

# The Billboard

NOVEMBER 15, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Ike Administration to Change Show Business Regulations

### GOP Inaugural Stacking Up as Real Powwow

#### Hotel Reservations Come In; Show Spots See Business Flood

WASHINGTON, Nov. 8.—Despite Gen. Dwight Eisenhower's preference for austerity in inaugural plans because of the Korean War, the festivities celebrating the first GOP inaugural in 24 years appear certain to be anything but restrained. Unbounded enthusiasm of Republicans from all parts of the land who have been awaiting the inaugural event for so many years is already being felt here as hotels reported getting more requests for reservations than they can possibly handle, and everything pointed to the biggest inaugural influx of visitors in history.

Naming of a new inaugural committee by the chief executive shortly, will set in motion machinery for the inaugural celebration, with preliminary recommendations already on hand from Melvin D. Hildreth, who was in charge of arrangements for President Truman's 1948 inauguration, and Joseph C. McGarraghy, president of the Republican Central Committee, both of whom were designated by the district commissioners some time ago as inaugural advisors.

DC's entertainment stem is expecting land-office business during inauguration week whether or not the celebration activities are as elaborate as President Truman's in 1948. Obviously, Republicans, flushed with their first presidential victory in two decades, will raid the city with undampened ardor that is likely to provide

(Continued on page 10)

### MORE MUSIC FOR LESS

#### Longer Playing Methods Give Disk Buyers Break

NEW YORK, Nov. 8.—Via the introduction in the last few months of EP's, low-priced LP's and an even longer playing LP, it is now possible for disk buyers to obtain classical or pop music on major labels at savings of up to 46 per cent from previous list prices. The development is an interesting one and many traders are now pondering how much farther and how fast the trend will progress over the ensuing months.

The technological methods used by the majors to enable them to sell more music for less money has been as follows:

1. The EP 45 disk plays up to eight minutes of music per side.

The price of EP pop platters is \$1.47, with classical disks costing \$1.58. Two EP 45's can contain (and often do) as much music as one 10-inch LP. On the classical kick, two EP platters would cost \$3.16, whereas the Columbia classical LP disk sells for \$4.00 and the RCA Victor 10-inch classical LP retails for \$4.67. The same type of saving can be found for the EP's as against the 12-inch LP platter of these companies. And the new EP album sets, usually consisting of two disks, are about 25 per cent less than a standard four-record 45 r.p.m. set.

2. RCA Victor's Bluebird LP and Columbia's Entree LP, retail

(Continued on page 20)

### Effect of New Policy To Touch All Fields

#### Areas Cover Taxes, Control, FCC, Red Probes, Voice of America, Copyrights

By BEN ATLAS

WASHINGTON, Nov. 8.—Impact of a sweeping Potomac overhaul by the new GOP administration under President-Elect Dwight Eisenhower in January will be felt by the entire amusement world. Despite numerous uncertainties and unforeseen problems, enough evidence is on hand to indicate broad changes in policy and legislation affecting taxes, economic controls, radio-TV regulations, copyrights and subversives. Here is a capsule view of what the amusement industry can ex-

pect under the Eisenhower administration:

Taxes—Some amusement excises may be reduced, but don't look for immediate action. Paring down taxes won't come fast. Excess profits tax will be first to get attention; then personal income tax. Proposals to cut or eliminate amusement excises will come in for lengthy hearings. A slash in the tax on theater admissions appears to have the best chance for adoption. Conflicting pressures from rival trade groups seeking tax cuts in their own fields could stall or even stymie congressional action. Line-up of rival interests is already in evidence here. Battle by traders seeking slashes in excises on furs and other luxuries is emerging as a threat to amusement industry efforts to eliminate such excises as radio-TV-phonograph sets tax. However, Rep. Daniel A. Reed (R., N. Y.), who is in line to take over chairmanship of the House Ways and Means Committee, has given a sympathetic ear in the past to proponents of amusement excise cuts.

Controls.—Price controls, already restricted, may go completely out the window next April 30. That's the date when price control provisions under the Defense Production Act expire. President-Elect Eisenhower could abolish the Office of Price Stabilization by executive order without waiting for expiration of the statutory provision, but top GOP sources here don't expect him to do that. Ceilings on salaries and wages are expected to be banished by the new administration. Controls on scarce materials, already modified, will be relaxed further, but won't be completely abolished.

Federal Communications Commission.—With FCC Chairman

(Continued on page 10)

## Billboard Predicts Records' Future With New 'Best Buys'

NEW YORK, Nov. 8.—The Billboard introduces in this week's issue a new and revolutionary record buying and programming service for the record dealers, juke box operators and radio stations entitled "This Week's Best Buys." This new feature, which will be found regularly in the Music Popularity Charts in the Music section, is designed to enable these key segments of the music industry to cut thru the maze of weekly record releases by pointing up the new records which have the strongest likelihood of becoming strong sellers and achieving popularity and thus warrant confident backing by dealers, operators and deejays.

"This Week's Best Buys" is the key part of a dramatic revision in

the philosophy behind and the physical format of The Billboard Music Popularity Charts. The major emphasis in the future will be placed on what is expected to happen to new records. In the past the stress has been on what has already happened to records via the various sales, juke box and disk jockey charts. While the major emphasis is now switched from the past to the future, The Billboard's coverage and leadership in the statistical field will actually be increased via additional and informative sales charts. These changes are in keeping with The Billboard's continuing efforts to service dealers, operators and deejays as efficiently and completely as possible in all fields of music.

One basic reason has motivated this major change in the Music Popularity Charts. Each week more than 100 new records and albums are released by the many labels active in the record business. This wealth of new material creates untold selection problems for dealers, operators and jockeys. Briefly stated, dealers are faced with the decision of which of the countless new records and albums to get behind, both in inventory and promotion, and which of the new releases should be merely sampled or passed by. Operators have an even tougher job choosing among the new disks. Most operators add an average of only two new records a week to each of their boxes. Thus, it's vital for ops to know which of

(Continued on page 20)

### OF LOYALTY AND FAITH

## ASCAP Session Calls Allegiance as Keynote

By PAUL ACKERMAN and BOB ROJONTZ

NEW YORK, Nov. 8.—The membership meeting of the American Society of Composers, Authors and Publishers, held Thurs-

day (6) at the Waldorf, was highlighted by expressions of loyalty to the Society and protestations of faith in the Society's future. Speeches made note of the contributions of the Society to the welfare of composers and publishers; members were advised, in effect, to stand fast against the blights and competition of Broadcast Music, Inc. The members were also given an insight into highly-gearred promotional efforts upon which the Society is embarking, particularly in the field of serious music. The meeting, too, witnessed the introduction of a joint resolution, framed by board members Max Dreyfuss and Edgar Leslie, designed to do away with deadlocks and undue

(Continued on page 21)

### RAH! ALL THAT WIND AND NO BROKEN GLASS

COPENHAGEN, Denmark, Nov. 8.—The Kastrup Glass Works' Glassblowers' Glass Band, which is said to be the only band of its type in the world, is celebrating a unique anniversary—the end of the 10th year in which none of its instruments have been broken.

The Glassblowers' Orchestra is made up of 11 glassblowers, all playing wind instruments made of glass. The horns, which include a tuba, bassoon, trumpet and cornet, were made by an expert glassblower, Hugo Moller, with the technical assistance of Kaj Olsson, an orchestra leader. Since Moller's death, in 1942, no one has had the time or ability to produce more of these glass horns; so the orchestra is commemorating Moller's death and the durability of his instruments.

## Rush Begins of Names On Christmas Records

NEW YORK, Nov. 7.—The desires of the major diskeries for some yule loot has resulted in a sudden avalanche of new Christmas waxings, featuring top names, and, it is hoped, top tunes by these artists. The just a few weeks ago most companies indicated that they would not release many Christmas disks, these good intentions seemed to have been tempered by the approaching holiday season and almost all of the majors have come up with a number of new, big-name waxings.

Columbia Records has brought forth a Christmas platter featuring the hot pairing of Frankie Laine and Jo Stafford singing "Christmas Roses." The Johnny Boyd cutting of "I Saw Mommy Kissing Santa Claus," which has already been re-ordered in substantial quantities by most Columbia distributors, bids fair to

be a mighty strong item for the holiday season. This ditty has also been waxed by kidsinger Molly Bee on Capitol, the Spike Jones ork on RCA Victor and

### Index

Ad. Areas	65	Music	20
Baritone	66	Music Charts	44
Carnival	76	Musical Machines	93
Circus	72	Night Club	19
Class. Ads	80	Parks & Pools	71
Coin Mach.	86	Pipes	64
Fair & Expo	67	Radio	4
Final Curtain	74	Records	66
Gen. Outdoor	68	Roadshow-Rep.	66
Honor Roll of Hits	44	Shows	70
Legitimate	2	Television	4
Letter List	85	Vaudeville	17
Magic	64	Vending Machs.	87
Merchandise	89		

**CHRISTMAS RECORDS** . . . all three speeds, wide assortments, priced just right for the pre-holiday trade. See this week's bargain-packed Music Market Place classified section.

You can make some records of your own, too . . . the kind you enter in the booklet just turn to any of the three big classified ad sections in the Music, Coin Machine and Merchandise departments. Use them for bargain, money-making buys, or for quick, profitable sales of your own items and services. The cost? As little as \$3 a week. What would you like to buy or sell? Don't wait a moment more.

Turn to pages 63, 80, 98.



# Billboard Backstage

By JOE CSIDA

Back in 1938, like a guy dipping a tentative toe in the ocean to test the temperature, we started a little feature back in the Music Machines Department called "The Record Buying Guide."

Based on interviews our correspondents in various parts of the country conducted with juke box operators, the Guide presented a list of the records which were attracting the largest number of nickels in the machines.

The test was a huge success. Within three weeks after the feature's kickoff, both the major record manufacturers who were running regular advertising schedules in The Billboard cancelled their advertising.

The reports on which the Guide was based, we said, were unbiased and as accurate as we could make them.

Well, the pugnacious Mr. Dolan, bless his lil' ole soul, is now operating for a big advertising agency in London, and, no doubt, is giving some of our benighted British friends a beastly time.

Decca's sales manager, Sid Goldberg, has replaced Pat Dolan as the number one member of the loyal minority, the Sid is far more pleasant, entertaining and reason-

able in his objections than was Patrick. Nevertheless, one factor about the Charts is the same. They're still researched, compiled and published without fear or

We've worked a long time building them, and we wouldn't make changes in their structure lightly. For the past seven months, however, we've been working on a new format and a new approach to the Charts.

# Legit Line-Up

A row is in the making between the Committee of Theatrical Producers and the Shuberts. The committee is studying charges that the Shuberts are intimidating producers into scheduling shows in Washington's Sam S. Shubert Memorial Theater.

Edward Chodorov is the new director for Agatha Christie's "The Suspects," yanked in Boston for repairs.

## BLOOMGARDEN HAS BUSY SCHEDULE

Kermit Bloomgarden has hired Daniel Mann to direct rehearsals, scheduled for December, for Irving Ravetch's "Where Late the Sweet Birds Sang."

Edward Chodorov is the new director for Agatha Christie's "The Suspects," yanked in Boston for repairs.

Sullivan troupe's run at the Mark Hellinger, New York, with the Greek rep taking over the house November 19.

## RATTIGAN TO DO 2 SHORT PLAYS

With "The Deep Blue Sea" launched, Author Terrence Rattigan will proceed to a brace of short plays for London in February or March, and co-producer Alfred De Liagre will present two short operas.

Tommy Ward has bought George Groszkir's "Genesis 1952," raised all the money, opened offices and hired Herbert L. Kneiser as general manager, and David Lipsky, publicity rep.

# Picture Business

By LEE ZRITO

HOLLYWOOD, Nov. 8.—When the movies have to borrow production talent from TV's ranks, there's a "man bites dog" flavor about the story.

This marks the first time Barney Girard and Dick Dorso tried their hand at an independent movie

production. Barney first proved his directing-producing talent at Bing Crosby Enterprises, where he served capably in both capacities in the filming of the "Rebound" series.

On the basis of Barney's TV film work, I'm willing to bet this Underwood that his first venture into the theatrical feature film field will prove to be a noteworthy event for the industry.

of the picture could start a trend in this trend-conscious industry. If this picture clicks, studios may stop looking down at the TV film producers.

As if timed to help prove the point that movie makers are turning to TV for talent is the disclosure that Bob Clampett has been signed for a full-length film feature using the characters of Beany and Cecil from his "Time for Beany" show.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 8.—The Potomac air, noted for its staleness, is being fanned by waves of fresh conjecture about who'll be President-Elect Dwight Eisenhower's top advisers on TV-radio.

## DRASTIC RADIO-TV CHANGE UNLIKELY

Don't look for drastic policy changes on TV-radio matters in the new GOP-controlled Senate Interstate and Foreign Commerce Committee.

## BROADWAY SHOWLOG

Performances thru November 8, 1952

DRAMAS		
Berenice	10-16	52 28
Dead of Winter	9-16	52 50
Die! 'M' for Murder	10-29	52 13
Inherit the Wind	10-8	52 37
Mr. Pickwick	9-17	52 62
Mrs. Totten	2-20	52 244
My Darling Clementine	12-15	51 341
The Climate of Eden	11-6	52 8
The Deep Blue Sea	11-5	52 5
The Four Poster	10-24	51 439
The Male Animal	4-30	52 220
The Millionaire	10-17	52 27
The Moon Is Blue	3-8	51 683
The Time for the Cuckoo	10-15	52 29
MUSICALS		
An Evening With Beatrice	10-2	52 44
Gay and Bold	12-15	50 892
M.H.S. Pinafare	11-3	52 8
My Darling Aida	10-27	52 16
New Faces of 1952	5-16	52 204
Pal Joey	1-3	51 357
South Pacific	4-7	49 1,476
The Reno and I	3-19	51 675
With You Were Here	8-25	52 157
COMING UP		
(Week of Nov. 10, 1952)		
Jolanthe	11-10	52
Renaud-Barrault Company	11-12	52
CLOSED		
The Gambler	11-1	52 24
Pirates of Penzance	11-3	52 8

are expected to find the climate sunnier at Justice Department in the Eisenhower administration.

## INAUGURAL SHOW GETS DEM HELP

That it's possible for Republicans and Democrats to get along together in this politically uprooted city is being demonstrated by Melvin D. Hildreth, circus fan and legalist, who ran President Truman's inaugural show four years ago.

# Weston Signs MCA Contract

HOLLYWOOD, Nov. 8.—Music Corporation of America agent Harold Jovien this week signed Paul Weston to a three-year contract.

## May Bar Re-Entry Of Josephine Baker

WASHINGTON, Nov. 8.—Immigration authorities are studying ways to bar Josephine Baker from re-entering the United States, a Justice Department source disclosed here.

## Building Permits Drop in Volume

WASHINGTON, Nov. 8.—Construction permits for amuseur buildings in U. S. cities during August fell slightly below level established the preceding month and in August, 1951, although the total valuation has increased, the Labor Department reported this week.



