at Runyon Sales Company headquarters in Hartford, Irv Temper and Nat Glutkin of the Runyon firm will act as hosts.

### 'Pa. Sessions

Calamari will conduct the next school January 17-18 at Roth Novelty Company, Wilkes-Barre, Pa. Max Roth will host this session. Two schools following this will be conducted by Calamari for the Scott-Crosse Company at Scranton, Pa., January 19 and at Philadelphia, Pa., January 21. Both are sponsored by the Scott-Crosse Company.

Al Calderon, Calderon Distributing Company, Indianapolis, will greet operators and servicemen January 19-20 at a Bally school to be conducted at the Van Orman Hotel, Fort Wayne, Ind. Bob Breither will be in charge of this school.

Purpose of the service schools is to pass along the latest machine servicing methods to operators and servicemen, and to acquaint them with the features of the latest Bally games.

## Spartanburg, S. C., Changes Licensing

SPARTANBURG, S. C., Jan. 8.—The City Council recently (22) passed two resolutions calling for changes in the 1955 license ordinance as it affects pinball games and juke boxes.

Councilman John A. Wood introduced the successful motion calling for a \$100 minimum license fee for pinball game operators on the first \$5,000 of annual gross receipts. On each \$1,000 or fraction thereof above \$5,000 the operators will be required to pay an additional \$2.50 per thousand.

Operators of coin-operated music boxes will have to pay a minimum of \$50 on the first \$5,000 gross receipts and \$2.50 per thousand over that amount. The action was taken when it learned that operators were only paying the basic license of \$7.50 on each box with no assessment on the receipts.

## Steady Takes

Continued from page 93

here is that the novelty of any one game on a particular location tends to diminish rapidly and games must be switched around to keep takes up. By moving games from location to location the average unit can be operated profitably for as long as six years.

### Budgets New Games

With costs, including maintenance expenses and wages running high, Golden has to budget his investments in new games. Golden says it takes at least six months and sometimes as long as a year for a new game to pay for itself on location. The large number of new models of games produced today tends to make new games age faster on location than in past years. Thus, while a new model may take in from \$50 to \$100 the first week it is on location, takes may dip to \$40-\$60 the next week, and soon drop under \$30. While volume of business is greater than in the past, profit is smaller, according to Golden.

Golden has been operating the La Ru Novelty firm since 1934. The firm started with pinball games, shifting to skee ball games and shuffle games when pinball operations ended in the city. Golden added machines year by year, and gradually built up the business.

Prospects for the firm in 1955, says Golden, should be as good as 1954, when takes were good. He thinks that the trend to gun games in the last year will continue for a few years, and that shuffle game takes will remain steady.

## Keeney Names

Continued from page 93

Chattanooga Coin Machine, Chattanooga, will handle Keeney products in Southeastern Tennessee.

Keeney Eastern sales representative, Bill Bolles, is making an extensive trip thru upper Ohio, Western Pennsylvania and upper New York State visiting operators. His itinerary includes Cleveland, Youngstown, Pittsburgh and Buffalo.

## SHUFFLE GAMES

NEW  
CC THUNDERBOLT  
CC FIREBALL  
United MARS  
Bally MYSTIC  
Bally MAGIC

### FIRST-Conditioned

### UNITED-Match

- BANNER ..... \$425
- ACE ..... 375
- TEAM, 10/25c ..... 335
- CLASSIC ..... 195
- CLOVER ..... 175
- STAR 10th FRAME ..... 125
- STAR ..... 105

### UNITED-High Score

- CHIEF ..... \$335
- ROYAL ..... 285
- OLYMPIC ..... 185
- CASCADE ..... 165
- SUPER 10th FRAME ..... 115
- SUPER 6 PLAYER ..... 95
- DELUXE 6 PLAYER ..... 75

### CHICAGO COIN

- STARLITE ..... WE GOT 'EM
- SUPER FRAME, 10/25c ..... \$350
- CROWN (Match) ..... 185
- TRIPLE SCORE ..... 175
- DOUBLE SCORE ..... 145

### KEENEY

- BONUS (Match) ..... \$245
- DOMINO (Match) ..... 185
- CARNIVAL ..... 165
- 6 PLAYER, Jumbo Pins with Formica ..... 79
- BIG LEAGUE BOWLER ..... 65

### GENCO

- SHUFFLE MATCH POOL ..... \$295
- SHUFFLE POOL ..... 195



**FIRST DELIVERS MOST FOR YOUR MONEY! See Us FIRST!**

See Us FIRST!

## OPERATORS! LOOKING FOR SOMETHING NEW?

Announcing Our Appointment as Distributors of the New

**EM-RO COIN-OPERATED PARKING LOT GATES**

OPENS AN ENTIRELY NEW FIELD FOR ALERT OPERATORS

NOW ON DISPLAY IN OUR SHOWROOM—OR WRITE!

Chicago Coin HOLIDAYS & CRISS-CROSS

Late Gottlieb 5-Balls

CASH OR TRADE

WANTED!

Chicago Coin HOLIDAYS & CRISS-CROSS

Late Gottlieb 5-Balls

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CASH OR TRADE

WANTED!

Chicago Coin HOLIDAYS & CRISS-CROSS

Late Gottlieb 5-Balls

## TARGET GUNS

NEW  
Exhibit SPORTLAND  
Genco BIG TOP  
United BONUS  
Keeney SPORTSMAN  
FIRST-Conditioned

### Genco RIFLE GAL-

LEY ..... \$375

YOU SHOOT (Live Ammunition Target Game) ..... 345

Ex. SHOOTING GAL-LEY ..... 325

Seeburg COON HUNT ..... 295

Genco SKY GUNNER ..... 195

Ex. JET GUN ..... 175

Seeburg SHOOT THE BEAR ..... 150

Ex. SIX SHOOTER ..... 125

C.C. PISTOL PETE ..... 75

Ex. DALE GUN ..... 65

### ARCADE

MIDGET MOVIES with Film ..... \$165

TELEQUIZ with Film ..... 125

C.C. GOALEE ..... 75

ZINGO ..... 65

## SPECIAL TO ARCADE OPERATORS

The following includes a partial list of ARCADE EQUIPMENT which we have on hand available for prompt shipment. From time to time new Arcade Equipment appears on the market, which we will have available for you. We are also in position to accept your trades, so please bear us in mind for all of your ARCADE REQUIREMENTS. You can do no better than dealing with the CLEVELAND COIN MACHINE EXCHANGE, Inc. A new and complete listing is now being prepared—write for your copy. A BETTER DEAL ALWAYS—18 YEARS OF RELIABLE SERVICE.

### ARCADE EQUIPMENT

- Ex. 4 Shooter ..... \$125.00
- Space Invaders ..... 95.00
- Seeburg Bear Gun ..... 150.00
- DeLuxe Photo ..... 395.00
- Genco Sky Gunner ..... 175.00
- Un. Jungle Gun ..... 425.00
- Ex. Shooting Gallery ..... 425.00
- Bally Big Inning ..... 150.00
- Heavy Hitter ..... 48.00
- Goalee ..... 100.00
- C. Coin Pistol ..... \$ 95.00
- Evans Bat-A-Score ..... 165.00
- Evans Skee-Ball ..... 95.00
- Ex. Dale Gun ..... 55.00
- Genco Basketball ..... 350.00
- Lite League ..... 75.00
- Midget Movies, Latest ..... 185.00
- Quizzer With Film ..... 95.00
- Sci. Pitch'm & Bat'm ..... 185.00
- Twin Shoe-Shine ..... 150.00
- Wurlitzer Skee Ball ..... \$150.00
- Super World Series ..... 195.00
- Hayburners ..... 75.00
- County Fair ..... 75.00
- Standard Metal Typewriter ..... 275.00
- Wms. Del. Baseball ..... 350.00
- Bat-A-Score Sr. ..... 65.00
- Ex. Deluxe Post Card Vendors ..... 50.00
- Jennings Barrel Roll ..... 125.00
- Grandma Fortune Tellers ..... 125.00
- C.C. Basketball ..... 195.00
- Harvard Metal Typewriter ..... 150.00

### BINGOS

- Atlantic City ..... \$125.00
- ABC ..... 50.00
- Dude Ranch ..... 325.00
- Surf Club ..... 385.00
- Beach Club ..... 310.00
- Saddle & Turf ..... 295.00
- Yacht Club ..... 150.00
- Coney Island ..... 75.00
- Cabana ..... 185.00
- Five Stars ..... 50.00
- Hawaii ..... 395.00
- Tropics ..... 225.00
- Mexico ..... 400.00
- Nevada ..... 425.00
- Spot Lite ..... 75.00
- Ice Frolics ..... 295.00
- 6 Player Regular ..... \$ 50.00
- 6 Player Cascade ..... 150.00
- 11th Frame ..... 450.00
- Banner ..... 425.00
- Classic ..... 225.00
- Imperial ..... 265.00
- Clovers ..... 160.00
- C.C. Double ..... 195.00
- 6 Pl. 10th Frame ..... 110.00
- 6 Pl. Olympics ..... 175.00
- Royal ..... 225.00
- Rainbows ..... 375.00
- 10th Frame ..... 100.00
- League Bowler ..... 350.00
- Chief ..... 375.00
- Bally Champion ..... 395.00

### UNITED BOWLERS

- 6 Player Regular ..... \$ 50.00
- 6 Player Cascade ..... 150.00
- 11th Frame ..... 450.00
- Banner ..... 425.00
- Classic ..... 225.00
- Imperial ..... 265.00
- Clovers ..... 160.00
- C.C. Double ..... 195.00
- 6 Pl. 10th Frame ..... 110.00
- 6 Pl. Olympics ..... 175.00
- Royal ..... 225.00
- Rainbows ..... 375.00
- 10th Frame ..... 100.00
- League Bowler ..... 350.00
- Chief ..... 375.00
- Bally Champion ..... 395.00

Terms: 1/3 deposit with all orders, balance C.O.D.