Paris Peek

By ANNE MICHAELS

PARIS, Nov. 8.—Once a year, the Americans living in Paris suddenly become acutely aware of their homeland, proclaim a national holiday, and seek the company. In entertainment and companionship, of those holding the same color passport. This is election eve. We have never seen so many old friends, nor heard such a large quantity of Americans spoken as on the eve of November 4. American night clubs around town notably Spivy's (which seemed to have a majority Stevenson crowd) and Harry's New York Bar, (pro-Ike) stayed open until the election returns were final, with the drinking at a high level for those celebrating or those just drowning their sorrows while the returns came thru via the radio and excited newspapermen rushed to and from their offices with ticker tapes in hand. Spivy's, whose club went all out with photos of both candidates and American flags sitting on each table, has a new and excellent show in the sophisticated New York styled club, with three pianists manning in shifts the two pianos that play simultaneously; first rate Spanish singer, Pepe Costa; Lil Armstrong, who scores heavily with her "Yes, Yes, Yes" and "Brown Gal" renditions, and, of course, Spivy herself, keeping the entertainment going until the early dawn hours.

MARS CLUB HAS NEWS PROGRAM

The Mars Club presents a new program. And in the superlative throwing mood, here too is an excellent, in fact about one of the best, shows this extremely intimate sized bar-cabaret has offered. Roger Callaway, who was part owner with Jorie Remes of the ill-fated American management team of Boite de Sardines is back as singer emcee at the club where he got his start. Stars of the show are two gal singers, Annie Ross and Blossom Dearie. The vaudeville act at the Alhambra film-variety house makes one strongly suspect that the manager, Pierre Andrieu, has taken a trip to the States and decided to create a stage show on the style of the Roxy-Radio City. Anyhow he's instigated a chorus line of ballet girls who dance to the background of fountains which change colors all thru their numbers. Quite honestly, the girls should have stayed in the chorus and never put on ballet slippers. The rest is just not that good. Stars of the show are singer Lucienne Delyle and American Len Fuld. In his return to Paris, has made up an entire new repertoire, including a terrific rendition of "Paris in New York."

London Dispatch

By LEIGH VANCE

LONDON, Nov. 8.—The do-to-been demonstrating on a closed circuit just how they would handle the ceremony on the big day. Actors stood in for the Queen and the Archbishop and such other celebrities as are likely to be in camera range. One point the committee was very interested in—a demonstration of the way in which one camera was perpetually focused on a "symbolic" shot of a cross and coat of arms, and the few seconds it took the director to cut from the current camera to it. Their main worry thruout has been to avoid showing embarrassing incidents, presumably something like the Archbishop dropping the crown, or the Queen sneezing as it is placed on her head. The debate continues.

BBC SEEKS NEW TV WAVE LENGTH

Meanwhile the BBC has taken the next step toward using a second wave length for channeling TV programs. Ten men have been named as an advisory committee; they will be responsible for claiming other frequencies for the rapidly expanding TV. The latest figures put the number of sets in use around 1,900,000, with 200,000 of those looking in free. At \$5.00 per set per license, that's a handy slice of revenue the BBC is losing. Peak TV programs now average a viewing public of 8,500,000.

LONDON LENIENT TO STAGE NUDDITY

For a race whose reputation is a furlong or so this side of broadminded, the British have a remarkably happy attitude to some aspects of sex. Visiting Americans are often astonished at some features of the Piccadilly parade. Frenchmen viewing the London version of the "Folies Bergere" frequently wonder how it is that, with roughly the same equipment to work with, the British make it seem a heap more nude. This is a big city. There's a little bit of whatever anyone fancies—if only you know where to look for it. One who has been searching diligently is George Tomlinson, secretary of the Public Morality Council. His annual report claims the stage is being used for "debauchery which does the gravest possible harm to... adolescents." "The Council does most of its work quietly, behind the scenes. This is not always from modesty." Says Mr. Tomlinson sadly, "Whenever news gets out we're interested in a certain show it becomes an instant box-office hit."

One film which Mr. Tomlinson will no doubt visit is Jean Cocteau's "Les Enfants Terribles," which deals with what may only be described as an uncorrupted love between brother and sister. To this epic the censor has already taken exception and a pair of scissors. Which, as it is an adult, well-told tale, brings up the intelligentsia's old argument—why pass pornography on stage or screen but ban anything which whips respectably squares up to the known problems of life? Why indeed?

BBC'S TV TOPPER LOSING APPEAL

Recently there have been back-stair discussions around the BBC's top TV show, "What's My Line?" After differences of opinion between Maurice Winnick, who owns the copyright here, and the producer, the staffman was removed. Now the program is coming in for adverse viewer and critical reaction. Somewhere along the line it lost its fire.

Highlight Reviews

RADIO-TELEVISION

Web Coverage of Election Chaos Rates Bows for Entire Industry

By JOE CSIDA

With two heads a reviewer, staying with the election coverage of the four video and four radio webs from sign-on to sign-off, might be able to give a more comprehensive and detailed report of the coverage of each outlet. A normally equipped viewer-stationer however, catching the respective TV web presentations in alternate half hours, and radio in contiguous quarter hours, is able to make fairly decent broad comparisons and deliver an opinion on the over-all industry job. Later was generally excellent. The telonetworks seem generally to have come to the conclusion that their major function in national events of this kind is that of reporter. Certainly there was far less experting and analysis both on the part of web staff commentators and in interviews with political nabobs in the '52 coverage, than in '48. Conceivably, this could be accounted for as much by the fact that quite a few of the crystal-ballers and experts made themselves look fairly foolish in the course of the Truman-Dewey coverage, as by any other consideration.

Whatever the reason, all four of the video networks concentrated their coverage largely on reporting the developments of the night. The radio webs indulged in slightly more interview and analytical coverage, most of it interesting, tho marked by an understandable and extreme caution. Of the four TV webs, the Columbia Broadcasting System turned in the most creditable job of presentation. CBS achieved a happy medium between dignity and the excitement and chaos expected, and welcomed, in national coverage. This may be credited largely to the calmly authoritative handling of the pivot slot by Walter Cronkite. CBS producer-directors used good judgment too, in shooting most of the coverage fairly long so that while Cronkite and other commentators at the anchor desk with him were clearly visible, enough of the hustle-bustle was almost constantly audible and in sight to maintain the necessary and inherent atmosphere of excitement. Another plus in the CBS coverage were the charts showing the presidential, congressional and gubernatorial voting. These were uniformly clear, easy to read and attractive.

On all three of the aforementioned counts, the National Broadcasting Company failed to match the CBS coverage, and hurt its presentation drastically. Bill Henry, in the anchor spot, constantly gave the impression of a man urgently desirous of hustling to the John, but unable to tear himself away. He fidgeted and fussed and squirmed in his seat, and endlessly rolled a pencil in nervous fingers. This gave the entire proceedings an unfortunate air of uncertainty. Henry, as well as the other commentators, were shot for the most part medium close, so that only the desk and the individual commentator was on screen most of the time. This production decision seemed little short of criminal in view of the wonderful atmosphere of excitement which actually prevailed in the studio, as too infrequent panning occasionally revealed. NBC seemed, too, to have done something about filtering background noises out (Continued on page 16)

NIGHT CLUBS

Partisan Mob Loves Sugar in Debut At French Casino; Publicity Is Tops

By BILL SMITH

The nitery preem of Sugar Ray Robinson, middleweight champ, at the French Casino, New York, Friday (7), drew a big opening show house full of rags from Harlem's upper crust, sporting figures and just plain customers. Whoever did the publicity for the club did a terrific job. There must've been as many news photos shooting from all angles as there were waiters. The big draw was Robinson, who came on to an ovation that made him wipe his eyes. The champ has an act. It isn't the greatest one in the world, but whoever coached him gave him enough uncomplicated things to do to make him a heart-warming personality onstage. Robinson works thruout the entire show as an emcee, and has three or four spots of his own. He's protected in most of these spots by Scotty Ross, who does the comedy to Robinson's straightening. The maternal con-

sists of ribs at Robinson's fistful ability, some rather effective hoofing, and straight talk. Considering that Sugar is not an actor, he acquitted himself very well. The lad has a pleasant speaking voice and his frequent change of costumes drew fresh hands every time he came back onstage. The partisan mob loved him, which was natural. But based on work alone, Robinson looks as tho he can make it once he gets the butterflies out. The rest of the show was about the same as when it was caught opening night some months ago: gorgeous costumes and some pretty girls, tho the format, announced as an all-French show, continued slowly, and was produced with little attention to keeping things moving. When Robinson was off the show dragged. The chief high spots, outside of Robinson, was the fast juggling of Rudy Cardenas and his standard

act, the superb ballet dancing of Jane Laste, and the extraordinary magic-pickpocket act of Dominick. Incidentally, David Lober, the male half of Greb and Lober, is now a chorus boy in the show. Some five years ago, when they first hit New York, Greb and Lober were the hottest dance team around. Only other new act in the show was the four Pautette Sisters, who did about the only English singing in the show. The kids showed a youthful bounce and freshness as they delivered such items as "Glow Worm" and "Oh, Johnny." The gals, now on the Columbia label, can sing, tho they need considerable onstage experience before they can sell. The Vincent Travers ork cut a show full of trick cues in on-the-bottle style. M. N. Martini is the operator. Estimated talent cost is \$15,000.

LEGITIMATE

'Climate of Eden' Murky With Dual Themes; BO Forecast Not So Hot

By BOB FRANCIS

Moss Hart has drawn upon a novel by Edgar Mittelholzer (which this reporter has never read) called "The Shadows. Move Among Them." Hart calls his stage version "Climate of Eden," a title that seems apt, since the viewpoints of practically all his happy amoral participants seem to antedate the fall of man. It is possible that an ordained missionary and his family could live by such a quaint moral code in the jungles of British Guiana. Certainly a reporter has never met any quite like them. It is possible that a schizophrenic male relative might turn up in their midst to play emotional hob with an elder and younger daughter, while he is being cured of his neuroses. There is ample material in the premise to make an incisive play. Hart has a gift for sharp dramatic scenes. Frequently he makes his characters completely absorbing, but their over-all attitude toward conventional living seems incredible for

a family whose preceptor presumably buttons his collar in the back. Hart has pictured a kindly, lovable family, but an average pessimist will find it hard to accept them at face value. However, it seems from this pew that "Eden's" chief drawback is a certain sprawliness as to plot. The relatively simple thesis that a psychotic can be redeemed to normalcy via removal from city tensions to the tranquility of jungle living becomes deeply involved with an excursion in adolescent growing pains. There is a definite touch of "Member of the Wedding" in the childish jealousy of the elfin younger daughter of the clan, and much of the time her processes of coming of age dominate the play. The result is that "Eden" gives the impression of being two plays in one, with Hart's evident liking for the intricately emotionalized youngster giving her the nod over the basic theme. This hardly makes for continuous taut drama.

Substantially, however, the author has made some incredible people interesting. Outstanding among them is Penelope Munday as the hopeful, flat-chested 14-year-old who precipitates most of the emotional imbroglios. Young Miss Munday literally runs away with the show, a delightful teenager even when some of the lines bog her down into over-preciousness. John Cromwell turns in one of his usual excellent portraits as her unconventional preacher-father, and Isobel Elsom is fine as a spouse with an equally odd moral outlook. Rosemary Harris and Lee Montague deserve praise as the young love interest, the latter particularly for very real contributions of emotional histrionics. Scoring also in the proceedings are Ken Walker, Ray Stricklyn, Earle Hyman and Jane White in lesser stints. Messers Hyman and Hart have given "Eden" a handsome send- (Continued on page 17)

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. M. Donahoe
Publishers
Rogor S. Littlefield II
William D. Littlefield
L. W. Evans Pres. & Treas.
Lawrence W. Carter Secy
Editors
Joseph G. Caprio Editor in Chief, New York
C. R. Scribner Gen. Mgr., Chicago
Harp Dorrin Outdoor Editor, Chicago
Wm. J. Sachs Exec. News Editor, Cincinnati
Chief Washington Bureau
Managers and Divisions
C. W. Evans Gen. Mgr., Cincinnati
Main Office & Printing
1180 Patterson St., Cincinnati 22, Ohio
Phone: DUbbins 7-2820
W. D. Littlefield, Gen. Mgr., Eastern Division
1384 Broadway, New York 36, N. Y.
Phone: PLaza 7-2820
H. L. Hootes Gen. Mgr., Western Division
188 W. Randolph St., Chicago 11, Ill.
Phone: GRand 4-2820
Sam Abbott, Gen. Mgr., West Coast Division
4000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 8-2820
M. Jorreling, Gen. Mgr., Southwest Division
350 Arcade Bldg., Dallas 1, Mo.
Phone: CLeaveland 9-2820
C. J. Laska Advertising Director
K. Kemmer Advertising Mgr., New York
M. L. Reuter Advertising Mgr., Chicago
A. S. Bruns Circulation Manager
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUbbins 7-2820
Subscription rates available in advance One year, \$10 in U. S. and Canada. All foreign countries, \$20. Subscribers when requesting change of address should give old as well as new address.
Published weekly. Entered as second class June 8, 1897, at Post Office, Cincinnati, Ohio.
March 8, 1952 Copyright 1952 by The Billboard Publishing Co. The Billboard also publishes Vend. the monthly magazine of amusement one year, \$2.
Vol. 64

Review Index

Record Reviews ..... 48
Classical Reviews ..... 57
Legit Reviews ..... 57
Night Club Reviews ..... 18
Radio Reviews ..... 18
Television Reviews ..... 16
TV-Film Reviews ..... 17
Vaudeville Reviews ..... 18



## FCC's 'Blue Book' Era Out In DC When GOP Marches In

WASHINGTON, Nov. 8.—The Federal Communications Commission faces replacement of Chairman Paul A. Walker and Commissioner Eugene H. Merrill when Dwight Eisenhower takes over as President. The shake-up, under which the FCC will become GOP-dominated for the first time since it was created in 1934, will bring a formal ending to FCC's "Bluebook era" which has been steadily on the wane for the last few years. The FCC will undergo some top-level staff changes in the legal division, but otherwise there will be few staff ousters.

Commissioner Rosel H. Hyde, a Republican, is mentioned as a prospect to succeed Walker as chairman if incoming President Eisenhower decides to fill the post from the commission's ranks. Among non-FCC-ers viewed as prospect for the chairmanship is Robert F. Jones, who resigned from the commission recently to go into private law practice. Jones, former GOP congressman from Ohio, is a close friend of Sen. Robert A. Taft (R., O.), who will be a commanding Capitol Hill figure under the Eisenhower administration. Jones, however, is believed unavailable for the appointment.

Commissioner Merrill, under a recess appointment, is serving only until the next Congress convenes. Although President Truman could technically submit Merrill's nomination to the new Senate, it

is believed doubtful that he would do so, inasmuch as the Interstate Foreign Commerce Committee would pigeonhole the nomination until President-Elect Eisenhower, who takes the oath of office January 20, withdraws the name and submits a new nomination. In Chairman Walker's case, his tenure, according to an interpretation by the Civil Service Commission this week, is "at the pleasure of the President." Walker's term expires next June 30, but Walker, who, at 71, is over the retirement age limit, was granted an extended retirement waiver by President Truman. Incoming President Eisenhower can, however, bring Walker's duties to an end at any time without waiting for June 30.

Personnel changes are expected to be few in the administrative, engineering and other technical areas of the commission, but FCC insiders are looking for a sweep-

ing overhaul on the top-level level side. The new FCC may give serious thought to simplifying license renewal and revocation procedures.

The commission may steer further than ever from exercising authority on program matters, an issue which has been cooling off ever since the Paul Porter regime at the commission. The changeover is expected to intensify a growing coolness among the majority of the commission toward educational TV. Several commissioners have already warned that non-commercial educational TV channels will not be reserved definitely, and it is now held certain that wherever applications are made for educational TV channels which have not been applied for by educators after the deadline for reservation, the commission will have no hesitancy in throwing these channels into the commercial class.

## Station Reps Claim Nets Try Encroach

NEW YORK, Nov. 8.—The Station Representatives Association this week charged the networks with two new attempts to "encroach" on spot business. The webs involved are the American Broadcasting Company and Columbia Broadcasting System.

Tom Flanagan, managing director of the SRA, claimed that ABC's attempt to make a "spot carrier" out of "Live Like a Millionaire" on its TV network had failed. The contract offered to affiliates proposed that stations pay for the program until one network announcement was sold, that the web get the income from the second announcement and that stations could sell four more announcements. Since the program has gone on ABC-TV as a sustainer, he pointed out, the web must have failed to win station acceptance for its scheme.

Flanagan also maintained that the CBS radio web is trying to reduce station income by selling local cut-ins on network shows. He claimed these cut-ins logically national spot advertising and should be billed separately as national spot advertising at the re-

gular full-minute, national spot announcement rate. When the networks sell the cut-ins, they pay the affiliates the network rate which is about half the spot rate received by stations when their reps do the peddling.

## Lanigan Swaps ABC for NBC As East Head

NEW YORK, Nov. 8.—John Lanigan, vice-president in charge of TV sales at the American Broadcasting Company, this week was set to move to the National Broadcasting Company as manager of Eastern sales for both AM and TV. The move is part of NBC's current re-integration move, bringing both radio and video functions back together.

As part of the move, Ed Hitz is being switched from his current post as NBC's Eastern manager of TV sales to Chicago, where he will be Central division sales manager for both radio and TV. Eugene Hoge, formerly TV network sales manager out of Chicago, has left NBC. Lanigan's move from ABC to NBC will be effective next week.

## So. Africa Gets U. S. Sponsors

JOHANNESBURG, Union of So. Africa, Nov. 8.—The 605,000 holders of radio receiving licenses in the Union of South Africa are tuning in a wide variety of broadcast entertainment, with much of it originating in the United States and sponsored here by firms of top commercial standing in America. The outstanding development is the rise in popularity and the number of disk jockey shows, with more than 25 per cent of the commercial segs in this category. South Africa's principal advertisers and the material they are airing are:

- Lever Brothers, "Give It a Go" quiz, "Lux Radio Theater"

(Continued on page 62)

## Cream-Wheat Buys 'Station'

NEW YORK, Nov. 8.—Cream of Wheat this week was practically set to buy "Grand Central Station" on the Columbia Broadcasting System's radio network. Show will go into the 11-11.30 slot on CBS now occupied by "Let's Pretend" for the same client.

"Let's Pretend" is being cancelled, but the network intends to sustain it in the 10:30-11 a.m. time period on Saturday mornings. This slot is being vacated by "Smiling Ed" McConnell, who is being dropped by Brown's Shoes.

## FCC DISMISSES MINK 'PROTEST'

WASHINGTON, Nov. 8.—The Federal Communications Commission this week (5) dismissed the mink coat "protest" filed by Betty Lou Summers, disgruntled TV contest winner, directed against the FCC's renewal without hearing of a TV broadcast license to WNBW-TV here (The Billboard, November 1).

Miss Summers had charged that the station promised her a "mink stole and other gifts worth \$4,000 to \$5,000" for participating in and winning a TV popularity contest on the "Inga's Angle" show, then refused to "pay off with the promised merchandise."

## MINOR BOOM

### Canada Sells Sets as Two Stations Bow

WASHINGTON, Nov. 8.—Despite the high cost of Canadian television sets, the Canadian television industry is experiencing a minor boom, particularly in the Montreal area, following opening of the country's first two TV stations in Montreal and Toronto, the Commerce Department reported this week. A third station at Ottawa will be completed during 1953, but other large cities are expected to have better than a two-year wait, unless the Canadian Broadcasting Corporation decides to license private stations, the Commerce report emphasized.

Prices for Canadian TV receivers are 50 per cent higher than for sets of equivalent size in the United States. The Commerce Department attributes this to high sales and excise taxes, a 20 per cent duty on imported components, aerials and masts (from 20 to 35 per cent of the materials going into Canadian TV sets are imported), local demand for more expensive type cabinets, and more rigorous standards than those demanded by the U. S. Underwriters Laboratories. Mass production of TV sets is restricted since the potential Canadian market is only 1/25th the size of the U. S. market.

Many of the 21 TV manufacturers in Canada are firms of U. S. origin. One manufacturer said that his monthly output of 5,000 TV sets represented 30-40 per cent of Canada's total monthly production.

## CELEBRITY-RICH

### Miami Beach Strives For Place in TV Sun

MIAMI BEACH, Nov. 8.—Business and television interests here are engaged in a drive to make Miami Beach a significant TV network-originating city after January 1, when the Orange Bowl football game will mark the first North-bound show sent to the nation from Florida. The move is based on the fact that a heavy percentage of top showbusiness names winter here, and will be available for video work as a result.

The initial program being planned with an eye to this future is a daily noontime stanza titled "Luncheon at the Roney", airing from the Roney Plaza Hotel on Miami Beach's Goldcoast. The hostelry is now screening sponsors for local airing of the show, geared for the peak winter season.

This area boasts a local audience of more than 500,000 TV viewers, and the Roney hopes to cash in on the entertainment world's names who will be in

town, by having them guest on the show.

An innovation for Miami Beach with its nearly 400 resort hotels, Miami's only TV station, WTVJ is clearing time for the half-hour telecast planning to start about December 7. The format will be celebrity interviews, table-hopping participation and combination give-away show. The Roney is readying its formal Patio Gardens where the remote will pick up a daily audience of luncheon guests, most of whom will be from all parts of the U. S.

Miami Beach is one of the largest winter food, household and entertainment markets in the country, rivaling New York and Hollywood during the December-March period. The combined efforts of the Miami and Miami Beach Chambers of Commerce indicate that there will be four new hotels opened by winter, and that more than 120,000 visitors will come to the area during the December-March period.

## FCC to Hear KOB License Renewal Plea

WASHINGTON, Nov. 8.—Federal Communications Commission this week acted on a petition filed by WJZ, New York (The Billboard November 1), in scheduling a hearing here December 10 on the application by Station KOB, Albuquerque, N. M., holder of the "longest temporary license on record," to extend its special temporary broadcast license for another six months. The FCC ordered the trial examiner to conduct the hearing and issue his initial decision "as expeditiously as possible," and made Stations WJZ and WBZ, Boston, parties to the hearing.

KOB, owned by former FCC Chairman Wayne Coy and Time, Inc., has made news for 11 years since the commission first authorized the station to operate under a temporary license on the same frequency band as the American Broadcasting Company's WJZ (770kc.). Previously, KOB had shared the 1030kc. spot on the broadcast band with WBZ, owned by Westinghouse Radio Stations, Inc.

While acting favorably on WJZ's request to reconsider the extension of KOB's temporary license, the FCC nevertheless denied the petition "in all other respects," including WJZ's demand that pending rehearing KOB be given 48 hours to make necessary technical adjustments and return immediately to its licensed frequency of 1030kc.

The commission will investigate the extent to which operation of KOB on 1030kc. and 770kc. respectively would cause "objectionable interference" with WBZ and WJZ. It also will determine the areas and populations which would be served by KOB operating on each frequency.

## Famous Buys Can. Rights To Telemark

WASHINGTON, Nov. 8.—Canadian rights for Telemark, a coin meter for television sets, have been purchased by Famous Players Canadian Corporation of Toronto, which plans to make the first installation in London, Ont., the Department of Commerce reported this week. If the installation is successful, other towns will be added to the system.

With Telemark, Canadians who do not live near a transmitting station may receive TV programs by depositing money in the coin box. Pictures are transmitted thru a wire to a conventional TV receiving set. Price for each show will range from a nickel to \$2. In communities within range of a TV station, a community antenna will be constructed on the outskirts of the city to which Telemark-equipped receivers will be wired. A studio for televising films will also be established, and areas too remote to receive TV programs will be wholly dependent on the studio.

## CBS Affils Bd. Sets Meeting

NEW YORK, Nov. 8.—The Columbia Broadcasting System's radio network's Affiliates Advisory Board will meet November 14-16, a one-day closed session in Hollywood to discuss web problems. The board has nine members. After the session, they will be the guests of CBS-TV for the opening of "TV City."

Included in the delegation of network officials will be Adrian Murphy, president of CBS radio; Herb Akerberg, vicepres in charge of station relations; John Karol, vicepres in charge of network sales; and Bill Schudt, national director of station relations.

Individual processing assures top-quality service for TV films. Reel about the complete TV film service offered by reviewers and other dependable firms this week and every week in the TV Film Market Place, your guide to outstanding TV film picks.

## FILM INFLUX

### Pic People's TV Bids Win Nod From FCC

WASHINGTON, Nov. 8.—Chairman Paul A. Walker of the Federal Communications Commission in a speech this week paid recognition to the influx of film figures in TV. Among 860 TV applicants, he pointed out, is "one of our famous educators, Ronald Colman, leading performer in the radio series 'Halls of Ivy.'" Walker went on to mention a TV hearing that drew "an overflow crowd." "When I inquired what fine legal point . . . was drawing such a host of spectators, I was told that it was . . . a television applicant—Bob Hope." He cited such other applicants as Jimmy Stewart, Mary Pickford, Bing Crosby and Jack Benny, and added: "If this influx of movie celebrities keeps up, the staid and solemn corridors of the FCC may in time look like Hollywood and Vine."

In contrast with recent criticism leveled at commercial TV broadcasters by Commissioner Frieda S. Henock, Walker gave the commercial side a pat on the back for taking a "constructive attitude" toward educational TV. "I have been much encouraged by the constructive attitude of progressive commercial broadcasters toward non-commercial educational broadcasting," said Walker in a speech before the National Association of Educational Broadcasters at the University of Minnesota Campus Club yesterday (7). "They realize that these educational stations can do much to supply the necessary counterbalance, flexibility and roundedness of our broadcasting structure."

## Sylvania Buys 'The Shadow'

NEW YORK, Nov. 8.—Sylvania Electric Products this week bought 15 minutes of "The Shadow" on the Mutual Broadcasting System. The mystery show is in the 5-5:30 slot, Sundays. Sponsorship begins January 4.

Half of the 30-minute stanza is currently sponsored by Wildroot. Roy S. Durstine is the Sylvania agency.



Television has always had to lead a sort of trailer-camp existence. There never was time to find out exactly what it was and what it needed for fluid, efficient production . . . for television was in too much of a hurry to pause for station identification.

All the same, miracles happened. Programs got on the air, in increasing dimension, to ever-increasing audiences.

It was clear at once that television was different from any other kind of show business—that it had driving demands of its own. Speed, for instance. Last year, our New York studios alone produced as many hours of program product in an average week as the Broadway theatre does in a season, or as Hollywood's biggest studio does in a year.

It was clearer still that television was different from any other advertising medium. It brought

with it a staggering complexity . . . and a thundering impact, with the most direct and spectacular advertising results the world had ever seen.

But the miracles had to come off more easily, speedily, economically, so we built a factory for them to happen in . . . a factory where program product could flow on an assembly line, from idea to show-time.

It is called Television City. And in Hollywood on November 15, 1952, the assembly line begins full operation. Ready to produce programs as they must be done today—with almost the speed of the light on television's screens. Capable of growing in any direction this astonishing medium may take. Providing greater delight for its constantly swelling audiences . . . and a constantly better buy for its advertisers. CBS TELEVISION

# MIRACLES MADE EASY





# NARTB Asks Co-Op In Political Query

WASHINGTON, Nov. 8.—Radio and television station licenses were advised this week by Harold E. Fellows, National Association of Radio and Television Broadcasters president, to co-operate fully with the Senate Subcommittee on Privileges and Elections in filling out questionnaires on political time and political spending for broadcasts and telecasts, which will be used as a basis for legislation providing for the upward adjustment of the present financial limits on campaign spending (The Billboard, November 1). The questionnaires must be in the hands of the committee by November 24.

"We are satisfied that this investigation is limited to the reappraisal of campaign costs with a view to making new legislative proposals," Fellows declared, following conferences with Paul J. Cotter, chief counsel; Allen J. Goodman, assistant counsel; and Robert L. Shortley, investigator, all of the subcommittee.

## CONGRATS

### Broadcaster Vote Drive Wins Big Nod

WASHINGTON, Nov. 8.—Broadcasters who worked at getting out the vote were congratulated here this week for putting over the most successful "sales campaign" in broadcasting history by Harold E. Fellows, president of the National Association of Radio and Television Broadcasters.

Fellows attributed the record vote in excess of the expected 55,000,000 in part to the efforts of the nation's networks and the 3,000 local radio and TV stations which gave time generously to the "register and vote" drive. During the last 11 days of the presidential campaign alone, 118 1/2 days of time were contributed by this group, Fellows reported.

During the campaign 109,000,000 radios and 19,000,000 TV sets were in use, compared to 78,000,000 radios and 612,000 TV sets in 1948, when the vote was under 49,000,000, according to NARTB figures.

### Kellogg Buys Moore Seg

NEW YORK, Nov. 8.—Kellogg this week bought one 15-minute segment of the Garry Moore daytime show on the Columbia Broadcasting System's TV network, beginning January 2. The sponsor will own the 1:45-2 p.m. Friday slot. This brings to five the number of clients on the stanza, a gain of three within two weeks. The show is now half S.R.O.

Kellogg had intended to buy "Pet Shop" on the Du Mont network, but the CBS-TV pitch was so persuasive that it could not turn the deal down. Moore has been re-priced this season to make him more attractive to clients. Leo Burnett is the agency.

The questionnaire. Fellows pointed out, does not "attempt to reach conclusions on the issue of whether or not stations provided equal opportunity to all candidates, or what relationship political charges bear to established charges made for comparable use of the radio or television station."

That the survey is limited to presidential, senatorial and congressional campaigns, and is not concerned with State or local political contests, was emphasized in a special NARTB bulletin to assist broadcasters in filling out the forms prepared under the direction of Ralph W. Hardy, NARTB director-of-government relations.

Broadcasters were further advised to group all spot announcements purchased by each individual or sponsoring organization and to show costs for all locally originated political programs and announcements, except network programs which will be reported on by the webs.

The NARTB warned against classifying sponsors as "Republicans" or "Democrats" rather than by the full and proper names of the organizations since "the subcommittee is just as interested in the identity of the sponsoring group as it is with other information requested."

Rising campaign costs in view of the vast new role of radio and TV have rendered almost meaningless the limit of \$3 million per committee for candidates imposed by the present Corrupt Practices Act.

### ESKIMOS PREFER HILL MUSIC

CLEVELAND, Nov. 8. R. D. Cowen, president of the Monongahela and Ohio Coal Company here, recently completed a tour of posts in the Hudson Bay region of Canada and found that WWVA, 50,000-watt station in Wheeling, W. Va., was the most popular radio station among the Eskimos. In a letter to WWVA management, Cowen said, "I wish you could have seen a group of Eskimos dancing in a pattern similar to our square dance to the strains of your mountain music." The area Cowen visited is about 3,000 miles away from the WWVA transmitter.