Distributors for Northern Ohio

**AMI** NOW DELIVERING MODEL F

**Cleveland Coin MACHINE EXCHANGE, INC.**

2029 PROSPECT AVE., CLEVELAND 15, OHIO

All Phones: Tower 1-6715

## ALL EQUIPMENT READY for LOCATION

### Bingo Specials

- Hi-Fi ..... \$380
- Surf Club ..... 375
- Ice Frolics ..... 325
- Palm Springs ..... 325
- Yacht Club ..... 145
- Spot Lite ..... 70
- Keeney Century—Match ..... \$350
- Keeney 10 Pl. Team ..... 125
- Keeney 6 Pl. League ..... 50
- Un. Team, 3/25c ..... 325
- Un. Classic—Match ..... 190
- Un. Official—Match ..... 85
- Un. Olympic ..... 165
- Un. Cascade ..... 145
- Un. 10th Frame Super ..... 150
- Genco Shuffle Pool ..... 175

Write for complete list.

### PURVEYOR DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS

PHONE: JUNIPER 8-1814

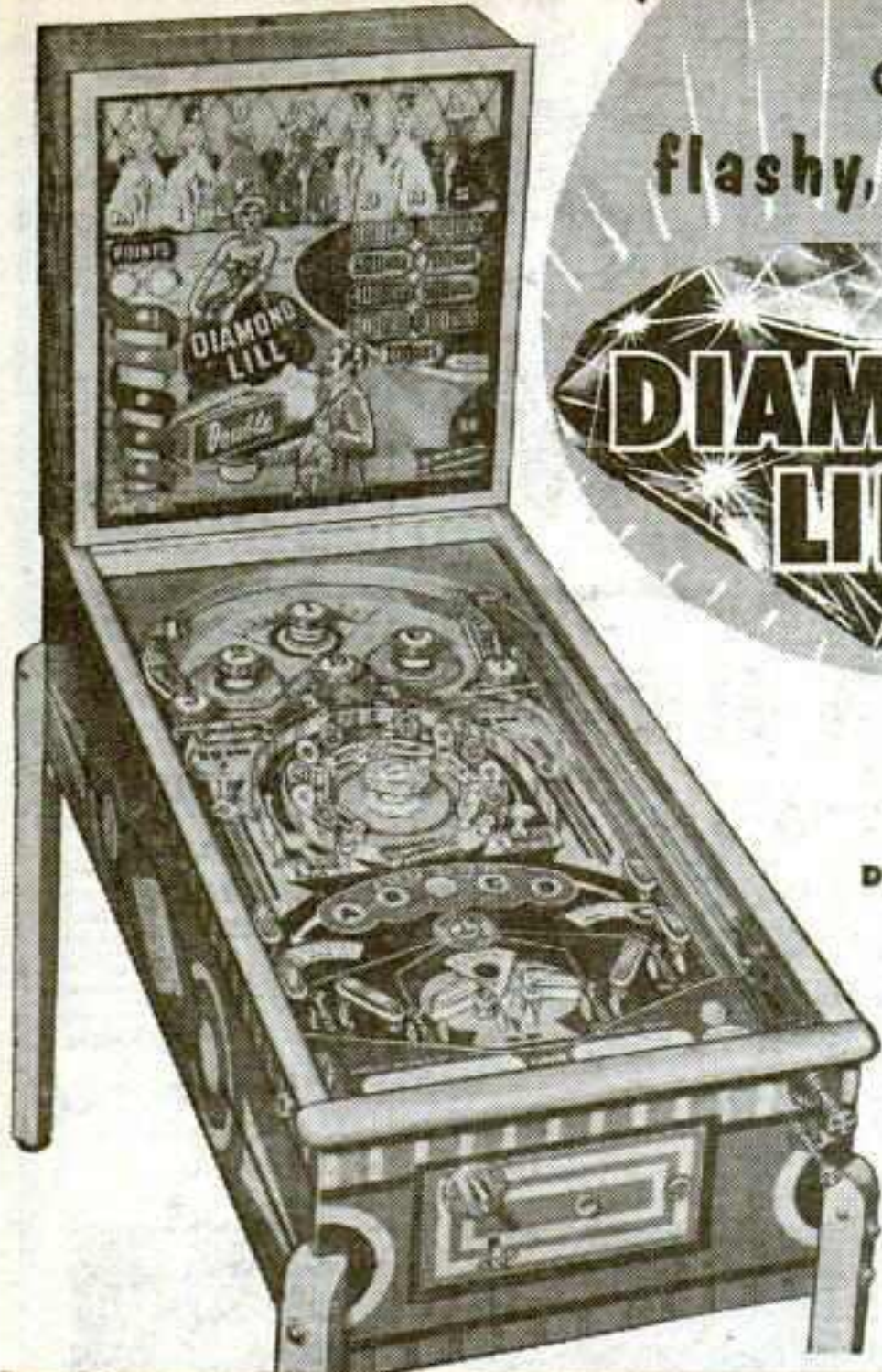
KEENEY SPORTSMAN The No. 1 Rifle Game

## Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"



**LOADED with Sparkling Player Appeal!**



GOTTLIEB'S  
flashy, colorful



SEE IT AT  
YOUR  
DISTRIBUTOR  
NOW!

- ◆ Resetting Sequence Nos. 1 to 10 scores points
- ◆ Skill horseshoe spots all numbers 10 brilliantly colored diamonds in horseshoe gives terrific flash
- ◆ A-B-C-D rollovers when made, lights kickout holes for replays and super high score
- ◆ Special rollunders spots numbers
- ◆ Mystery rollover awards replays
- ◆ 4 Pop Bumpers ◆ 2 Flippers

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

**Op Studies New Methods**

Continued from page 93

his brother, Joe, operator of J. S. Morris Novelty Company in St. Louis, Morris had a string of 200 target games in St. Louis, Southwest Illinois, Belleville and East St. Louis. He spent nearly 10 years with these games, servicing them for a long period with a horse and buggy.

Shortly after World War I started, the Morris brothers were operating the first pinball games, which were built by J. H. Keeney & Company and distributed by D. Gottlieb & Company. Both companies are now manufacturing amusement games. The Morris brothers set up an office at Grant and Park avenues in St. Louis, which was one of the first operator headquarters to be established outside a home.

**Organize Firms**

About 17 years ago brother Joe opened the J. S. Morris Novelty Company. In 1932 Lou Morris started the Morris Novelty Company on a big scale—adding music, pinball games, vending equipment and other units.

"Things were tough in the coin machine business in 1932," Lou points out. He credits two games—the Rock-Ola Jigsaw, the first game to give free plays, and the Bally Bumper, first pinball game to light up on electrical contact, with putting the game business back on its feet at that time.

Active in coin machine organizations, Lou has been the spark-plug of the St. Louis Coin Machine Association since its founding. Fifteen years ago he was elected president of the St. Louis Phono-

graph Owners' Association, sharing the helm with Martin Balensiefer, since deceased. Morris has been active in this group to this day.

During the war he consolidated pinball game and phonograph operators into one association, the Missouri Amusement Association, which has been one of the most tightly-knit, efficient coin machine groups in the country. Morris has served in the past as its president.

While Morris has seen a lot of tough competition and ups and downs in the industry, he still has his native enthusiasm for the coin machine business. Now, using seven collectors on the route and three full-time mechanics, his route is one of the best-managed in the State.

**Paris Show**

Continued from page 93

versal Amusement stand was Coon-Hunt, electric ray gun game made by the J. P. Seeburg Corporation.

Popular in France in the pinball field and on display at the exhibition were late model games manufactured by D. Gottlieb & Company and Williams Manufacturing Company. Included were the Williams pinballs, Daffy Derby and Cue Tee.

Socodimex, French agent for Seeburg, showed Seeburg phonographs, including the HF 100 R. Automatic International exhibited AMI models E-40 and E-80. A French-made juke box, the Seeburg-Vedette, a 12-selection, 45 r.p.m. unit, also drew interest.

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**NEW EQUIPMENT—Now Delivering**

- Rock-Ola 1442 Hi Fidelity, 50 Selection
- Rock-Ola 1446 Hi Fidelity, 120 Selection
- Bally Big Time
- Bally Magic Bowler
- Bally Kiddy Rides
- Chicago Coin Thunderbolt
- Complete Line of Bally Bingo Parts

**USED EQUIPMENT—Ready for Location**

MUSIC	SHUFFLE ALLEYS	BINGOS
AMI D-40 ..... \$300.00	Chicago Coin Criss Cross ..... \$300.00	Spot Lights ..... \$ 75.00
Rock-Ola 1436 Fireball, 45 RPM, 120 Sel. Write or Call for Special Price	Bally Champion ..... 425.00	Hi-Fi ..... 375.00
Rock-Ola 1434 Rocketts, 78 RPM, 50 Sel. .... 325.00	Bally Victory ..... 400.00	Yacht Club ..... 175.00
Seeburg Model C ..... 650.00	Keeney Pacemaker ..... 200.00	Atlantic City ..... 110.00
Seeburg Model B ..... 525.00	Keeney Bonus Bowler ..... 250.00	Beach Club ..... 295.00
Seeburg Mod. M-100-A 375.00		Frolics ..... 150.00
1015 Wurlitzer (while they last) .. 75.00	<b>ARCADE</b>	Beauty ..... 210.00
	Exhibit Shooting Gallery ..... \$265.00	Frolics ..... 150.00
		Surf Clubs ..... 375.00
		Ice Frolics ..... 325.00

**CALDERON DISTRIBUTING Co.**  
450 Massachusetts Avenue • Indianapolis, Indiana

**EMPIRE HAS THE BINGOS!**

NEW: UNITED TROPICANA, BALLY BIG TIME

Hi Fi ..... \$400	Coney Island ..... \$ 95
Surf Club ..... 385	Spot Lite ..... 95
Ice Frolics ..... 325	Havana ..... 315
Palm Springs ..... 325	Rio ..... 275
Dude Ranch ..... 325	Circus ..... 175
Yacht Club ..... 160	Cabana ..... 165
Beach Club ..... 305	Tropics ..... 225
Beauty ..... 245	Hawaii ..... 355
Palm Beach ..... 135	Mexico ..... 345
Frolics ..... 190	Golden Nuggett ..... 99.50
Atlantic City ..... 145	Genco 400 ..... 59.50