### Maxim-Moore Fracas May Be Televised

NEW YORK, Nov. 8.—The forthcoming Maxim-Moore fight for the light-heavyweight title may be televised, even though it is being staged in Las Vegas, Nev., where there is no TV outlet as yet. The fight, which will take place the first week in December, is likely to be sent by microwave relay to Los Angeles for piping onto the network, just as the A-Bomb test in the Nevada desert was handled some months ago.

The exact date of the bout is the subject of meetings currently being held in Chicago by top brass of the promoting International Boxing Club. Asking price for TV rights by IBC is understood to be about \$200,000.

## Fabian-Fox Mulls Henie Show for Theater TV

NEW YORK, Nov. 8.—The Fabian-Fox chain this week was considering the possibility of presenting the Sonja Henie Ice Show on large screen theater TV. Fabian has asked the American Guild of Variety Artists to decide what fee the ice skaters should receive for their precedential appearance on theater TV, if it occurs.

AGVA, according to its current laws, should ask for a separate fee for each theater that the show is piped into, but such a demand might be unrealistic. It is therefore trying to establish scales that its membership would consider equitable, and yet that would not hurt the producers. The show would be piped from theaters either in Brooklyn or in Miami. It is hoped that some 40 houses will be linked.

The plan, however, is only in its early stages. Several produc-

ing groups are vying to be the first to present entertainment of large-screen theater TV because of the prestige involved. Sporting events have been seen many times.

## Du Mont Seeks Okay to Air Six Gridcasts

NEW YORK, Nov. 8.—Despite the ban on TV coverage of college football other than that approved in the plan of the National Collegiate Athletic Association, the Du Mont network this week appealed to the presidents of 10 universities for permission to televise six top grid games on a local basis on the next two Saturdays. The games all are traditional events. Dr. Allen B. Du Mont, president of the Allen B. Du Mont Laboratories, Inc., in sending the wires, offered the use of the web's owned facilities in airing the games.

The tilts involved are Columbia at Navy, North Carolina State at Pittsburgh, Princeton at Yale (all on November 15); and Yale at Harvard, Penn State at Pittsburgh, and Washington and Lee at Virginia.

After requesting the educators' permission to telecast the games, Dr. Du Mont observed that "in view of the interest of American educational institutions in television and the opportunity television presents for bringing the university influence into the home in the public interest, we believe you and your trustees and faculty advisors, as well as your alumni secretary, athletic office and public relations director will favorably consider this offer by us to televise the above games as a public service. We will be glad to invite you to appear between halves with the president of the other competing college to briefly discuss the outstanding achievements of your respective schools."

## Masland Quits ABC-TV Seg

NEW YORK, Nov. 8.—Masland rugs this week canceled its alternate-week sponsorship of "Tales of Tomorrow" at the end of its current cycle. The program is on the American Broadcasting Company's TV network, Fridays, 10-10:30 p.m. Kreisler has renewed as an alternate week sponsor of the show, and several other clients are interested in picking up the tab.

Masland's move was a result of its decision to go into daytime TV, where it could more easily pitch its rugs to the housewife. Anderson & Cairns is the agency for Masland.

## WWJ

NBC AFFILIATE  
in DETROIT

Owned and Operated by  
**THE DETROIT NEWS**  
National Representative  
THE GEORGE P. HOBLINGBERG COMPANY

### Depressed over Unimpaired Sponsors!

No 1's success film successful selections—and you'll be ac-high with sponsors when you pick from the best, up-to-date offering of Top TV film producers, distributors and suppliers in The Billboard's TV Film Market Place. You'll find the Market Place an easy-to-use source of every type of TV film and film service. Be sure—this week and every week—to check and order from

The Billboard Weekly  
**TV FILM MARKET PLACE**

(Illustration provided by G.A. Copyright)

### Pearson May Buy 'Haven'

NEW YORK, Nov. 8.—Pearson Pharmaceutical this week was close to buying a half hour of Columbia Broadcasting System TV network time. The client intends to buy "Bachelor's Haven," the KNXT, Los Angeles, show and program it on the network, probably on a Saturday night spot.

The stanza stars Zsa - Zsa Gabor, and has received national attention. Harry B. Cohen is the agency.

## Costs Into Wild Blue Yonder For AM-TV Inaugural Sponsors

WASHINGTON, Nov. 8.—The TV networks have formally requested a green light for commercial sponsorship of President Dwight Eisenhower's inaugural festivities, but a decision won't be made until the chief executive picks an inaugural committee. The bid for commercial TV sponsorship of the inaugural in a manner similar to the July nominating conventions has been proposed by the TV-radio subcommittee representing the major networks and headed by Bryson Rash, American Broadcasting Company White House commentator and program director of WMAL-AM-TV-FM, Melvin Hill-dreth, who headed President Truman's inaugural committee and who will be an advisor to the new GOP inaugural committee to be picked by General Eisenhower, is opposed to the idea of commercial sponsorship, but there is strong belief that the new inaugural committee may okay the sponsorship proposal.

If the okay is given, this would be the first time in history that televised inaugural events have been sponsored commercially. The TV and radio networks are planning to give unprecedented coverage to the inaugural events, which will include the historic parade along Pennsylvania Avenue and the Capitol Plaza oath-taking ceremony. General Motors Corporation already has announced its intention to sponsor TV-radio broadcasts of the inauguration over the National Broadcasting Company web as a public

service. The NBC plan, however, must get approval of the Citizens Inaugural Committee to be named by General Eisenhower as well as from a congressional committee in charge of the Capitol Plaza ceremony.

The kind of money that General Motors will pay for radio-TV coverage of the inaugural on January 20 can be estimated from the price that the Columbia Broadcasting System is asking for the same package. The total CBS-TV and CBS-AM tab is \$236,626.

CBS-TV coverage and charges break down this way. The net-

work will program the procession to the Capitol 11:30-noon, the parade along Pennsylvania Avenue, 1-4 p.m. and the inaugural ball 11 p.m. to midnight. The gross talent charge for the daytime programming is \$35,000 and for the inaugural ball \$4,000. Pre-emption will cost \$5,500. Time charges on a 61-station hook-up run to \$15,586 for the first half hour, \$80,205 for the three-hour afternoon show and \$36,970 for the 11-midnight slot. The total cost of CBS-TV sponsorship is therefore \$180,641.

#### Names Included

The package includes such top CBS-TV news personalities as Ed Murrow, Walter Cronkite, Eric Sevareid, Don Hollenback, Lowell Thomas, Doug Edwards and Charles Collingwood. The net work will use four mobile units and 12 cameras. The actual inaugural itself, which runs from noon-1 p.m., will be covered by a pool telecast of the four networks.

CBS radio offers the same coverage to interested clients. Its tab is \$34,460 for time and \$18,000 for talent, a total of \$52,460. The CBS news corps will be headed by Bob Trout. Directing the effort will be Irving Gittlin.

### TV BY '56

## Swedes Set Sights for State System

STOCKHOLM, Nov. 8.—Sweden is planning to start its television service in 1956. The first two sending stations, in Stockholm and Uppsala, are expected to be completed by July, 1954, and will start sending two-hour programs daily for six months. This period will be experimental and will serve for training technical and program personnel.

Next phase in Sweden's TV development is expected about January 1, 1955, when three-hour programs will be sent out daily. By July 1, 1956, it is hoped the Swedish video system will be going full blast and ready to expand. Receiving sets will be licensed, as in Denmark.

At present a few sections of Sweden are able to pick up video programs from Denmark, but few people have receiving sets.

### Grey Agency Gets Krueger Accounts

NEW YORK, Nov. 8.—The Grey Agency this week got the Krueger beer account. The beer client was formerly serviced by the Charles Dallas Reach agency of Newark, N. J. The account bills about \$900,000 and had advertised on TV locally.

Profitable TV Audience exclusive with

# WGAL-TV

LANCASTER, PENNA.

Only TV station in—only TV station seen—  
in this large, rich Pennsylvania market area.

Clair R. McCollough, Pres.

Represented by  
**ROBERT MEEKER ASSOCIATES**  
Chicago San Francisco New York Los Angeles





# The mail with money in it

You spend a lot of time trying to pick the right television program...one that will create the right climate for sales. You hope for a big, fat rating of course, because that's a sure indication you're getting around.

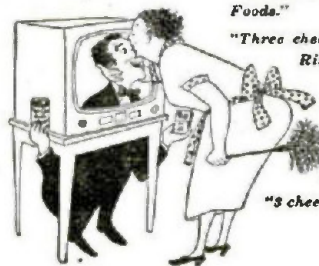
But every once in a while, you can be pleasantly fooled... find a program that may not shoot the rating-needle right off the dial every time, but steadily and gratifyingly sells you like hotcakes.

That's the kind of program the Garry Moore Show is...the kind that recently brought in the mail...by the bushel. (One sponsor alone received 14,000.) All of it showing a keen awareness of the equation between program and product...all demonstrating the kind of loyalty that goes into *buying-action*...a loyalty that ratings alone—or money alone—can't always buy.

This kind of mail keeps coming in...and so have two additional sponsors... C. H. Masland & Sons, Inc., and Ballard & Ballard Co.

Garry Moore could convince your customers, too.

**CBS TELEVISION**



*"If all Garry's loyal listeners are like us, we'll buy out the stores in appreciation."*

*"We try to buy all the products he advertises."*

*"There are many of us who never write fan letters but quietly sit by and try to buy the products of a sponsor."*

*"We make a list of his sponsors and go out and buy anything and everything he sponsors just because we think so much of him."*

*"We will buy any product he advertises."*

*"I'm so grateful to Stokely-Van Camp and Rit I buy their products whether I need them or not!"*

*"Thanks to Stokely-Van Camp and Rit, I can see now why their products are better and I surely will use them more so than ever."*

*"I am grateful to the two sponsors. I will continue to buy their products."*

*"...imparting enough affection for its cost to make the purchase of the products it advertises so painless it's a pleasant duty."*

*"Stokely-Van Camp and Rit know a great show."*

*"This segment of the public is much more likely to express its appreciation by buying the products he recommends than by writing fan letters."*

*"Praise be to Stokely-Van Camp and Best Foods."*

*"Three cheers for Stokely-Van Camp Inc. and Rit for recognizing a program and personality acceptable to every member of the family."*

*"Thank God for the two loyal sponsors that have made his show available to us."*

*"3 cheers for Van Camp's; 3 cheers for Rit."*



# Nets, Packages, Agencies Study AFTRA Demands

NEW YORK, Nov. 8.—TV networks, packagers and agencies this week were considering a demand for a 20 per cent wage increase made by the American Federation of Television and Radio Artists. Negotiations for a new pact to cover video performers were started several weeks ago.

Should AFTRA win its demands, actors would receive minimums of \$84 for 15-minute, \$150 for 30-minute and \$204 for 60-minute dramatic programs. The minimum pay for specialty artists would start at \$250 instead of \$200, the prevailing wage, and increase \$150 per artist as more are used in such a group.

AFTRA has also asked that rehearsal time be cut drastically. In some cases shows will be given 50 per cent less rehearsal under the new contract. Whereas 15-minute shows are allotted five hours of rehearsal; half-hour segs, 12 hours, and hour programs 22 hours, the agreement slashes rehearsal periods to three, six and 12 hours, respectively.

### No Doubling

The elimination of the multiple-performance discount, which is so valuable to producers of strip programs, has been requested. This would send up the talent cost of soap operas and of semi-weekly and tri-weekly shows. The current contract allows doubling in one part without additional compensation. The new pact prohibits doubling.

### NEW SCRIPT

## Story Line For CBS' TV City Debut

HOLLYWOOD, Nov. 8.—Dedicated telecast kicking off the Columbia Broadcasting System's Television City studios will follow a story line format built around Jack Benny. According to the script, Benny is charged with whipping up a suitable show for dedicating the TV facilities. His efforts serve as a means to introduce California Gov. Earl Warren, Los Angeles Mayor Fletcher Bowron, CBS President Jack Van Volkenburg and a roster of artists.

All-star line-up will include Eve Arden, Lucille Ball and Desi Arnaz, Amos 'n' Andy, Bob Crosby, Gisele MacKenzie, Burns and Allen, cast of "Meet Millie," J. Carroll Naish, Alan Young and Margaret Whiting. Show will be telecast from 6-7 p.m. Coast time and will climax a day of dedicatory festivities.

## Steve Allen Deadline Near

NEW YORK, Nov. 8.—The Columbia Broadcasting System's TV programming department has until December 11 to come up with a program to star Steve Allen. The comic's contract with the web provides that he must be put on TV within a certain period.

Allen now has his own show on CBS radio. He had a show this summer on CBS-TV, but worked irregularly because of the pre-emptions by political telecasts.

AFTRA has also asked that the broadcasting industry set up a "review board to consider accusations against controversial personalities." This demand stems directly from the trouble being had by AFTRA members who have been accused of Commie affiliations in recent years to the detriment of their employment. The contract specifies too, that an employer will not discriminate because of race, sex, creed, color or national origin.

Meanwhile, the American Federation of Television and Radio Artists Coast wing is seeking a pay boost for television announcers employed by the seven Los Angeles outlets. Present scale pays TV announcers a base rate of \$100 per week for the first year and \$115 weekly thereafter. AFTRA's Claude McCue here is asking a flat fee of \$150 per week.

AFTRA also asks that differences be eliminated in pay between freelance announcers and staff men on commercial announcements. At present, staff an-

nouncers receive \$7.50 per commercial announcement as compared to \$20 per freelance's announcement. This difference, AFTRA contends, is unfair to the freelance announcer since it throws him into inequitable competition with staff announcers. AFTRA wants all commercial fees to be established at the freelance rate.

Current elastic working day for announcers stretches from six hours per day to 11 hours. AFTRA wants this to be replaced by an eight-hour day. The union wants to eliminate the 30 per cent discount granted stations for daytime broadcasting. Daytime rates, it feels, should be on a par with the night rate. When contract was first written, daytime operations were still in the red. Television Authority, who then negotiated the contract, made concession of allowing stations a discount for daytime operations.

Contract was written in April, 1951, and expires in November of this year.

### BATTLE OF THE WEBS

## ABC Tops Du Mont in 2nd Division Field

NEW YORK, Nov. 8.—The battle for third place among the TV webs has been waged hard and continuously between the American Broadcasting Company and the Du Mont network this fall. With the National Broadcasting Company and the Columbia Broadcasting System running far ahead in terms of sponsors and commercial time, ABC and Du Mont have been working hard to close the gap and to keep ahead of each other.

A comparison of the latest ratings, the Trendex charts covering the first week of October, shows that thus far this season, ABC seems to hold the lead. However, Du Mont has been showing well of late, and execs at that web are confident that the situation will be quite different at the end of the season.

On a network basis in the markets in which the two webs compete and which are covered by Trendex, ABC-TV's commercial shows had an average rating of .108 on the Trendex report. The average of corresponding Du Mont shows was 8.0.

The same report shows a total of 7 and one half hours commercial under the ABC banner, while Du Mont had 6 and one half hours. In terms of programs, ABC had 15 commercial stanzas to Du Mont's 9. In number of advertisers, the ABC lead was 20 to 9.

In the New York area, accord-

ing to Trendex, ABC's average commercial program rating was 5.9. The average of corresponding Du Mont shows was 4.8.