1/2 deposit, balance Sight Draft or C.O.D.  
**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**SEEBURG M-100 B ..... \$575**  
**WURLITZER 1100 ..... 195**  
**WURLITZER 1500 ..... 475**

RECONDITIONED—REFINISHED LIKE NEW!  
Terms: 1/2 Dep., Bal. C.O.D.  
Exclusive Seeburg Distributors

**ATLAS MUSIC COMPANY**  
A Quarter Century of Service.  
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

TAG ON TO THESE VALUES FOR INCREASED PROFITS

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- ★ Mechanism overhauled
- ★ Worn parts replaced
- ★ Amplifier reconditioned
- ★ Speaker inspected
- ★ Tonehead renewed
- ★ Cabinet professionally refinished

**WANTED TO BUY**

SEEBURG	M-100A
WURLITZER	1100
WURLITZER	1250
WURLITZER	1400-1450
WURLITZER	1500A

And other late model phonographs  
WRITE OR CALL US FOR PRICES

SEEBURG	WURLITZER
146 ..... \$ 89	148M ..... \$149
147 ..... 119	148ML ..... 159
AMI	
D-40 ..... \$329	D-80 ..... \$469
"A" ..... \$129	

**WALL BOXES**

—Reconditioned and Rebuilt—

Seeburg W1-L56, 5c wireless	..... \$ 3.95
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
Seeburg 3W5-L56, 5c 10c, 25c 3 wire	..... 16.50
Seeburg W6-L56, 5c, 10c, 25c, wireless	..... 16.50

We Specialize in Export Trade  
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WE HAVE 20 YEARS' EXPERIENCE IN EXPORT SALES • EXPORT SHIPPING • EXPORT FINANCING



- ★ Specials ★
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- 15 SEEBURG MODEL-C
- 20 SEEBURG MODEL-A
- 8 ROCK-OLA MODEL-1434 ROCKET 51-52
- 15 AMI MODEL E-120
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LARGE QUANTITY LOW PRICE, GOOD CONDITION, 5-BALL PIN GAMES  
Write or Cable for Complete Catalogs and Special Price List  
Cable Address: BAGERSAL LOS ANGELES  
**BADGER SALES COMPANY, INC.**  
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**OUT THEY GO**

We Need Room  
**BINGO GAMES**  
Bally Palm Springs—Bally Beach Club  
Bally Ice Frolics

**Bally Variety United Singapore**

All makes of Guns and used Shuffle Alleys.  
Write for prices.  
**FRANK SWARTZ SALES CO.**  
515-A 4th Ave., S., Nashville 10, Tenn.

YOUR NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

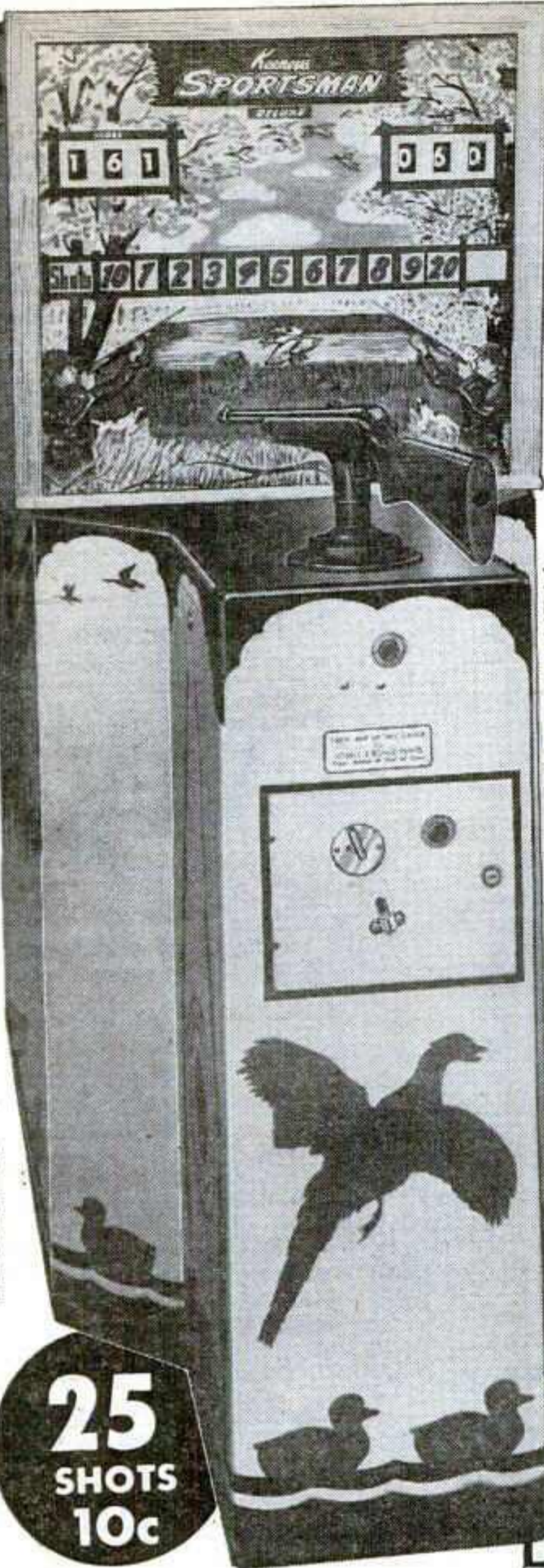
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% YOUR LOCAL  
POST OFFICE

Give to the  
**AMERICAN CANCER SOCIETY**



MOVING TARGETS!

HIGHER SCORES!



**25 SHOTS 10c**

# Out-Earning 'em All...

## Keeney's DELUXE SPORTSMAN

NOTE NEWLY DESIGNED GUN WITHOUT CHAIN

### BIG EXTRA BONUS:

New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!

- Rabbits—Pheasants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!

TIME  
**060**

**2 BONUS POINTS** added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

- 5 DUCKS in back row ..... 3 points each
- 5 PHEASANTS in center row ..... 20 points each
- 5 RABBITS in first row ..... 2 points each

Cabinet only 29 in. at widest point.

**IMPORTANT!** This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

also AVAILABLE AS *Keeney's*  
**SPORTSMAN**  
without Match Feature or Replay Button

FITS EVERY LOCATION!  
SEE YOUR KEENEY DISTRIBUTOR NOW!  
*J. H. Keeney & CO., INC.*  
3400 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

Order KEENEY'S Deluxe **SPORTSMAN** NOW. *Don't Delay!*

Headquarters for **BEST BUYS** in USED *Bally* GAMES

Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. **MONEY BACK IF NOT SATISFIED.** Write, wire or call.

**HIGHEST PRICES PAID** for Used **Bally In-Line Games.**

**Allan SALES, INC.**  
937 MARKET STREET  
WHEELING, WEST VIRGINIA  
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**CLEAN LOWEST PRICES ANYWHERE! UNITED ALLEYS!**

6 Player Supers	\$ 99.50
6 Player Manhattans	110.00
6 Player Libertys	165.00
6 Player Top Hats	200.00
6 Player Broadways	225.00
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**EXTRA SPECIAL!**

Seeburg Bear Guns	\$125.00
Seeburg Coon Hunt	275.00
Genco Skygunner	135.00
Genco Ring-A-Rolls	45.00
Wms. DeLuxe World Series	65.00
Exhibit Dale Gun	29.50
Wurlitzer 1250 Hideaway	135.00
Wurlitzer 1015 Hideaway	85.00
Wurlitzer 3020 Wallboxes	8.00
Wurlitzer 1100's	150.00
AMI Model B's & C's	225.00

Many others. Send for complete list, 1/2 deposit. No packing charge. Hurry!

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**WANTED COIN MACHINE SALESMAN**

One of Chicago's leading distributors has an opening for a salesman who knows the coin machine business. Prefer a man acquainted with Illinois and Michigan operators and territory; however, this is not essential. An excellent opportunity for the right man. Kindly send details of past employment and experience. A personal interview will be arranged. Our employees know of this ad. Write to: **BOX 777, The Billboard** Chicago, Ill.  
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At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience. . . . know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

**Cable for Special Price List**  
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Genco RIFLE GALLERY	375.00
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Experienced calling on clubs to sell new, outstanding Non-Coin Operated Machines. Terrific money makers—low priced fast sellers—high commissions.

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Yes  Please send me The Billboard for one year at \$10.876  
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City..... Zone.... State.....

Occupation .....



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The LEADER that  
KEEPS 'EM COMIN'  
BACK FOR MORE!

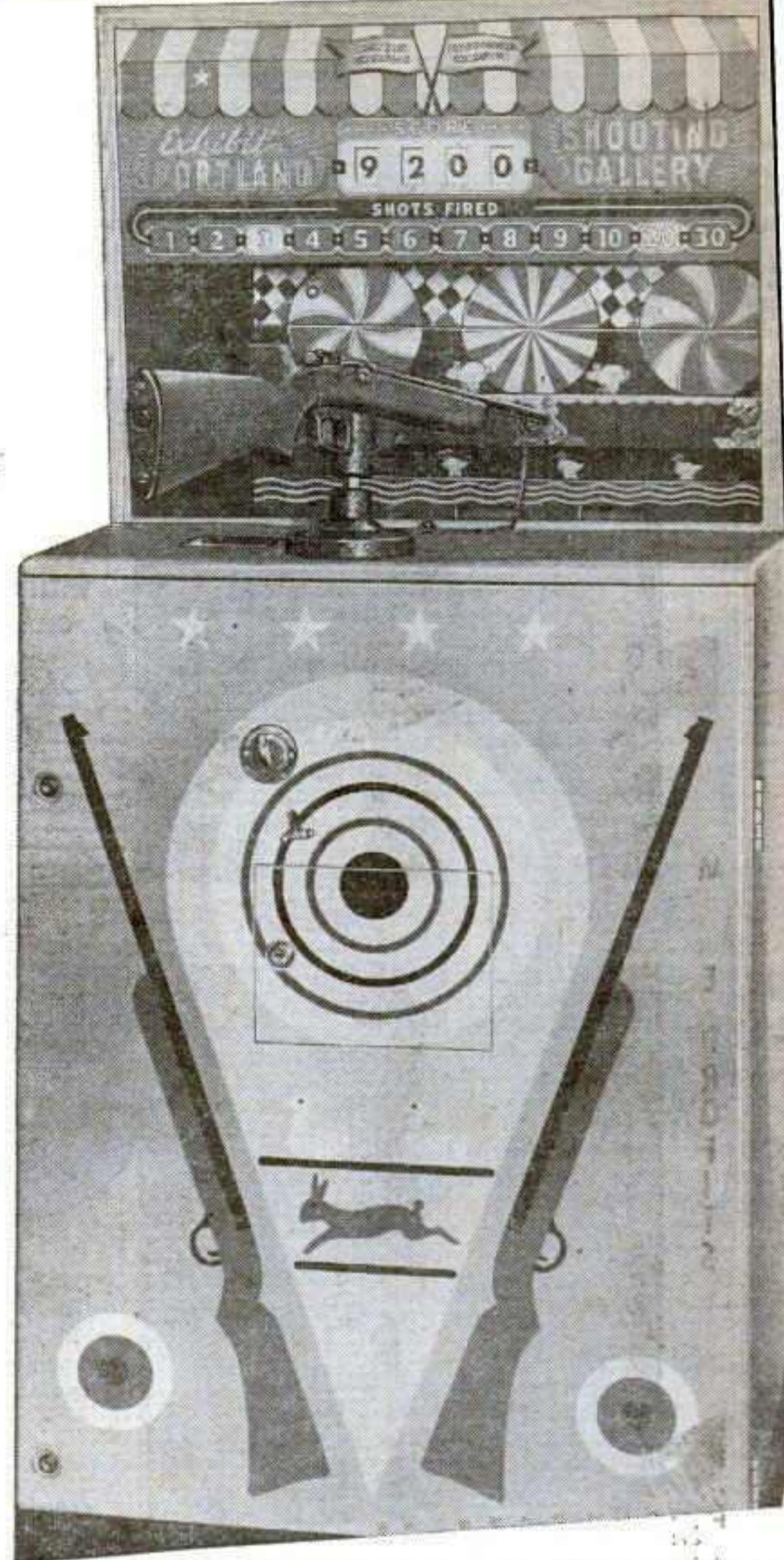
All the TARGETS really MOVE!

MADE IN 4 DIFFERENT MODELS  
REGULAR, MATCH SCORE AND FREEPLAY OR COMBINATION

ESTABLISHED 1901

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## WE SHIP

all over the world

MUSIC—100% RECONDITIONED—GUARANTEED

WURLITZER		SEEBURG	AMI	
1500's	1100's	100 A	A-B-C	E-80
1400's	1015's	100 B	D-40	E-120
1250's		100 C	D-80	

SPECIAL—GENCO SKY GUNNER.....\$120

FINANCE YOUR KIDDIE RIDES

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Horses—Space Ships  
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### WANT TO BUY

Late Bingos  
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**SPECIAL**

Wms. Jet Fighter .....\$385

Variety ..... Write  
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Palm Springs ..... 350  
Dude Ranch ..... 315  
Beach Club ..... 300  
Frolic ..... 175

**SHUFFLE**

Targette ..... \$445  
Chicago Coin Holiday ..... 525

(ASCME)

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EXCLUSIVE DISTRIBUTORS FOR  
**CHICAGO COIN MACHINE CO. & GENCO MFG. CO.**

CHICAGO COIN BOWLERS	BINGOS
SUPER FRAME ..... \$350.00	HI-FI ..... \$399.00
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STARLITE ..... 375.00	DUDE RANCH ..... 340.00
ADVANCE ..... 250.00	YACHT CLUB ..... 195.00
NAME ..... 150.00	BEACH CLUB ..... 275.00
CROWN ..... 140.00	BEAUTYS ..... 240.00
GOLD CUPS (Free Play) ..... 225.00	FROLICS ..... 175.00
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**MISCELLANEOUS**

UNITED CIRCUS ..... \$150.00  
GENCO RIFLE GALLERY  
(Like Brand New) ..... 395.00  
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UNITED LEAGUE BOWLER  
(Like Brand New) ..... \$315.00

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.

### FOR SALE

2 Bally Hi-Fi	..... \$345.00
4 Surf Club	..... 325.00
5 Palm Springs	..... 285.00
6 Dude Ranch	..... 275.00
3 Beach Clubs	..... 225.00
1 United Havana	..... 200.00
3 Keeney Domino Bowlers	..... 165.00
1 United Clover Bowler	..... 150.00
3 Chicago Coin Super Home Run	..... Write
1 Williams Super Pennant B.B.	..... 235.00
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1/2 Deposit With Order  
Write—Phone—Wire

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### EMPIRE HAS THE CLOSEOUTS!

Wms. All Star Baseball, 6 Pl., Match	..... \$375
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Exhibit Star Shooting Gallery	..... 375
Exhibit Shooting Gallery	..... 350
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1/2 deposit, balance Sight Draft or C.O.D.

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### NEW UNITED MARS

COMET—SHUFFLE SKEE  
BINGO—TROPICANA

Sensational—New  
BONUS—MOVING TARGET  
USED SHUFFLES

United Rainbow, like new...\$415.00  
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United Star 10th Frame ..... 179.50  
Keeney Carnival ..... 215.00

**GUNS**

Genco Sky Gunner ..... \$189.50  
Ex. Shooting Gallery ..... 319.50  
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Many More Used Shuffles & Pinballs.

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### MARVEL'S NEW SHUFFLE-SCORE 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.

IMMEDIATE DELIVERY..... \$139.50

Terms: 1/2 deposit, bal. C.O.D. or S.D.

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**NEW!** **BEST OF ALL!** **IT'S A Williams WINNER!**



**SAFARI**  
DELUXE MODEL WITH  
TRIPLE MATCH and REPLAY feature

Free-Swinging  
Genuine Sharp Shooting Remington Rifle

**NEW MOVING TARGETS!**

MORE ANIMATION  
MORE PROFITS

Only 28 inches wide  
**Easy** to move thru the smallest doorway!

**NEW POP-UP TARGETS! . . . NEW HIGH SCORING**

**2 BONUS POINTS** added to Score for each Unit of Time under 70!

**2 PANTHERS**—Sharpshooting knocks down both panthers for 2 POINTS each!



**5 LEOPARDS** ready to spring! Hit each leopard for ONE POINT each!



**5 LIONS** good for TEN POINTS each!



**3 GORILLAS** lurch out from behind both sides and top of mountain when any three targets are hit consecutively. Gorillas continue to swing into view as long as shooter keeps on hitting 'em. Good for 20 POINTS each. Hitting 3 Gorillas on last five shots good for 100 POINTS each!



★  
**Adjustable** for Rapid-Fire Shooting at option of the operator

See Your Williams Distributor Now!

**Convertible** to Novelty Play



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

**Joe Ash Says . . .**  
FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

**THIS WEEK'S SPECIALS**

CHICAGO COIN TRIPLE SCORE BOWLER	\$170.00
UNITED ROYAL SHUFFLE ALLEYS	\$260.00 FOR IMMEDIATE DELIVERY

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

**ACTIVE** AMUSEMENT MACHINES CO.  
"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

666 N. Broad St. Phila. 30  
FRemont 7-4495  
Write or wire for prices

**BINGO SPECIALS**

VARIETY (Like New)	\$595
HI-FI	390
SURF CLUB	390
PALM SPRINGS	340
BEACH CLUB	300
DUDE RANCH	300
BALLY BEAUTY	220
YACHT CLUB	155
FROLICS	160
ATLANTIC CITY	110
SPOT LIGHT	70
JOHNSON FAREBOX COIN COUNTERS, slightly used, like new	180

1/2 Deposit With Order. Write to

**SUPERIOR SALES CO.**  
Dept. R-6  
7855 Stony Island Avenue Chicago, Illinois  
Phone: BAyport 1-1616 from 1-4 p.m. daily

**IMPORTERS** You SHOULD BE DOING BUSINESS WITH **TRIMOUNT**

THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.
- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is guaranteed mechanically and electrically perfect — all have been completely reconditioned.
- Trimount has New England's largest parts department and finest service department.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST  
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

**TRIMOUNT**  
Remember IN NEW ENGLAND IT'S TRIMOUNT!  
40 WALTHAM STREET BOSTON 18, MASS  
Tel. LIberty 2-3400

**EMPIRE HAS THE SHUFFLE GAMES!**  
NEW: UNITED MARS, COMET TARGETTE

United Leader, match	\$295
United Imperial, match	275
United Classic, match	200
United Olympic, high score	190
United Cascade, high score	165
Chi. Triple Score, high score	195
Genco Shuffle Pool	195
Genco Match Pool	275

1/2 deposit, balance Sight Draft or C.O.D.