In terms of gross network billings, Publisher's Information Bureau's latest report shows that from January thru August, ABC-TV billed \$12,826,324. The Du Mont take in the same period was \$5,908,966.

Station clearance was another point of contention. Latest available figures, covering the month of August, shows the ABC line-up averaging 31 stations per commercial stanza. The Du Mont line-up averaged 21 outlets.

## Car Show for CBS-TV 1-Shot

NEW YORK, Nov. 8.—General Motors this week bought Friday January 14, 9-10 p.m., on the Columbia Broadcasting System's TV network for a one-hour automobile show from the Grand Central Palace. The program will present all the new General Motors line of cars and will be emceed by Arthur Godfrey, as it was last year.

The purchase of this time involves the pre-emption of an hour of time, half of which is owned by Schlitz and half by General Foods. Kudner is the agency.

## Stopette Buys AM Version of TV-er

NEW YORK, Nov. 8.—Stopette this week bought "What's My Line" on the Columbia Broadcasting System's radio network. Show's sponsorship begins Thursday, December 4, in the 8:30-9 p.m. time period.

Stopette has been successful with the same show on CBS-TV.

## DINAH PLUGS TRAVEL FAST

NEW YORK, Nov. 8.—A record distance covered and brevity of operation probably is being set by promotional plugs being turned out twice each week via the National Broadcasting Company. The pitches, each running eight seconds, are being used on "Today," the early morning NBC-TV show, and at other times during the day.

Dinah plugs a song she will sing on her next show, and the plug is aired the day of the Shore show. Each plug is made at the tail-end of her preceding program. When the 30-second station break arrives, the cameras remain on Dinah and she delivers her pitch, which is sent closed-circuit to New York, where it is kinescoped off the tube for later use. NBC hopes to use other stars for similar promotions.

## TNT Names Theaters for Tele-Session

NEW YORK, Nov. 10.—Theater Network Television, Inc., today (Monday) named the 15 theaters across the country which will be used in its first Theater Tele-Session, December 6. The session will be for a national dealer meeting of James Lees and Sons, carpets.

The theaters at which dealers will attend the meeting are RKO Keith's, Washington; Warner Brothers' Stanley, Philadelphia; Guild, New York; Pigrim, Boston; Loew's State, St. Louis; Harris Pittsburgh; Hollywood, Detroit; RKO Albee, Cincinnati; Hippodrome, Cleveland; Gopher, Minneapolis; Telenevs, Chicago; Paramount, Denver; Camark, Salt Lake City; Telenevs, San Francisco, and Orpheum, Los Angeles.

The Tele-Sessions division of TNT is handling all phases of the dealer meeting. Vic Ratner heads Theater Tele-Sessions.

## 'Break the Bank' Renewed By Toni

NEW YORK, Nov. 8.—Toni this week renewed its sponsorship of "Break the Bank." The client owns the 11:30-11:45 spot on Tuesdays and Thursdays on the American Broadcasting Company.

The renewal was made for 52 weeks, thru Foote, Crane & Belding, Chicago. Toni sponsors two and three-quarter hours of radio network time on ABC.

## RWG Elects Slate Drawn By Incumbents

NEW YORK, Nov. 8.—The membership of the Radio Writer's Guild this week overwhelmingly elected a pro-administration slate. The administration of the union had been challenged by a group named "We, the Under-signed," which accused many of those nominated by the group in power as being extremely left.

Hector Chevigny was elected president in the Eastern region by 198 votes to 26 for his opponent, Paul Milton. He was unopposed in the Western region. Philo Higley becomes vicepres of the Eastern region for a one-year term. He received 187 votes to 57 for Lawrence Hammond.

The following five council members won the support of the membership: John Stradley, John Merriman, Ira Marion, Bruce Marcus and Frank Weiner. Their alternates are Robert Cenedella, Lillian Schoen, Graham Grove, Abram Ginnis and Sam Moore.

## MBS Skeds Six Regional Affil Huddles

NEW YORK, Nov. 8.—The Mutual Broadcasting System this week scheduled a series of six regional meetings with its affiliates within the next month. The confabs are being held to strengthen affiliate relationships and will cover such vital subjects as programming, sales, station relations and research. This is the first time such meetings have been held on this scale.

The network delegation will be headed by Thomas F. O'Neil, president of MBS, and will include William H. Finshreiber, exec vicepres; Earl Johnson, vicepres in charge of station relations; Bob Schmid, head of advertising, research and press information, and Julius Seeback, vicepres in charge of programming.

The first confab will be held November 13 and 14, to be followed by meetings in Chicago, November 17 and 18; Salt Lake City, November 20 and 21; Atlanta, December 1 and 2; Biloxi, Miss., December 4 and 5, and Dallas, December 8 and 9.

## Sweets Co. Inks 'TV Teen Club'

NEW YORK, Nov. 8.—The Sweets Company of America this week bought the "Paul Whiteman TV Teen Club" on the American Broadcasting Company's TV network. The program will begin Saturday, November 22, in the 7-7:30 p.m. slot.

The business has been placed on a 52-week basis thru the Minselle & Eisen ad agency. In its fourth year on the web, the show will be directed by Skipper Dawes. The bankroller will continue to sponsor its "Tootsie Hippodrome" on the same web Sundays, 12:15-12:30 p.m.

Delaware **TOPS** all U. S. in 1951 Average Income

**WDEL TOPS** all stations in this AM • FM • TV richest market.

Write for information. Let it sell your product effectively, economically.

Represented by **ROBERT MEEKER ASSOCIATES**

New York Chicago Los Angeles San Francisco

Figures released Aug. 1952 by U. S. Dept. of Commerce.

## Campbell Wields Ax On Tele's 'Club 15'

HOLLYWOOD, Nov. 8.—Campbell Soups' "Club 15" radio show will become the first television casualty of the new year. Sponsor will drop the Columbia Broadcasting System's thrice-weekly quarter-hour show after its January 18 broadcast. Axing is blamed on the sponsor's television expenditures. Campbell is sponsoring "Double or Nothing" in the East and "The Aldrich Family" on coast-to-coast television. There isn't enough in the budget to handle both radio and TV so "Club 15" will go.

"Club 15" costs the sponsor \$9,000 per week for talent plus line charges. Show has been on the air since July, 1947. Ward Wheelock agency has the account. Show's cast includes Bob Crosby, Gisele MacKenzie, the "modernaires" and Jerry Gray's ork. Campbell intends to continue Walter O'Keefe's "Double or Nothing" morning series on the National Broadcasting Company.

Campbell has explored possible TV conversion of the "Club 15" show. Kine was filmed late in 1950 and both the agency and the sponsor seemed receptive to TV.

However, sponsor later acquired its present TV shows which inflicted enough of a dent in the broadcasting budget to not only rule out a TV version of the show but the radio show itself.

**KEEP YOUR EAR TO THE GROUND**

Get all the vital news of **RADIO and TV** every week

Enter a money-saving subscription to **THE BILLBOARD** NOW

Save more than 20% on newsstand price. Fill in and mail this coupon TODAY!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please send me The Billboard for one year at \$10 Foreign rates upon request. 807

Name .....

Address .....

City .....

Occupation .....



NEWS CAPSULES—COAST TO COAST

**CBS Net Up \$274,505 for 9 Mos. On \$159 Mil Gross; Dividend 40c**

NEW YORK—No. 8.—The Columbia Broadcasting System board of directors this week declared a cash dividend of 40 cents a share on its class A and class B stock, payable December 5. The company's gross income for the first 40 weeks of 1952, ended October 4, was \$159,357,292. This was an increase of \$38,054,032 over the CBS nine-month gross in 1951. Net income for the first nine months of this year was \$3,807,171, an increase of \$274,505 over last year.

**MUTUAL SKEDS AFFIL MEETINGS**

NEW YORK—Mutual Broadcasting System execs will go thru a series of six two-day meetings with affiliates from November 13 to December 9. Each seminar will be for stations in a different region. The sessions will cover all phases of the network's operation, including programing, sales, station relations and research. The first meeting will be held here Thursday (13), followed by meetings in Chicago, November 17; Salt Lake City, November 20; Atlanta, December 1; Biloxi, Miss., December 4; and Dallas, December 8. These sessions have been a regular practice since the formation of MBS's Affiliates Advisory Committee in May, 1951.

**ROME PROTESTS RADIO SET TAX**

ROME—For the past three months, all of Rome's radio stores have banded together to refuse to buy any new stocks of sets. The boycott is to protest the city's 15 per cent tax on radio sets. Salesmen say the tax is illegal, and Rome is the only city in Italy which still taxes radios, despite a law of last June which declared that radio receivers would not be subject to taxes.

**'FREEDOM USA' SALES BOOMING**

NEW YORK—Sales of "Freedom USA," the Frederic Ziv Company transcribed show starring Tyrone Power, continued to soar this week. Sales veep Alvin

**'Racket Squad' TV Film Series Sold to Toni**

HOLLYWOOD, Nov. 8.—Toni Home Permanent this week bought the "Racket Squad" TV film series starting in January. Toni will pick up sponsorship of the series immediately after the show completes its current cycle for Philip Morris. Toni will pay \$18,000 per new episode. This represents a substantial boost over the \$12,500 paid by Philip Morris. Contract is for a series of 13 new shows. After completion of the 13-week cycle, the sponsor will then pick an additional 13 films out of the producer's total of 102 completed films for re-run. These will include the 13 produced for Toni plus the 89 films that had been made for Philip Morris. "Racket Squad" is produced by Showcase Productions, a firm composed of Hal Roach Jr. and Carroll Case. William Morris represented Showcase in making the sale.

**FULL TREATMENT**

**Krasne Exploitation For 'Heart of City'**

HOLLYWOOD, Nov. 8.—Gross-Krasne Productions intends to follow in the established theatrical film paths of picture exploitation for "Heart of the City," subsequent run name for "Big Town." G-K produces "Big Town" for Lever Brothers, but syndicates the series in second run six months after it has played its first run for Lever. United Television programs handles sale for the subsequent under the changed series name. G-K hired Al Joyce and Sol Duldig, vet Hollywood pic backs,

Unger predicted the total would hit 600 by next week. An official of Pan-Am Southern Corporation, petroleum products, recently recommended to its distributors that they take the show as a public service, following which the oil distributors placed it in another four Southern markets. Another newspaper sponsor was also picked up this week when WHDH, Boston, sold the show to The Boston Herald.

**BU SCHEDULES RADIO FORUMS**

BOSTON—Boston University's School of Public Relations and Communications, celebrating its fifth anniversary this Friday (14), will hold two panel discussions featuring TV-film and radio leaders. On the question "Why Will Radio Continue as a Major Communication Medium?", the participants will be Harold Fellows, president of the National Association of Radio and Television Broadcasters; Robert Saudek, director of the Ford Foundation's TV-Radio Workshop; and Harvey Struthers, manager of WEEI here. On "Developments in the Use of Film in Television," the panel will consist of Robert Sarnoff, veep in charge of the National Broadcasting Company's film division; Jack Chertok, head of his own production outfit, and Sam Pianski, president of American Theater Corporation.

**AFFILIATES SIGN WITH CBS, ABC**

NEW YORK—Three more affiliation contracts with forthcoming TV stations were concluded this week. Columbia Broadcasting System signed up KRQD-TV, El Paso, Tex., and KTBC-TV, Austin, Tex. The latter will be a basic affiliate beginning December 1. The former will be a primary non-interconnected station on Channel 4, El Paso, beginning January 1. WROV-TV, in Roanoke, Va., a VHF station due to go on December 15, will become the 68th affiliate of the American Broadcasting Company.

**WJZ ANNOUNCES NEW ACCOUNTS**

NEW YORK—WJZ racked up the following new and renewal business this week: Pechter Bakken renewed its schedule of participations in the Don Gardner news program; Averow Christian Projects renewed sponsorship of 1-1:30 Sundays for William Ward Ayer's radio sermons; Don Allen, Chevrolet distrib, bought Monday to Friday participations in the Tom Reddy program for 13 weeks; the Ace Electric Appliance Corporation bought Monday thru Saturday participations in the Vince Williams show.

**DEFINE DUTIES OF PR MEN**

BALTIMORE—Returns to a questionnaire sent by WAAM to TV stations reveal that public relations men at TV stations are responsible for press information, audience promotion, sales promotion and facility tours. Miscellaneous duties include public service programming (30 per cent), supervising TV show ticket distribution, ghost-writing and "greeting." The questionnaire was sent to 108 TV stations and replies were received from 44.

**WEB EXECS JOIN MARCH OF DIMES**

NEW YORK—The March of Dimes Campaign, which is con-

ducted thru January for the National Foundation for Infantile Paralysis, will again have the services of the broadcasting execs who have served on its National Radio-TV Committee in past years. A new member of the committee is Ray Diaz, ABC program director. For the third consecutive year, the committee's chairman will be Harold Fellows, president of the National Association of Radio and Television Broadcasters. Other members of the committee are Bud Barry, NBC; William Finestriber Jr., MBS; Hubbell Robinson Jr., CBS; Alexander Stronach Jr., ABC; Pat Weaver Jr., NBC, and Chris Witting, Du Mont.

**SIRACUSA FORECASTS '53 SET SALES**

LOS ANGELES—Ross D. Siracusa, president of Admiral Corporation, this week estimated that from 750,000 to 1,250,000 TV receivers would be sold in new markets, out of anticipated total sales of 6,500,000, by the end of 1953. His belief therefore was that present markets would absorb a far larger proportion of sets than the 50 new markets expected to come into existence by then. He told the Los Angeles

**DU MONT WILL END TV FILM SYNDICATION**

NEW YORK, Nov. 8.—The Du Mont Television Network this week reportedly folded its entire TV film syndication operation. Shut-down was supposedly ordered by the web because the department was unable to line up enough first-class film properties to survive in an increasingly competitive field, where even the top film distribution outfits are being forced to cut their prices.

The Du Mont film department's syndication catalog included "Streamlined Fairy Tales"; "Speed Classics"; Hy Gardner's "Pathe Hi-Lites"; a five-minute adventure series titled "Holiday of Dreams"; three "Scotland Yard" mystery flickers, and a few old feature films. Department head Donald Stewart who was brought here from Du Mont's Pittsburgh station earlier this year, will remain with the web in a different capacity.

Society of Security Analysts that the high replacement of small-screen sets with 21-inch sets has boosted sales materially in present markets where upward of 70 per cent saturation has been reached.

**GE Orders 6 TV-Films for Summer '53**

NEW YORK, Nov. 8.—General Electric this week became the first sponsor to buy a summer replacement show for 1953 when it ordered six video films from Stuart Reynolds. The TV film series will replace the Fred Waring show next summer on the Columbia Broadcasting System's TV network.

As soon as these six are made and found acceptable, GE will order another seven to fill out the 13 weeks of hiatus time. Producing the series will be Gil Ralston and Arthur Ripley. Top movie stars will be featured in each film.

Ralston has already started buying scripts. He paid \$1,250 each, close to top money for a 30-minute drama, for two scripts which were done on the Armstrong "Circus Theater" within the year. They are "The Vase," by Frank De Felitta and "The Image," by Ann Bailey. Jay Garon was the agent.