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

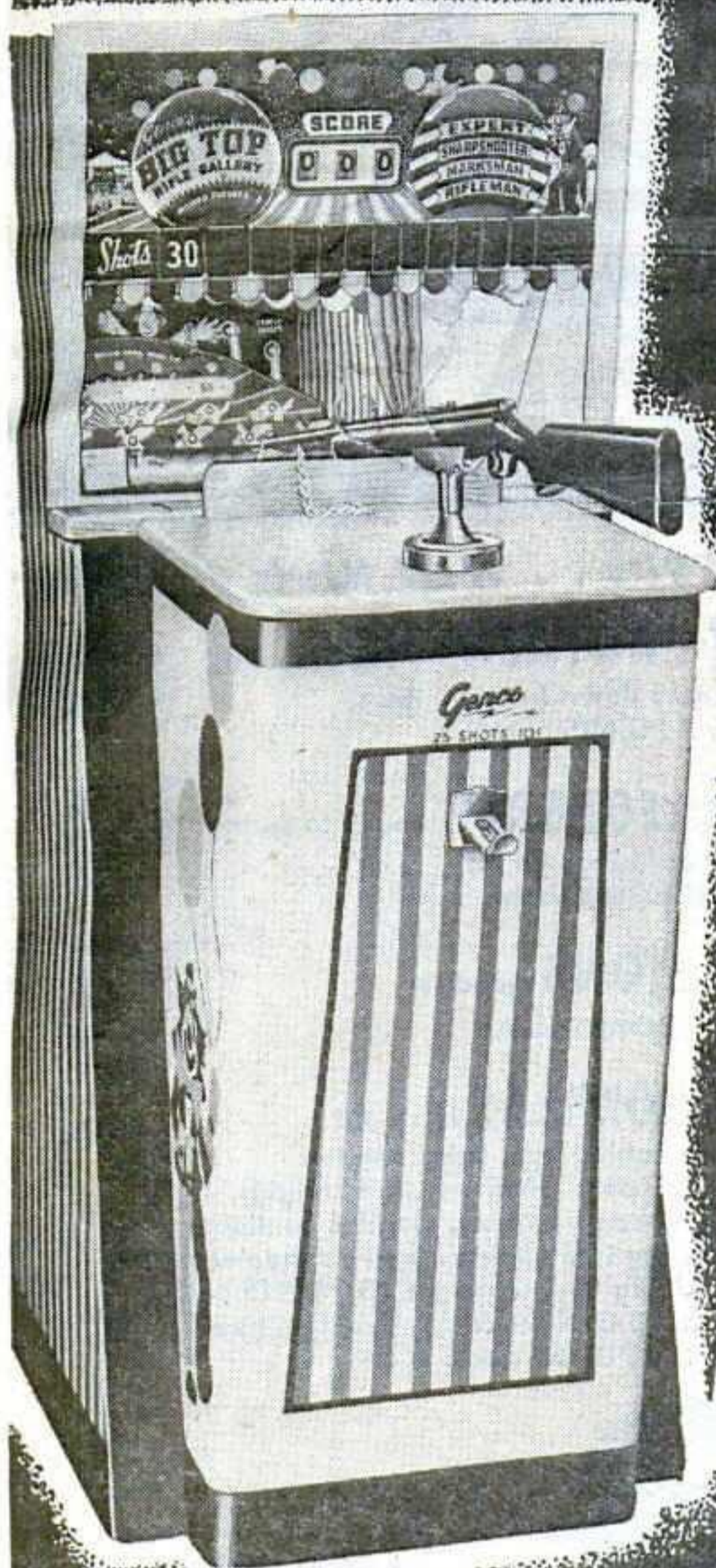
**RECONDITIONED SPECIALS FOR 1955!**

United Del. Target	\$425	United Classic	\$195	Chicoin Crown	\$185
United Banner	425	United Olympic	185	Chicoin Triple Score	175
United Speedie	410	United Clover	175	Keeney Diamond	345
United Ace	375	United Cascade	165	Keeney Bonus	285
United Leader	345	United Del. Carnival	445	Keeney Super	125
United Team	335	Chicoin Starlite	375	Keeney DeLuxe	100
United League	310	Chicoin Criss Cross	335	Genco 2 Pl. Bsktball	250
United Imperial	285	Chicoin King Bowler	310	Genco Match Pool	285
United Royal	275	Chicoin Gold Cup	250	Genco Rifle Gallery	375

EXTRA SPECIAL! CHICAGO COIN HOLIDAY . . . \$510  
CLEANING HOUSE! PICK 'EM UP: CITATION . . . \$15; TURF KINGS . . . \$25  
CLAYT NEMEROFF • CHARLEY PIERI  
Monarch Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7-8  
Write for Latest List.



# BIG TOP RIFLE GALLERY BY GENCO



**GENCO MFG. & SALES CO.**  
2621 North Ashland Avenue • Chicago 14, Illinois

## This letter was mailed to "General's" Entire Operator List

We received our copy just before Christmas . . . an awfully nice gift and a wonderful tribute to our BIG TOP.

**THANKS GENERAL!  
THANKS OPERATORS EVERYWHERE!**

Exclusive  
Factory Distributors  
for Leading Coin  
Machine Manufacturers

## General Vending Sales Corp.

Established 1925  
237 to 245 West Biddle St., corner Howard St.  
Baltimore 1, Md. VEmon 4119-20-21

Dear Operator,

December, 1954

When the record of coin machine history for 1954 is written, the one highlight of the year will be the terrific record created by guns. Guns have been the most profitable new type of amusement equipment introduced in the past 5 years, and their popularity is still growing by leaps and bounds. How much bigger the craze will grow, no one knows, but at the present stage, guns are the hottest machines on the market.

But that is not to say that all guns are good. As with every successful product, there are many imitations and would-be competitive machines. And, in every such situation, discriminating purchasers find that one make stands out above all the rest. And no one will deny that the most beautiful, most original, most successful and most profitable gun ever made is Genco's BIG TOP.

- Just look at what BIG TOP gives the player, targets no other gun offers:
- 9 realistic ducks on moving endless belt - just like a real rifle range! Swinging down, moving back and forth on pendulum - flops over when hit, then resets automatically!
  - 4 realistic candles - player shoots out flame (in lights) just like a real rifle range!
  - Plus all new wild cats and birds, stationary, fall-over targets

In addition, BIG TOP is housed in a new streamlined colorful cabinet that attracts play by appearance alone. Genuine 22-caliber Savage rifle with realistic gun flash and kick; brilliantly lit theatrical effects - all tell you why Genco BIG TOP is outplaying, outearning and outselling all others from coast to coast.

If you are not yet in the gun operating business - get in now for the biggest profits in years! And when you get in, invest your money in the TOP gun for greatest all around results - Genco's BIG TOP.

IB:beb

Yours for better operating,

**GENERAL VENDING SALES CORP.**



**We are still 2 weeks behind in filling orders and this letter tells you why.**

### WORLD WIDE—BEST BUYS in TOP EQUIPMENT!

**Exclusive Distributors for Sensational 1955**  
**ROCK-OLO**  
120 or 50 Selection  
**HI FIDELITY PHONOGRAPHS**

**THE NEWEST OF GUNS!**  
**"WILLIAMS SAFARI"**  
MOVING TARGETS—HI SCORE—SPOT-A-TARGET—TIMING ELEMENT—NEW SHOT FEATURE—WILD JUNGLE THEME—MAGNIFICENT CABINET—THE BEST FOR LESS! SEE IT—PLAY IT NOW! IMMEDIATE DELIVERY!

**SHUFFLE GAMES**  
UNITED  
BANNER ..... \$410  
ACE ..... 365  
TEAM ..... 295  
LEADER ..... 295  
IMPERIAL ..... 245  
CLASSIC ..... 175  
CLOVER ..... 140  
10TH FRAME STAR ..... 115  
OFFICIAL BOWLER ..... 85  
SUPER SIX-PLAYER ..... 75  
DELUXE SIX-PLAYER ..... 65  
SIX-PLAYER ..... 45  
**CHICAGO COIN**  
GOLD CUP ..... \$195  
CROWN ..... 165  
TRIPLE SCORE ..... 175  
NAME BOWLER ..... 95  
Keeney SIX-PLAYER ..... 35  
Keeney SUPER DELUXE ..... 75

**BALLY BINGOS**  
HI FI ..... \$345  
SURF CLUB ..... 375  
ICE FROLIC ..... 295  
PALM SPRINGS ..... 305  
DUDE RANCH ..... 310  
BEACH CLUB ..... \$245  
BEAUTY ..... 195  
FROLIC ..... 175  
YACHT CLUB ..... 150  
BRITE SPOT ..... 75

**SPECIALS!**  
New Original Crates  
United NEVADA—Like New ..... \$375  
Wms. LULU ..... Write  
Wms. COLORS ..... Write  
Wms. SUPER JET, New Write

**LATE 5-BALLS**  
CUE TEE ..... \$215  
THUNDERBIRD ..... 195  
SHINDIG ..... 145  
NINE SISTERS ..... 135  
GUN CLUB ..... 95  
DEALER ..... 165  
PINWHEEL ..... 145  
LAZY Q ..... 135  
STRUGGLE BUGGY ..... 115  
FLYING HIGH ..... 110

**WORLD WIDE DISTRIBUTORS**  
TERMS: 1/3 Deposit, Balance Sight Draft.  
Chicago 47  
2330 N. Western Ave.  
Phone: Everglade 4-2300

### EMPIRE HAS THE ARCADE EQUIP.

NEW		RECONDITIONED	
UNITED BONUS GUN	EXHIBIT SPORLAND GUN	Genco Rifle Gallery	Exh. Jet Gun
UNITED CARNIVAL GUN	MUTO, DRIVEMOBILE	Un. Jungle Gun	Muto. Drivemobile
GENCO BIG TOP	AUTO PHOTO	Exh. Shooting Gallery	Undersea Raider
		Photomatic, Late	Telequiz & Film
		Voice-a-Graph	Coalee
		Wms. Super Pennant	Chicken Sam
		Wms. Big League, F.S.	Chi. Pistol
		Wms. Maj. League, 6 Pl.	Wms. Star Series
		Wms. Del. Baseball	Exh. Dale Gun
		Seeb. Coon Hunt	Mer. 13-Way Ath. Scale
		Genco Sky Gunner	Scientific Baseball
		3-D Theatre	Flash Hockey
		Ch. 4-Player Derby	Wms. Quarterback
		Ev. Bat-a-Score	Exh. Hi-Ball
		Ch. Basketball Champ	
		Shoot the Bear	

1/2 deposit, balance Sight Draft or C.O.D.  
**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**WURLITZER 1500 . . . \$395.00**  
**AMI E-120 . . . . . 595.00**  
**SEEBURG M-100-B . . . 575.00**

### Shaffer Music Co.

Cincinnati, Ohio 1200 Walnut St. MAIN 6310  
Columbus, Ohio 849 N. High St. KLenike 4614  
Indianapolis, Ind. 1327 Capitol Ave. MEIrose 4-3571



**Mr. Operator of METAL TYPER MACHINES**  
SPEED UP YOUR LOADING OPERATION!  
Buy Your ALUMINUM DISCS in Rolls of 100. Small Extra Charge. Bulk Also Available.  
**STANDARD METAL TYPER CO.**  
1318 N. Western Ave. Chicago 22, Ill.