**PACKS A WALLOP!**

**THE AL MORGAN SHOW**

with 2 1/2 million sales impressions a week!\*



Al's back and still beating the keyboard in the fascinating windmill style that kept his network ratings riding high! And he's back pulling an average of 229,533\* viewers a day in WLW-Television's rich 3-city market.

Average weekly rating—Cincinnati 14.3\*

Average weekly rating in all 3 cities 11.6\*

3 peak week-days, Tues., Wed., Thur. 15.4\*

Nearest competition, well established kids show 6.4\*

Competition fades away when Al moves into the spotlight. And there's further proof of the Al Morgan magnetism. Thousands tune in specifically to watch his show.

Average sets in use preceding 1/4 hour show 17.3%\*

Average sets in use during his show 25%\*

**Let Al Morgan sing a Song of Soles for you!**

ARB (American Research Bureau)

**THE BEST BUYS TO SEE ARE ON WLW**

**WLW Television**

**WLW-T WLW-D WLW-C**

CINCINNATI DAYTON COLUMBUS

Sales Offices: CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, HOLLYWOOD



# Ike Administration to Change Rules Affecting Radio-Tele

• Continued from page 1

Paul A. Walker and Commissioner Eugene H. Merrill due to be replaced by Republicans early in the Eisenhower administration, the FCC will be GOP-dominated for the first time since it was created in 1934. Topping the list of policy changes sure to be deliberated are Automatic renewals of TV and radio licenses, replacing the present elaborate renewal machinery (question whether legislation is needed is already being discussed in some quarters here); modifying the FCC's revocation regulations, and developing a hard-and-fast policy against definite reservation of education channels. (For details on FCC changes, see separate story.)

TV-radio coverage of Capitol Hill hearings.—Overturn of House control by the GOP may bring an end to outgoing Speaker Sam Rayburn's (D., Tex.) ban on TV-radio at hearings. Rep. Joseph W. Martin Jr. (R., Mass.), who is in line to become House speaker, has taken a lenient attitude toward TV-radio coverage. House policy on this is subject to speaker's interpretation. On the Senate side, legislation sponsored by Sen. Pat McCarran (D., Nev.) to impose a similar ban has less chance of passage if reviewed by McCarran, whose influence is drastically reduced by Democratic loss of Senate control.

Voice of America.—State Department's global information pro-

gram, which includes Voice of America, is at last in for a sweeping upheaval. Several "paper" reorganizations have taken place in this agency which has been criticized recurrently on Capitol Hill because of extravagance, waste, ineptness and global junketing. Whether the Voice will expand or contract under the reorganization is uncertain. Eisenhower is committed to a strong global propaganda policy, but he has also made it clear that State Department faces a housecleaning on a scale more sweeping than in any other Potomac agency.

Subversive probes.—The entertainment industry, which has been under the spotlight of a probe by the Senate Internal Security Subcommittee headed by Senator Mc-

Carran, will face a probe from new groups next session of Congress. Sen. William Langer (R., N. D.) is top GOP in line for the Senate Judiciary Committee chairmanship now held by Senator McCarran, who has also served as chairman of the Senate Internal Security Subcommittee investigating entertainment. Langer would be expected to take a sane approach, and would be likely to discourage smears and witch-hunting. On the House side, the House Un-American Activities chairmanship used to go to Rep. Harold H. Velde (R., Ill.).

Copyrights.—New move to extend the Copyright Act to juke boxes will be made early next session, but is not likely to get far. (See separate story.)

## GOP Inaugural Stacks Up as Real Pow-Wow

• Continued from page 1

plenty of activity for everyone from pitchmen to nitery owners.

TV-radio coverage will be on an unprecedented scale, and an associated TV-broadcast industry committee has already submitted a proposal to authorize commercial sponsorship of the inauguration for the first time in history. (See separate story.)

Hildreth and McGarragh have already done a lot of spadework for the incoming inaugural committee, making it possible for the new group to facilitate preparations. Hildreth, a legalist who is prominent in amusement industry

circles, said that the big National Guard Armory here has already been reserved in the event that the incoming Eisenhower inaugural committee wants to stage a gala concert on Monday night, January 19, and an inaugural ball the following night. Four years ago, a concert for President Truman brought dozens of big-name professional entertainers to the stage. Arrangements have been completed for setting up 54,000 seats along the route of the inaugural parade which takes place Tuesday, January 20, when President-Elect Eisenhower takes the oath of office at the Capitol Plaza. Hildreth said that unusual interest has been shown in the inaugural parade by cities, States and schools in all parts of the nation, which apparently are deliberating plans to send floats and bands. Hildreth, whose 1948 inaugural committee produced a heavy profit for the first time in history, is expected to be advisor to the new chairman who will be named soon.

Prospects to head up the new inaugural committee include: McGarragh, former president of the DC Board of Trade, and Edgar Morris, a Republican who headed Hildreth's inaugural ball committee in 1948.

## Post-Freeze TV Station Grants at 98

WASHINGTON, Nov. 8.—The Federal Communications Commission this week pushed the number of post-freeze TV station grants to 98, with the issuance of six additional commercial construction permits, all for UHF stations. This brings total TV authorizations to 206, with the number of grants for non-commercial educational stations remaining at nine.

Granted CP's this week were: Jacob S. Newborn Jr., Gadsden, Ala.; UHF Channel 18, Elmira Television, Elmira, N. Y.; UHF Channel 24; the Warren Tribune Radio Station, Inc., Warren, O.; UHF Channel 67; Old Dominion Broadcasting Corporation, Lynchburg, Va.; UHF Channel 16, and White Television Company, Wichita Falls, Tex.; UHF Channel 22.

At the same time the commission scheduled the following applications for new TV stations for hearing here November 17: Maria Helen Alvarez and Cal Tei Company, for UHF Channel 40, Sacramento; John Poole Broadcasting Company and Jack O. Gross, UHF Channel 46, Sacramento; W. S. Butterfield Theatres, Inc., W.J.R. the Goodwill Station, Inc., and Trebit Corporation, all for VHF Channel 12, Flint, Mich.

## 450 Mil Plus Tube Estimate

WASHINGTON, Nov. 8.—Electron tube makers this week estimated 1953 production of tubes at 450,000,000 units while the National Production Authority, anticipating the manufacture of 6,200,000 television sets and 12,000,000 radios coupled with the replacement of 80,000,000 tubes in existing sets next year, optimistically placed its estimate at 487,000,000 units.

Both the Receiving Tube Industry Advisory Committee and the Special Purpose Tube Committee warned the NPA that efficient distribution of tubes could not be expected under a centralized military procurement plan. Tube makers reported no serious shortages of tubes or materials.

## WNBT Awarded Temporary TV Color Grant

WASHINGTON, Nov. 8.—With the Federal Communications Commission expected to get a formal industry request for new color TV standards sometime after next June, the FCC this week granted special temporary authority to National Broadcasting Company Station WNBT to operate an experimental station to test Radio Corporation of America's color TV system for a period from next Monday (10) thru November 28. Operations of the experimental station, which will have call letters K22XLV, will be limited to 15 minutes daily Monday thru Friday between 9 a. m. and noon. A test report will be issued by January 15.

Plans for submission of a new color TV petition have long been in the making. A spokesman for the National Television System Committee said recently that the request for electronic standards won't reach the commission before next summer. Also the commission has adopted the Columbia Broadcasting System's standards based on a mechanical system, color TV has not gone into commercial use. National Production Authority crackdown on manufacture of sets blocked any remaining possibility for color TV production. The National Television Systems Committee has been working on a system drawing from the best of RCA's system and other electronic systems.

## TV ON THE SPOT

# WLWC Exclusives At Ohio Prison Riot

COLUMBUS, O., Nov. 8.—

Television was on the spot during the Ohio State Penitentiary riot here last week end, with the first exclusive live telecast was the facilities of WLWC shooting exclusive live telecasts of the action. In addition, motion picture cameras shot films for presentation on NBC-TV "News Caravan" and "Today," in addition to feeds to the three stations on the WLWC television network.

WLWC scooped local radio stations by having the only direct audio line set-up from the penitentiary. Radio stations used tape and wire recorders. Thru the audio hook-up, WLWC was able to feed live commentary on the scene to NBC "Radio News" and to WLW radio. First pictures of the riot, along with information secured at the penitentiary, went on the air at 6:25 p.m. Friday (31) on Bill Hindman's "Capitol News," just an hour and a half after the first bulletin was received. By 9:30 p.m., an audio line was set up and NBC "Radio News" carried interviews from the scene at 11:15 p.m. Friday. Bill Hindman reporting.

Films shot from a vantage point on the Columbus Bolt Works roof showing the extent of fire damage inside the prison walls was shown Saturday at 2 p.m. and again at 6 p.m., with complete last-minute details going on three-station WLW television network.

When the riot broke out again Sunday night, WLWC newsman Hindman was on the scene with photographer Dick Robbins until 4 a.m. A little later Monday morning orders were given to establish video locations, and audio control over the WLW television network was given the Columbus station for cut-ins with latest news flashes from the scenes. A special

cut-in was made Monday morning (3) on NBC's "Today." Microwave relays was set up on Columbus Bolt Works building and the first exclusive live telecast was fed to the three WLW-TV stations at 6 p.m. Monday. Late films and on-the-scene audio commentaries were fed NBC "News Caravan" at 7:45 p.m. Monday and "Three-City Final" on WLW-TV at 11 p.m. Tuesday. On a tip that a surrender was due, exclusive audio contact was again set up and with the help of two WLWC sales representatives, ex-newspapermen, WLWC was able to scoop all other radio and TV stations and newspapers. When the surrender was made, the salesman from inside the pen gate made the pre-arranged signal and news of the surrender went on the air as they made their way to the remote set-up with further details. On call throughout the period were Bill Hindman, WLWC news reporter; Dick Mall, announcer; G. C. Ragle, program director; Jim Burgess and Bob Hutelison, sales reps, and Walter Jacobs, production manager in charge of the remote crew.

## Scrap Over Channel 8 In Stalemate

WASHINGTON, Nov. 8.—The scrap over VHF Channel 8, Lancaster, Pa., was no nearer settlement this week following the Federal Communications Commission's dismissal of a protest and pending an FCC action conditionally authorizing the operation of WGAL-TV on Channel 8. The commission also dismissed an application by Peoples for interim operation on that channel.

The commissioners reiterated that they had "in the public interest" authorized WGAL-TV to operate temporarily on Channel 8 pending the outcome of a hearing on comparative applications by Peoples and WGAL. Continued operation of WGAL-TV on its licensed Channel 4 would, they emphasized, result in "grave consequences" to televisioners in New York and Washington as well as in Lancaster. Thus, the FCC ruled, it was necessary for WGAL-TV to operate on Channel 8 on an interim basis so that persons in that area would not be "deprived of the existing service rendered by that station."

Flatly denying Peoples' allegation that the expenditure of approximately \$140,000 by WGAL for a station on Channel 8 to operate with minimum power would prejudice the FCC in favor of WGAL's application, the commission declared: "We will not give prejudicial, or indeed any, effect to the expenditure of funds which will be made by WGAL, Inc."

## Autry Forms Corporation To Buy KMPC

HOLLYWOOD, Nov. 8.—Corporation was formed this week to buy Station KMPC from the G. A. Richards estate. Firm was registered as KMPC, Inc., and lists as directors Robert O. Reynolds, the station's present vice president and general manager; Wesley L. Nutten Jr. and Dorothy A. Casabault. Firm was incorporated for \$500,000. Gene Autry will be the firm's proxy. Corporation is registered as KMPC, Inc.

Paper lists its purpose of business as radio, television and network broadcasting. Reynolds told The Billboard that the buyers of the station do not at present foresee any time when the station will go into TV or net operations. These were merely included, he said, to save the outlet the job of having to seek permission to go into these fields in the event at some future date it may decide to pursue these activities. Reynolds said that the station will continue to operate as an independent radio station.

## DIM D.C. VIEW

## FCC OK Not Likely for Channel Bid

WASHINGTON, Nov. 8.—The Federal Communications Commission may take a dim view of the fission-torn application filed here last week by the District of Columbia Board of Education for exclusive control of non-commercial UHF television Channel 26. Fireworks were touched off when the school board filed the application with only a grudging approval from a special educational television committee, composed of area educators and civic leaders, which had been studying the best possible use of the channel for the past five months.

The district commissioners have promised to ask Congress for \$400,000, a sum which the board estimates will be required for construction of station facilities and station operation for one year. Several education television committee members have questioned the wisdom of using congressional funds for the station, pointing out that this could lead to "political influence" and "thought control." It is definitely expected that the FCC will establish a hard and fast policy against issuing a grant contingent on congressional appropriations.

## Seek TV Show For Budweiser

NEW YORK, Nov. 8.—Budweiser this week was considering several TV programs for sponsorship. The advertiser has decided it would like to re-enter the medium this season. Last year Budweiser bankrolled the Ken Murray show on the Columbia Broadcasting System's TV network, but already has turned Murray down. Client has a fat bankroll ready for the plunge. D'Arre is the agency.

Keep 'em laughing and they'll keep looking at your channel. Thirteen hilarious Hank McCune situations comes are offered by Atlas in this week's TV Film Market Place, where you'll also find the latest and best offerings of every type of TV film—series, feature and commercial. Read it today.

## FUND RAISER

## Danes Plan Commercial Radio Segs

COPENHAGEN, Nov. 8.—If present plans get official okay, Denmark's radio audience will be given 10 minutes of commercials daily in the near future. Radio officials are faced with need of a large sum of money to finance radio and video programs and projects, which at present are financed thru the licensing of radio and video sets, plus funds provided by the government. No details of the new project have been announced excepting that the ad blimps will be priced so as to net the State Radio 3,500,000 Krone (\$507,500) per year.

Figures released by the Danish State Radio show that there were 1,275,892 radio receiving sets licensed in Denmark during the year ended September 1. This is an increase of approximately 25,000 over the preceding year.

## TV Set Sales Hit 875,290 in Sept.

WASHINGTON, Nov. 8.—Dealers throughout the nation chalked up 875,290 sales of television sets during September, to top the 700,490 figure for combined sales to the public in June, July and August, the Radio-Television Manufacturers' Association reported. The trend in radio sales was in the opposite direction, with 892,761 radios sold in September compared with 1,139,467 sets sold during the preceding three months, the RTMA survey revealed.

The weekly average of 353,610 radio and TV set sales during September is the highest since last December, RTMA said. Combined September sales brought the year's total sales to 7,741,656.

## Product 'Oscars' Out in Commercials

WASHINGTON, Nov. 8.—The words "Academy Award" and "Oscar" or pictures of the "Oscar" statuette can no longer be used implying meritorious award to products in radio and TV commercials, according to a stipulation signed by the Academy of Motion Picture Arts and Sciences and the Bulova Watch Company and approved by the Federal Trade Commission this week.

Under the stipulation, future advertisements using these words and pictures will specifically mention a licensing agreement with AMPAS, FTC said.



THE BILLBOARD

Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in BALTIMORE

(422,000 TV Sets; Panel Size 400)

According to Videodex Reports

Table with columns for station (WAAM, WBAL-TV, WMAR-TV) and network (ABC, Du M, NBC, CBS).

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national report based on all 63 markets.

Sign-on to sign-off times for various shows.

Table of TV show ratings for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table of TV show ratings for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table of TV show ratings for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table of TV show ratings for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table of TV show ratings for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table of TV show ratings for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table of TV show ratings for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

\* NBC estimate for October, 1952.