**COBRA CARTRIDGES**  
Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.  
**ELECTRONIC INDUSTRIES**  
P. O. Box 2008 Mesa, Arizona

**GIVE TO DAMON RUNYON CANCER FUND**



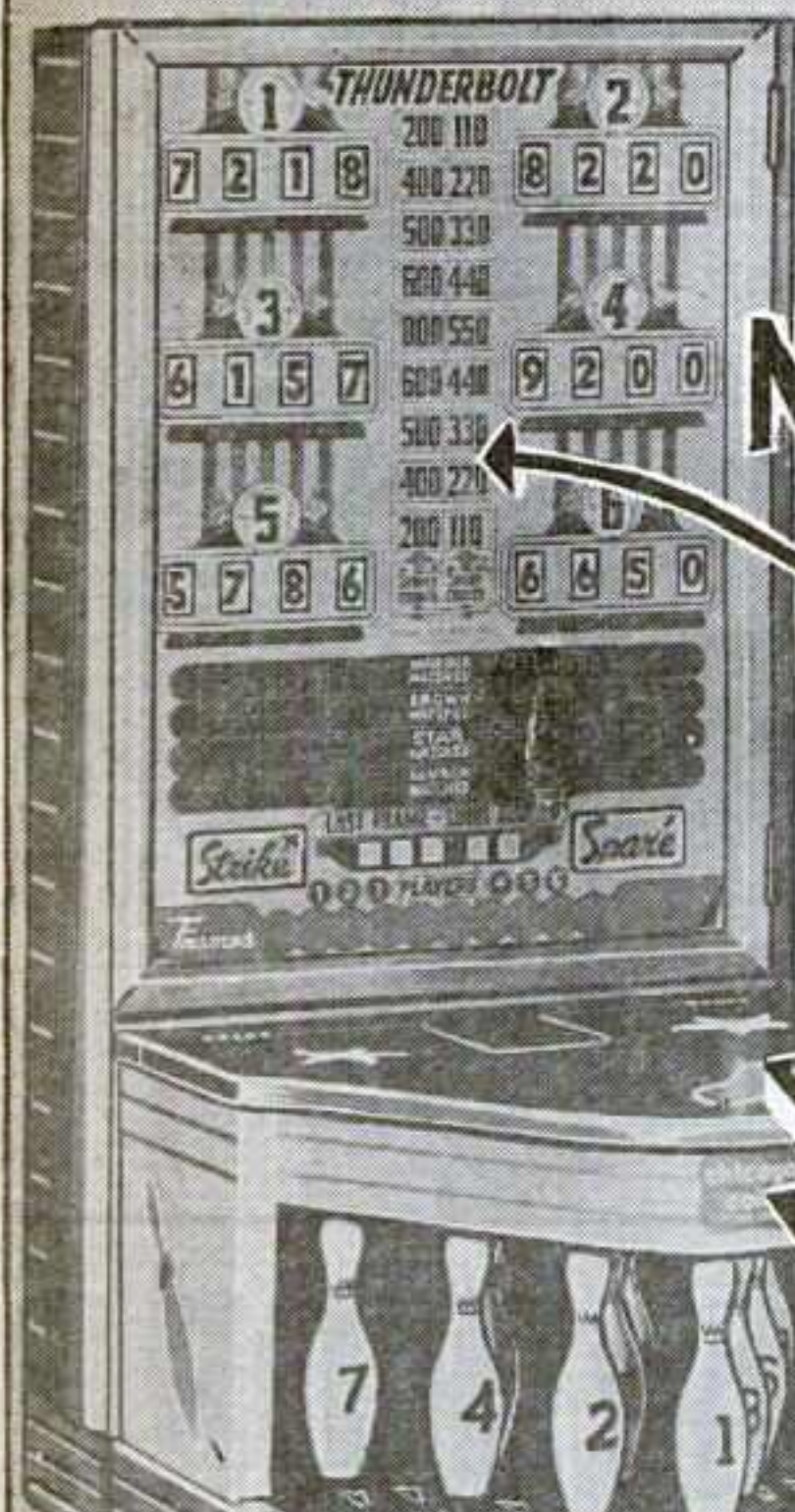
Another **FIRST!** **chicago coin's**

# THUNDERBOLT

**NEW!... 4 WAY MATCH PLAY!**

**NEW! EXCITING SUSPENSE FEATURE!**

*"Flash-O-Matic"*  
**SCORING...**



**WITH TRAVELING  
SCORE LITES  
IN FORMICA  
PLAYFIELD!**

**LOOK!**  
Unbreakable  
PLEXI-GLASS  
Score Panel  
and Shield!

● Player by Timing His Shot  
When Highest Score is  
lit on the Formica Playfield  
Gets as Much as 800  
for a Strike in  
Each Frame!

● High Speed  
Scoring!  
Fast Play!

● **TWO  
GAMES  
IN  
ONE!**

Easily Adjustable  
from "Flash-O-Matic"  
to Advance  
Scoring!

● **FOUR DRUM  
SCORING!**

All 4 Drums  
Operate to Score!

**chicago coin's ACTION PACKED BOWLER  
FIREBALL**

Contains all the Features of THUNDERBOLT but is played as  
a regular Bowler. It's the Most Fascinating Innovation in  
Bowling games in many years.

**chicago  
coin**

1725 W. DIVERSEY BLVD. • CHICAGO 14

**MACHINE COMPANY**



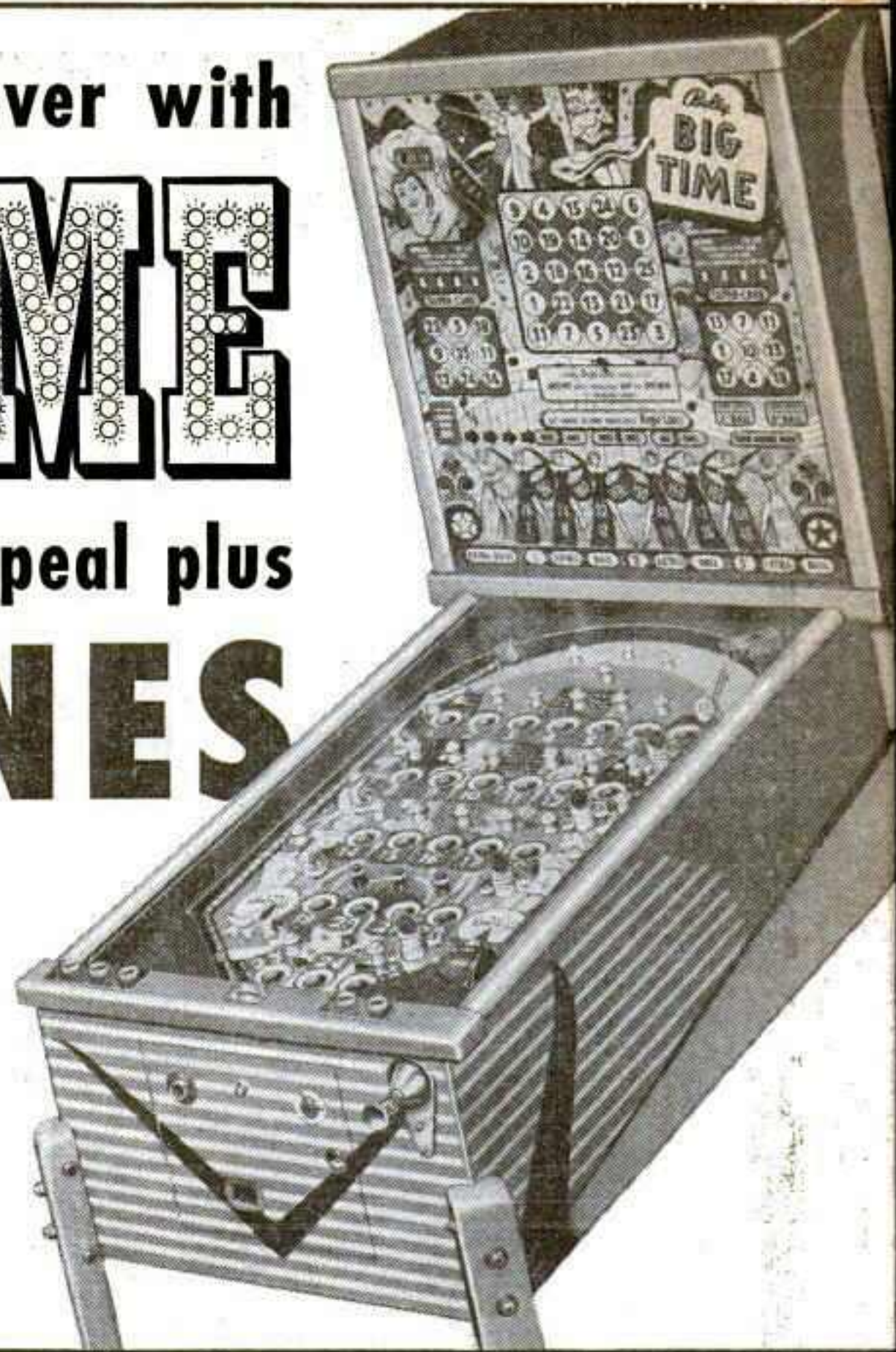
Operators report biggest earnings ever with

# Bally **BIG-TIME**

popular BEACH CLUB-VARIETY play-appeal plus

## 5 MAGIC-LINES

Reports from coast to coast prove the money-making power of 5 MAGIC-LINES. Get your share of the BIG-TIME profits. Get BIG-TIME at your Bally Distributor today.