Share of Total Audience Radio vs. TV in BALTIMORE

According to Pulse Reports July-August, 1952

7 P.M. to Midnight

Table showing audience share percentages for radio and TV.

Table showing audience share percentages for radio and TV by day of the week.

6 A.M. to 6 P.M.

Table showing audience share percentages for radio and TV.

6 A.M. to Midnight

Table showing audience share percentages for radio and TV.

NEXT WEEK Videodex and Pulse Studies of ATLANTA

Top TV Shows Each Day

According to Videodex

Top 5 Radio Shows Each Day

According to Pulse

Share of Total Audience Radio Vs. TV

According to Pulse

FOR FULL INFORMATION

about all radio and television shows ratings, audience compositions and the many other factors which determine the success or failure of a program.

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videodex service, write to IAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARB service, write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

RTMA Plans Production Hike of Sets

WASHINGTON, Nov. 8. - Stepped-up production and distribution of UHF sets will be mapped here next week (November 12 and 13) at a "statistical clinic" staged by the Radio and Television Manufacturers' Association.

Top 5 Radio Shows Each Day of the Week in BALTIMORE

According to Pulse Reports

Table showing radio show ratings for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Pulse radio surveys are conducted in 30 markets, and reports are issued bi-monthly except in New York, which is monthly.

7 P.M. to MIDNIGHT

Table showing radio show ratings for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

MONDAY

Table showing radio show ratings for Monday.

TUESDAY

Table showing radio show ratings for Tuesday.

WEDNESDAY

Table showing radio show ratings for Wednesday.

THURSDAY

Table showing radio show ratings for Thursday.

FRIDAY

Table showing radio show ratings for Friday.

SATURDAY

Table showing radio show ratings for Saturday.

6 A.M. TO 7 P.M.

MONDAY-FRIDAY

Table showing radio show ratings for Monday-Friday.

SATURDAY

Table showing radio show ratings for Saturday.

SUNDAY

Table showing radio show ratings for Sunday.



## AFTRA Would Support SAG In the Event of Strike Vote

NEW YORK, Nov. 8. — The American Federation of Television and Radio Artists this week threw its weight behind the Screen Actors' Guild in the SAG's dispute with producers of film commercials. The board of directors of SAG has already authorized strike action. Although the Associated Actors and Artistes of America has also supported the strike, it was not known whether AFTRA would follow suit.

A wire by the national board of

AFTRA unanimously supported the SAG in the event it should strike, and declared that it would order its members not to work for any film producer making commercial spots until the strike is ended. The wire also assured SAG of whatever aid AFTRA could give it and added "your fight is our fight."

The telegram is important for two reasons. It puts the power of AFTRA at the SAG's disposal. The producers of film spots, it is

alleged, had hoped that because of the jurisdictional differences between the unions, AFTRA would petition the National Labor Relations Board for an election once the strike was under way. The action is also significant in that it closes ranks in the performers' unions and cannot help increase the co-operation between them. In that way, it is a step toward settling their differences.

The producers of film commercials, in their counter-proposals to SAG demands, objected to payment of salaries on a per-spot basis alone. They offered payment by the day, or possibly by day and per commercial. The industry also objected to the loosely described demarcation between working on camera and working off camera. They proposed that the distribution be broken down into four divisions: (1) seen and (Continued on page 15)

## Wormhoudt Sets Up N. Y. Vitapix Offices

NEW YORK, Nov. 8.—Robert H. Wormhoudt, president of the newly formed Vitapix Corporation, was this week setting up the company's New York headquarters at 509 Madison Avenue and hiring sales reps. The office will be officially opened next Monday (17). At the same time, the Chicago office that the new TV-film company had set up a couple of months ago was closed down, since, with the appointment of Wormhoudt as president, the firm's distribution activity will pivot out of New York. Wormhoudt for the past three and a half years has been sales manager of Unity Television Corporation.

Vitapix, representing a capitalization of about \$1,000,000 and the collaboration of one of the leading TV-film producers in Hollywood plus four veteran broadcasters, promises to establish itself quickly as one of the major contenders in the film end of the TV business.

William F. Broidy, Hollywood film producer, becomes vice-president and production chief of Vitapix. The Broidy office in Hollywood will serve as the West Coast headquarters of the new firm. Vitapix will handle all sales and distribution of films turned out by William F. Broidy Productions, Inc.

The four broadcasters who are principal investors in Vitapix are John E. Fetzer, head of the corporation that owns WKZO-AM-TV, Kalamazoo, Mich., and WJEF, Grand Rapids, Mich.; Col. Harry Wilder, who until six weeks ago was president of WSYR-AM-TV, Syracuse, Rich. Borel, general manager of WBNS-AM-TV, Columbus, O., and Howard Lane, president of KOIN, Portland, Ore., and KJR, Seattle, Wash.

### The Officers

All except Lane will be vice-presidents of the corporation. Lane will also be on the board of directors. Treasurer of the corporation is Don G. Campbell, owner of the D. C. Electric Company in Hollywood, a major equipment supplier in the motion picture industry.

Secretary is Horace L. Lohnes, a Washington attorney. Of the officers, only Wormhoudt and Broidy will be actively engaged in the operation of Vitapix. The others will act in an advisory capacity.

Vitapix will operate in all phases of the TV-film business—production, distribution of its own product, distribution of theatrical film, TV stations and distribution and syndication of film programs turned out by other producers.

The firm has a package of 27 Monogram Westerns, which it has already sold to a dozen stations. Johnny Mack Brown stars in 21 of those, and Whip Wilson is the star of the others. Vitapix is also distributing a library of 100 Tele-Discs, three-minute musical films.

The Broidy studios are currently working on two half-hour series, which will be offered for national sponsorship.

### Versatile Trend

The entrance of Vitapix into the TV-film industry heads a potential trend toward versatility and bigness that in recent months has remained on the rumor and talk level only. The producers of TV-film series today are faced with the temptation to handle their own distribution rather than turn their products over to

a distributor who will take a healthy cut off the top of any re- (Continued on page 13)

## EVERYBODY IN ACT

## Stockholders in Snader Sale Fight

HOLLYWOOD, Nov. 8.—The battle continued to flare this week between Louis Snader and his two general partners over the projected sale of 750 Snader Television Films for \$600,000. The various Snader TV entities are owned by three general partners, Snader, Alexander Bisno and Sam Markovitch, plus 103 limited partners who are stockholders in the firm.

Bisno called a meeting of the limited partners Sunday (2) to approve terms of the Television sale. Bisno addressed the group and called for speedy approval of the sale to Frye. He accused Snader of promising to top Frye's \$600,000 offer, but so far, according to Bisno, Snader has only offered talk and no money. Bisno told the stockholders that the company must be sold now or face possible bankruptcy. He said that

If the Frye deal falls thru they were in danger of losing their investment.

He also promised investors that in the event the total losses to them amounts to more than \$150,000 following the sale to Frye, he will personally undertake to make up the deficit to the investors out of his own pocket. This he said would be paid back to investors over a period of time, but the indebtedness to them would be cleared. He said he would guarantee to cover losses of those investors who partake in court action in effort to block the sale.

This was aimed directly at Lou Snader, who was present at the meeting. Snader had asked the Superior Court to issue a temporary and permanent injunction against Bisno and Markovitch (Continued on page 15)

### Sponsors who are NEW like these:

- STRIETMANN BISCUIT CO., Louisville, Ky. WHAS-TV
- PHOENIX BREWERY CORP., Buffalo, N. Y. WBEH-TV
- WISCONSIN IND'Y. OIL CO., Milwaukee, Wis. WTMJ-TV
- GERITOL, Kansas City, Mo. WDAF-TV
- GILL COFFEE, Richmond, Va. WTVR
- FAYGO BEVERAGES, Norfolk, Va. WTAR-TV
- YES TISSUE SPEIDEL, Detroit, Mich. WXYZ-TV
- BUCKEYE BREWERY, Toledo, Ohio WSPD-TV

### Become sponsors who RENEW like these:

- VANITY FAIR TISSUES, Boston, Mass. WNAC-TV
- WIEDEMANN BREWING CO., Columbus, O. WBNS-TV
- DAW DRUG COMPANY, Cincinnati, Ohio WLW-TV
- PETER HAND BREWERY, Dayton, Ohio WHIO-TV
- SUN DRUG CO., Rochester, N. Y. WHAM-TV
- BUCKEYE BREWERY, Chicago, Ill. WKBQ-TV
- WEDMANN BREWING CO., Toledo, Ohio WSPD-TV

# "BOSTON BLACKIE"



"STARRING KENT TAYLOR AS 'BLACKIE'  
WITH LOIS COLLIER AS 'MARY' AND  
FRANK ORTH AS 'FARRADAY'"

AMERICAN  
ADVENTURE

SPONSORS BUY IT BECAUSE THEY KNOW IT  
THEY RENEW IT BECAUSE IT'S PROVED GOOD  
SPONSOR IT AND THE PROFITS ARE



# WENR-TV Enjoys Big Oct. With Films

CHICAGO, Nov. 8.—Based almost entirely on its programming of feature films, WENR-TV, Chicago, has enjoyed the greatest commercial month in its history during October. Business topped that of October, 1951, by 40 per cent.

WENR-TV has been running three features in a row on Saturday nights for the past two months. The block was completely sold out only a few weeks after it went on the air. Owned and operated by the American Broadcasting Company, the station has been able to chalk up local sales in top evening time because of the paucity of its network commitments.

John Norton Jr., veepee in charge of ABC's Central Division, said that the pick-up in the station's finances has been a terrific boost to its staff, in view of the expected merger with WBKB here, which is owned by United Paramount Theaters. WBKB, one

of the top money-makers in the country, and its key personnel will join the Chicago ABC operation when and if the ABC-UPT merger is okayed by the Federal Communications Commission.

## 13 Xmas Films Are Offered

NEW YORK, Nov. 8.—Sterling Television Company this week was pitching to stations a group of 13 special Christmas TV films ranging in length from eight to 20 minutes. They included musicals, puppet shows and animations. Among them were a short skating sequence with Barbara Ann Scott and a 15-minute version of "Hansel and Gretel" with the Salzburg Marionettes. Sterling is offering special prices to stations taking a package of six or 10 films.

## TV PIC OF JAP ATTACK LEADER

HOLLYWOOD, Nov. 8.—Evangelist Billy Graham turned his "Hour of Decision" TV film cameras this week on the Japanese air officer who commanded the attack on Pearl Harbor for a film to be aired on December 7. Officer is Capt. Mitsuo Fuchida, who led the 360 planes in their Pearl Harbor attack 11 years ago. He is the only commanding officer of the sneak attack to remain alive.

He accepted the Christian faith after he was exonerated during the war crime trials. Film, aimed for the Pearl Harbor day viewing, will detail the part the then enemy officer played in the attack, tell his experiences in the Japanese Army. Newsreel footage of the Pearl Harbor attack will be included with the new footage to round out the half-hour show.

# New Plan for TV Film Distribution

DETROIT, Nov. 8.—Plans for a new system of television film distribution, designed to make access to films much easier for local stations, sponsors and agencies, by utilizing the facilities of existing motion picture exchanges, are being put into motion by Sam Nathanson, independent film distributor. An old Detroit, Nathanson was in town this week to negotiate with Dezel Productions for distribution in Detroit, Chicago and other Mid-

west area where Dezel operates. He was on the fourth of a seven-week Coast-to-Coast tour of key cities.

Nathanson is dickering with independent film exchanges which, because of the nature of their distribution and product handled, are not directly tied up with the major Hollywood producers and distributors. There are usually from one to about five independents in each of the 30-odd motion picture exchange areas, and Nathanson is contacting these organizations to set up his own national chain of video film outlets.

## Sterling Television Has Biggest Month

NEW YORK, Nov. 8.—Sterling Television, Inc. TV film distribution outfit here, chalked up the biggest sales month in the firm's history during October, 1952. Gross billings for that period totaled \$85,000.

Currently, he is distributing several pictures for video use, including: "Adventures of Peches," which has been on the air for about two years on the West Coast; "Mimi," a feature with Douglas Fairbanks Jr. and Gertrude Lawrence; "Nickelodeon," a series of musical shorts, and "Hollywood Newsreel," a gossip-type series.

Availability of physical facilities for handling and storage of film and access to film sources and to establish outlets, as well as know-how in motion picture distribution, are key factors which may make the Nathanson set-up a wedge to break the wall which has hitherto sharply separated television and established motion picture operations at the point of distribution, despite the moves toward a closer rapprochement at the production level.

## TV FILM PURCHASES

The Falls City Brewing Company, of Louisville, has bought "Favorite Story," the new Ziv series starring Adolphe Menjou, for showing in three markets—Louisville, Bloomington, Ind., and Huntington, West Va. In addition, "Favorite Story" has recently been sold for airing on WNAC-TV, Boston; WDTV, Pittsburgh, and KPHO-TV, Phoenix, Ariz. In the last-named market it will be sponsored by the Clark Smith Automotive Company.

Ziv also recently sold four of their major film programs for sponsorship on the upcoming station in El Paso, Tex., KROD-TV. The four shows are "Cisco Kid," "The Unexpected," "Boston Blackie" and "Your TV Theater."

WBZ-TV, Boston, has taken a year's renewal of its contract for the "NBC News Review of the Week."

Columbia Broadcasting System Television Film Sales has sold 39 weeks of "The Files of Jeffrey Jones" to the Crown Drug Company of Kansas City, Mo., for showing on WDAF-TV there. The deal was set thru R. J. Potts-Calkins & Holden, Inc.

CBS Film Sales last week chalked up six renewals of "The Range Rider" series: in Providence, Minneapolis, Los Angeles, San Diego, San Francisco and Seattle.

## Wormhoudt Sets

Continued from page 12

turn and yet offer the producers no guaranteed minimum. The distributors at the same time are likely to be more interested in pushing a series in which they themselves have a financial interest than in promoting products they only have on consignment from other producers.

The smaller distributors of feature films are meeting gradually increasing price resistance from stations. Since feature films still represent one of the best deals a station can make, there continues to be plenty of business to go around for almost anybody with a catalog. But the smaller operator, who has to stand in line behind the majors in both the acquisition of new products and in new sales to stations, continues to find his profit margins squeezed.

Vitaphone, because of its personnel with their know-how, financing, facilities and planned breadth of operation, hopes to avoid the headaches of the specialists.