# MORE players play MORE

## thanks to new **SUPER-STRIKE** feature

SUPER-STRIKES increase earnings by attracting all types of players, from the "now-and-then" shuffler to the extra skilled regular. They all get a big dime's worth of fun playing MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in biggest bowler earnings on record. Get your share. Get MAGIC-BOWLER or MYSTIC-BOWLER now.

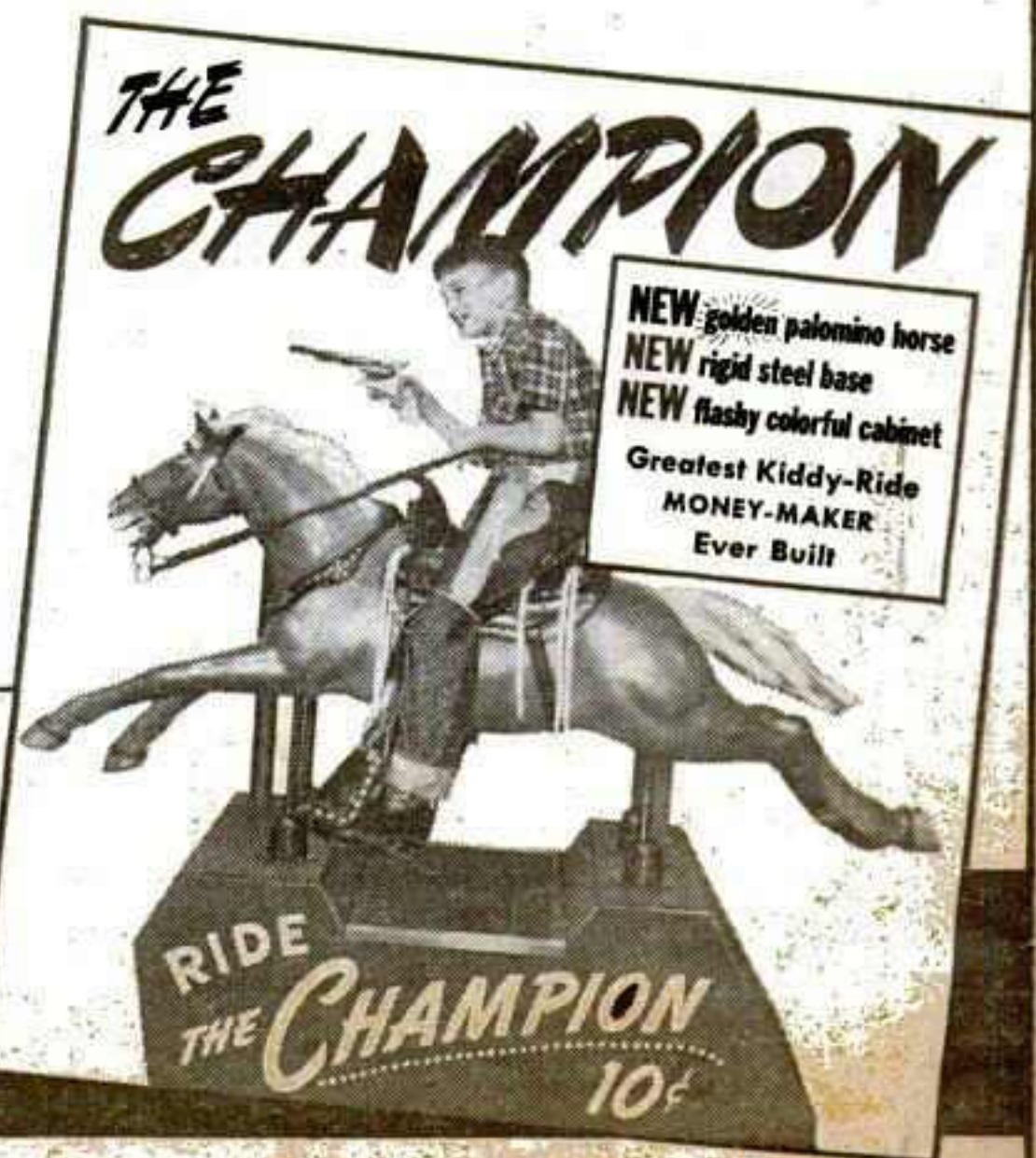
**POPULAR**  
**Speed-Control**  
**SCORE-BOOSTER**  
Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling Super-Strikes.

*Bally*

**Magic-Bowler**  
WITH POPULAR MATCH-PLAY

**Mystic-Bowler**  
WITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER  
POPULAR SIZE—8 FT. BY 2 FT.



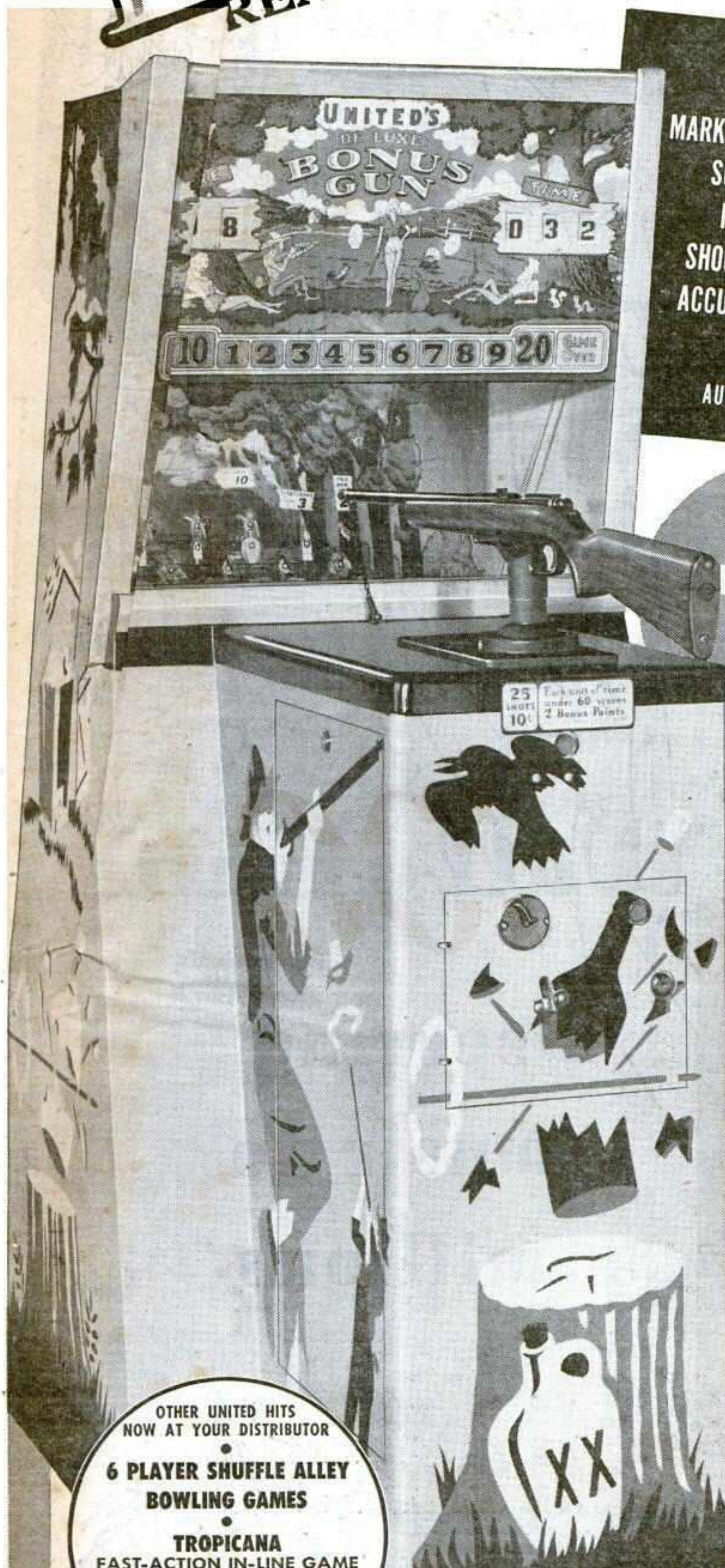
**NEW** golden palomino horse  
**NEW** rigid steel base  
**NEW** flashy colorful cabinet  
Greatest Kiddy-Ride  
MONEY-MAKER  
Ever Built

**BALLY MANUFACTURING COMPANY-2640 Belmont Avenue, Chicago 18, Illinois**



# UNITED'S <sup>LUXE</sup> BONUS GUN

REAL BEAUTY..FASTER THAN EVER!



MARKSMANSHIP SCORE FOR SHOOTING ACCURACY

PROFIT-PROVED

**TIME BONUS FEATURE**

SPEEDS UP PLAY

**2** BONUS POINTS ADDED TO SCORE FOR EACH UNIT OF TIME UNDER 60

AUTOMATIC TOTALIZER ADDS BONUS POINTS TO SCORE

*New*

**PANORAMIC VIEW**

HILL BILLY ATMOSPHERE

*New*

**MATCH-A-SCORE**

SPELL

**UNITED'S**

CARRY-OVER FEATURE

STAR-NUMBER LITES LETTERS

NUMBER MATCH + CLOVER STAR NUMBER

*New*

**RAPID FIRE**

ADJUSTABLE TO SHOOT AS MACHINE GUN

*New*

**SHOOT AGAIN FEATURE**

OPTIONAL REPLAY

*New*

**STREAMLINED CABINET**

29 INCH WIDTH FITS SNUG SPOTS

*New*

**MOVING TARGETS**

SCARECROWS • TURKEYS  
BOTTLES • JUGS • CANS

25 SHOTS  
10¢  
ALSO AVAILABLE IN  
10¢-3 FOR 25¢ MODEL

LATEST E-Z SERVICE FEATURES

**SEE YOUR DISTRIBUTOR**

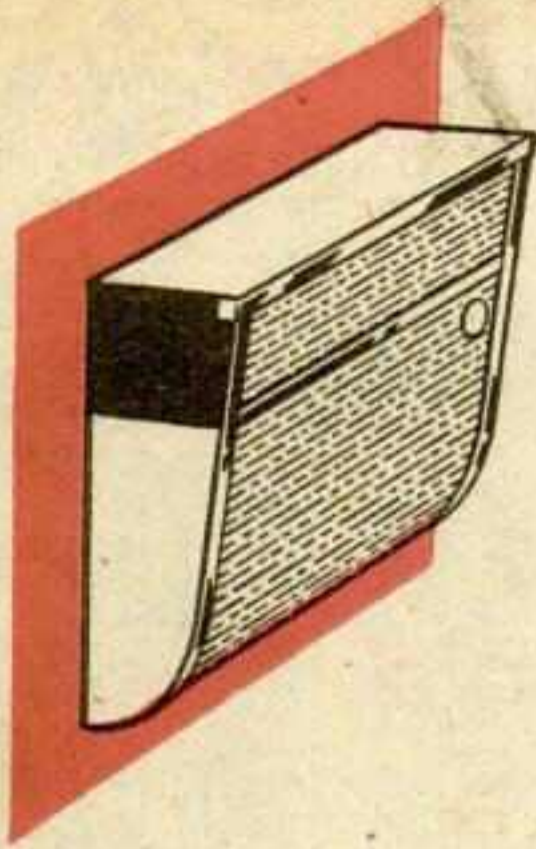
OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

- 6 PLAYER SHUFFLE ALLEY BOWLING GAMES
- TROPICANA FAST-ACTION IN-LINE GAME
- COMET Shuffle Targette 6 Player EXTREMELY QUIET

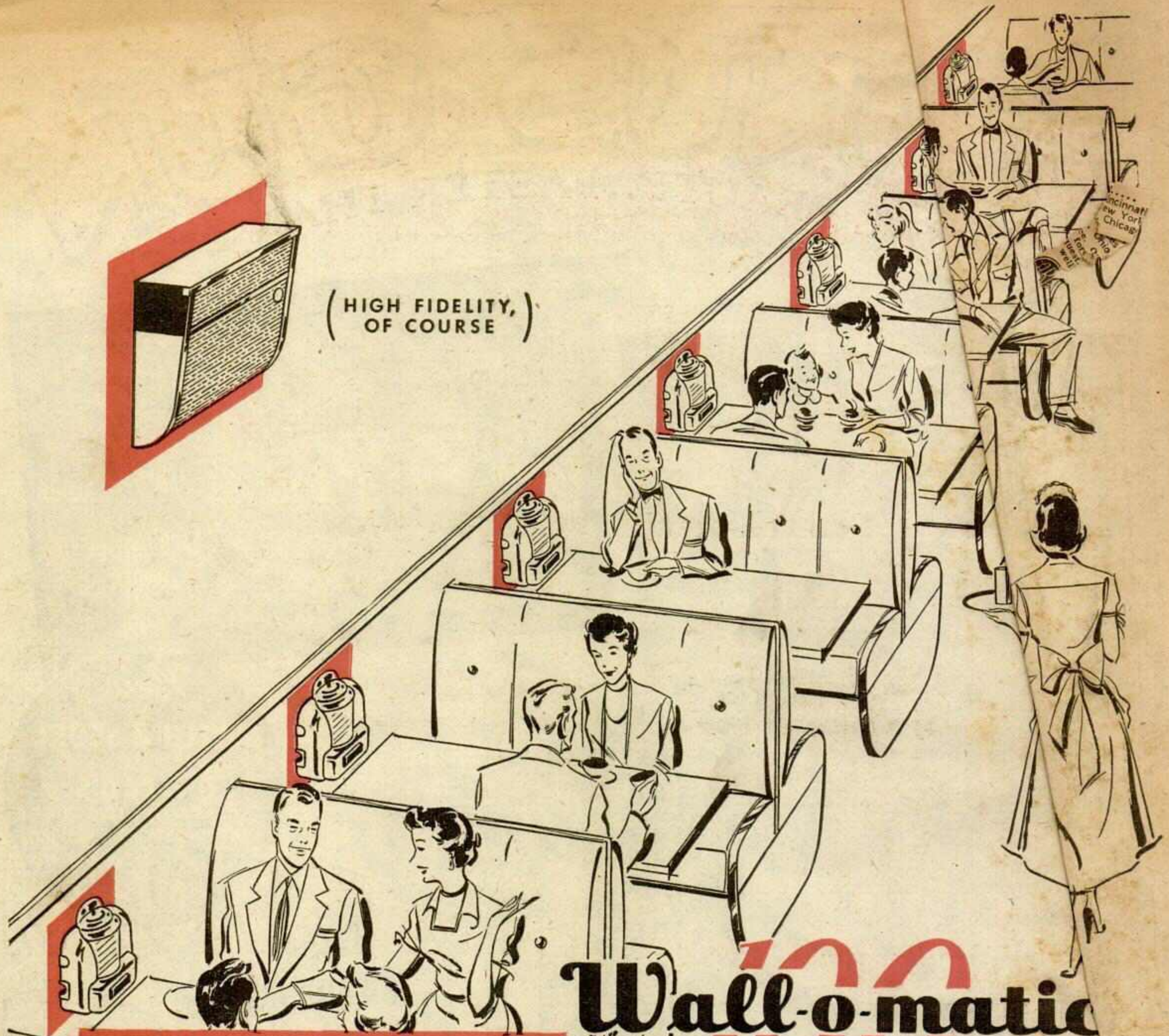
**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

BONUS GUN ALSO AVAILABLE WITHOUT MATCH-A-SCORE



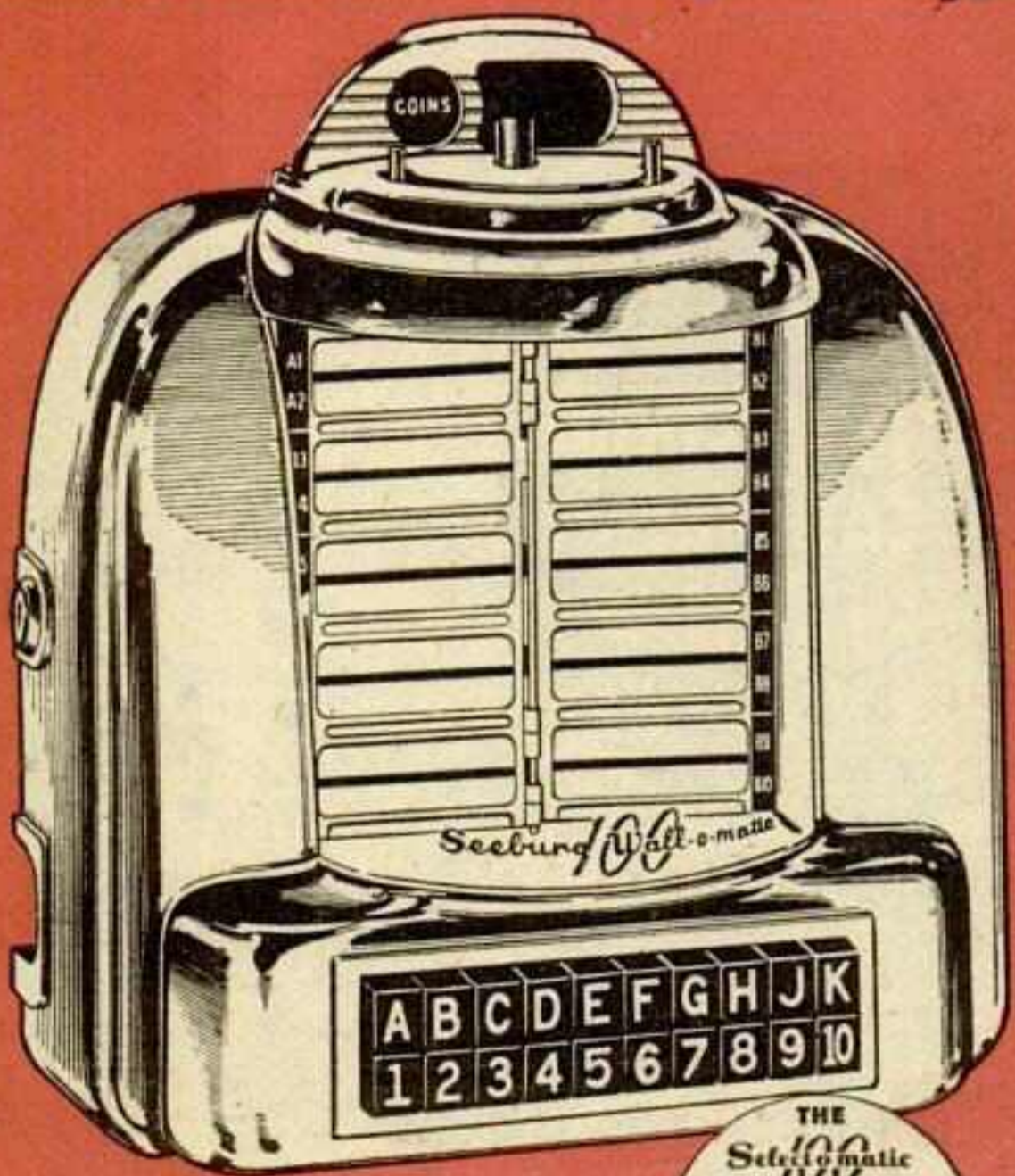


( HIGH FIDELITY, )  
OF COURSE



# Wall-o-matic

serving  
music to  
millions



**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

*America's finest  
and most complete  
music systems*