Because of **INGS** like these:

S. FT. WORTH (LIVE WIDEOR) 39.3	1st	ALL WEEK ALL STATIONS
ONT (LIVE WIDEOR) 27.8	1st	ALL WEEK ALL STATIONS
DO (LIVE WIDEOR) 40.8	2nd	THURSDAY NIGHT ALL STATIONS
TSBURGH (LIVE WIDEOR) 57.7	1st	ALL WEEK ALL STATIONS
ARLOTTE (LIVE WIDEOR) 63.2	2nd	THURSDAY NIGHT ALL STATIONS
INCINNATI (LIVE WIDEOR) 32.7	3rd	THURSDAY NIGHT ALL STATIONS

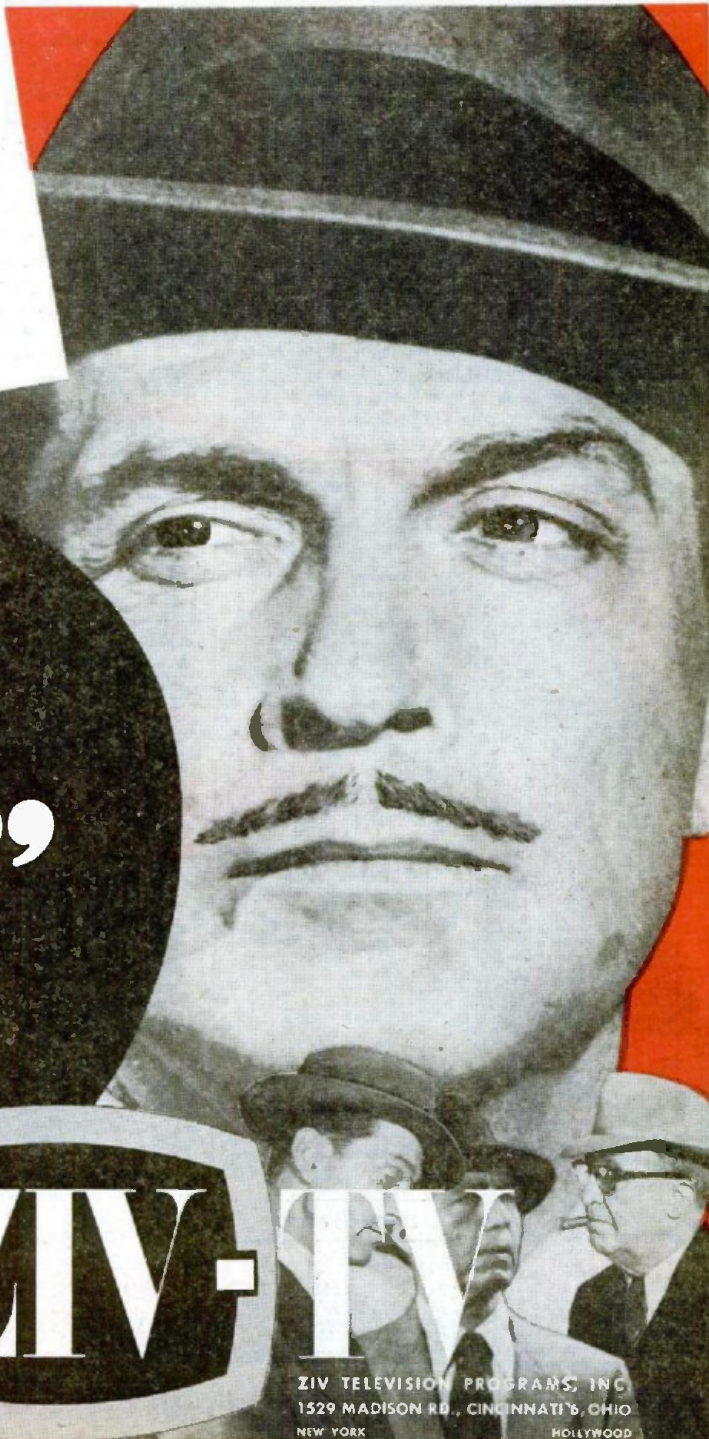
# ON THE "ZIV-TELEVISION"

ST SUCCESSFUL DETECTIVE SHOW!

MOD! THEM! RS! WRITE! WIRE! PHONE!



ZIV TELEVISION PROGRAMS, INC.  
1529 MADISON RD., CINCINNATI 5, OHIO  
NEW YORK HOLLYWOOD





THE BILLBOARD

TV-Film Buying Guide

ARB Ratings of Non-Network TV Films and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Adventure' section with 'Big Game' and 'Hunt'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Dangerous' section with 'Assignment'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Cincinnati' and 'Detroit' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Los Angeles' and 'New York' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Philadelphia' and 'San Francisco' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Washington' and 'Hollywood' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Las-Fort Worth' and 'Columbus' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Foreign' section with 'Intrigue'.

WARNING • WARNING • WARNING
Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Cincinnati' and 'Detroit' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Los Angeles' and 'New York' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Philadelphia' and 'San Francisco' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Washington' and 'Hollywood' entries.

TV Station Film Buyers Pick

Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the station TV film buyers and reported in Billboard's weekly survey.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'The Unexpected' and 'The Cleveland' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Cincinnati' and 'Detroit' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Los Angeles' and 'New York' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Philadelphia' and 'San Francisco' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Washington' and 'Hollywood' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Washington' and 'Hollywood' entries.

THEATRICAL

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Adventure in Blackmail', 'Behind Locked Doors', 'Diary of a Chambermaid'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'The Mad Interloper', 'Meet John Doe', 'Night Heat'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'The Road Show', 'So Ends Our Night', 'Waterloo Road'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Street Scene', 'Tanks a Million', 'Texaco, Brooklyn and Heaven'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'You Will Remember', 'Battle of the Rails', 'Ghent Towns of the North'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Goodbye Vienna', 'I See the Wind', 'Letter from an Airline Pilot'.

OTHER

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'The Frontiers', 'Goodbye Vienna', 'I See the Wind'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Letter from an Airline Pilot', 'Lift in the Back of a Chevrolet'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'On the Track', 'Battle of the Rails', 'Ghent Towns of the North'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Goodbye Vienna', 'I See the Wind', 'Letter from an Airline Pilot'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Lift in the Back of a Chevrolet', 'On the Track'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Battle of the Rails', 'Ghent Towns of the North'.

SPORTS

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Double Play'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'With Durocher'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Philadelphia' and 'San Francisco' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Washington' and 'Hollywood' entries.

COMEDY

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'The Chimps'.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Los Angeles' and 'New York' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Philadelphia' and 'San Francisco' entries.

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Washington' and 'Hollywood' entries.

COMMENTARY

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Hollywood' and 'Reel' entries.

Ringside With

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'The Rasslers' and 'Philadelphia' entries.

Sportsman's Club

Table with columns: Series Name, Length in Minutes, No. Episodes Available, ARB Rating. Includes 'Philadelphia' and 'Washington' entries.



Table with columns: Series Name, Length in Minutes, No. Releases Available, and ARB Rating. Includes entries for WCAU-Sports Final, WTTG-7:30-7:45, FrL, and WMAI-Sm Erwin Show.

Table with columns: Series Name, Length in Minutes, No. Releases Available, and ARB Rating. Includes entries for Rochester, St. Louis, San Antonio, Seattle, Tulsa, Westminster, and Wrestling from Hollywood.

Table with columns: Series Name, Length in Minutes, No. Releases Available, and ARB Rating. Includes entries for Sports Parade, Detroit (3 stations), and WJZ-City Affairs.

Table with columns: Series Name, Length in Minutes, No. Releases Available, and ARB Rating. Includes entries for Philadelphia (3 stations), WCAU-11:55-12:15, and Cleveland (3 stations).

Additional TV Film Series and markets in which they are currently appearing

Listed below are additional TV film series currently available... Station and sponsors... Films in program categories other than those listed below...

Table with columns: Series Name, Length in Minutes, No. Releases Available, and ARB Rating. Includes sections for ADVENTURE, COMEDY, and COMMENTARY.

Table with columns: Series Name, Length in Minutes, No. Releases Available, and ARB Rating. Includes sections for ADVENTURE-MYSTERY, CHILDREN'S, and COMMERICALS.

AFTRA Support

Continued from page 12. heard; (2) seen but not heard; (3) off camera and alone (announcer); (4) off camera in a group (jingle vocalists).

Everybody in the Act. Continued from page 12. restraining them from completing the sale to Frye. He also asked the court that a receiver be assigned to run the company...

Bristol-Myers Adds Markets. NEW YORK, Nov. 8.—Bristol-Myers this week continued to add more markets to its syndicated film presentation, "Sports Parade."

THE MARKET PLACE for TELEVISION FILM INDUSTRY

Adventure

TV and AM's best combination offer... This is the story presented by Morton Productions, 360 N. Michigan Ave., Chicago.

13 half-hour shows... "Ransom of the Royal Mounted," James Newell as Sergeant Ren, "New Wife M. and A. Alexander," 5049 Sunset Blvd., Hollywood, Calif.

Adventure-Mystery

TV's greatest combination super-sleuth super-sailor man.

"BOSTON BLACKIE"

starring Kent Taylor, Lou Costello, Frank Orth as "Blackie" as "Mary" as "Farraday" and an all-star supporting cast!

ZIV TELEVISION PROGRAMS, INC.

1529 Madison Road, Cincinnati 6, Ohio. New York, Hollywood.

THE "UNEXPECTED"

each half-hour program a complete original story, where CATE writes the "Unexpected" ending.

ZIV TELEVISION PROGRAMS, INC.

1529 Madison Road, Cincinnati 6, Ohio. New York, Hollywood.

Children's

"Betty and the Magic Key," featuring the famous Sue Hastings Marinettes immediately available for several markets. Write for Children's Television Films, Inc., 405 San Jacinto or Phone FA. 7463, Houston, Tex.

Commercials

Five Star Productions features "You Set the Budget" TV commercials. Write for brochure, Five Star Productions, 8530 Sunset Blvd., Hollywood, Calif.

Drama

For the big "Little Theatre" TV Show—39 in the San Francisco Bay Area, 211 So. Beverly Drive, Beverly Hills, Calif.

Feature Films

Alexander Korda Features—18 new feature length films... Snader Television Sales, Inc., 128 So. Beverly Dr., Beverly Hills, Calif.

Film Shows That Really Click!

Top Features, action Westerns; thrilling star-studded Serials, catchy Musicals, laugh-packed Cartoons and Comedies—we have them all to fit every time slot and type of programming. Write for complete catalog today.

Film Processing

Industry Acceptance for 19 Years! Positive film protection... Peerless treatment... avoids scratches, gain, brittleness, porosity. 165 West 46th St., N.Y.C. 36, 959 Seward, Hollywood 38, Calif.

THE ALL-ROUND PROCESSING SERVICE!

Every TV film entering our lab is "individually processed." Careful checking for defects... synchronization... precision... ensures technical perfection for every TV film processed by Precision.

Miscellaneous

ADDITION PRINTS Available for Lewis Carroll's "Danny and the Shark," "Ghost Town of the West," "Isle of Mystery and Romance" and "Yesterday's World Today." Write SIMMEL-MESERVEY, 321 So. Beverly Dr., Beverly Hills, Calif.

"FAMOUS PLAYHOUSE"

GREAT STARS ORIGINAL STORIES Over 140 audiences building half-hour shows in all categories. Revue Productions, Hollywood, Calif. distributed by MCA-TV, LTD. Distributors of America's finest TV shows for local advertisers! 598 Madison Ave., New York City. And offices in Beverly Hills, Chicago, Cleveland, Dallas, Boston, Detroit, Minneapolis, San Francisco.

Musical

BALLETS DE FRANCE

The TV Film answer to the ever-growing popularity of Modern and Classical Ballet. 26 individual 15-minute shows, starring famous dancers. Chart and directed by Jean Bengt-Levy. Call us now for a showing and all details.

Mystery

"The Armchair Detective"—A new mystery thriller never released theatrically. Women-murder—mystery combine to make this a fearful impact that will satisfy viewers. Atlantic TV Corp., 130 W. 46th St., N.Y.C. 36.

CLASSIFIED ADVERTISING

News

For Washington Coverage Sound or Silent BYRON MOTION-PICTURES, 1226 Wisconsin Avenue, Washington, D.C. DU 1800

NEWS FROM NBC

more popular every week. WBCZ, Memphis, will show the popular NBC Daily News Report, while WLWT, Cincinnati; WRGB, Schenectady, and WBEN-TV, Buffalo, have all renewed the NBC News Review of the Week. Check us out for availabilities of these and other top-flight TV film productions. NBC FILM PROGRAMS, 30 Rockefeller Plaza, New York 20, N.Y.

TELENEWS-INS

Complete TV News Service: daily film release, news-wire service, spot news stills. Robert M. Reid, International News Service, 235 East 45th Street, N.Y.C. MU 7-8800.

Services

BMI Television Sketch Book Working scripts for some presentations available every month. Producers & Directors Write BMI, 180 5th Ave., N.Y.C.

LOST YOUR ZIP?

We are helping a lot of your Radio-TV Ad Agency friends get their back. We can help you, too, if you give us a chance. All you need is a visiting-building address and real relaxation once or twice a week. We can take off that excess weight or put it on if you need it. Most important, we can help keep you in reasonable. For Call John Terlasco at the Berkeley Health Club, 19 West 44th St., N.Y.C. MU 2-2395.

Spring is Coming—Circus Scripts written to order, any length, any city. Write George Britton, Box 6, Newburyport, Mass.

Sports

Grantland Rice and his famous "Sport-Lights"—13 separate 15-minute shows featuring America's sports favorites in action. Atlas, 15 West 44th St., N.Y.C. 36.

Sportsman's Club? Only 52 terrific weeks for Genesee Beer, says Truman Betzow, Sales Manager at WHAM-TV, Rochester. Still available in key markets. Syndicated Films, 1022 Forbes St., Pittsburgh, Pa.

Western

America's greatest salesman with a sensational record sales "THE CISCO KID" "O'Henry's Famous Robin Hood of the starring Duncan Renaldo as "Cisco" and Leo Carrillo as "Pancho." supported by a top-notch Hollywood cast. 3 full-length commercials on each half-hour weekly program.

ZIV TELEVISION PROGRAMS, INC.

1529 Madison Road, Cincinnati 6, Ohio. New York, Hollywood.

ADVERTISING RATES

Table with columns: REGULAR-CLASSIFIED, DISPLAY-CLASSIFIED, and ALL ORDERS AND INQUIRIES TO TV-FILM MARKET PLACE THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N.Y.



## Election Night

**RADIO and TELEVISION**—Reviewed Tuesday (14), 9:30 p.m., to Wednesday (15), 8:30 p.m. Via the American Broadcasting Company AM & TV; Columbia Broadcasting System AM & TV; Du Mont Television Network; Mutual Broadcasting System; National Broadcasting Company AM & TV.

• Continued from page 3

several of the commentators' eaves, so that for much of the evening the dull reading of the votes as they came in made for a show slightly more dead than the average newscast on a day when nothing happens.

NBC also outflanked itself on its charts and scoreboards. Legibility on the unburst charts used for the House and Senate results was extremely poor, and the "percentage of total votes in" figure on the National Cash Register presidential scoreboard was not readable most of the time.

The American Broadcasting Company, in the earliest hours of the evening, seemed to have decided to build a busy, working-newspaper atmosphere for its presentation. When the cameras hit Walter Winchell, hat tipped back on his head, shirt open at the collar, then segued to John Daly in a vest, with headphones over his ears, it seemed that here was one web, which had made an effort to produce an effective show, no matter if it was slightly corny. This proved untrue, however, as the evening progressed. George Gallup, Elmer Davis and other ABC staffers eventually were presented with their coats on, hair neatly combed, and dignity intact. The net result was that the ABC presentation turned out to be an unhappy combination of frantic, newscast bustle and conservative, full-dress commenting.

Du Mont, probably the smartest of the webs, since it didn't spend a dime, simply picked up CBS's excellent coverage, by arrangement with that web.

All the webs, of course, made occasional flips to the Commodore Hotel in New York (Ike's HQ), the Leland Hotel in Springfield, Ill., where the woebegone Democrats held forth, and the Nixon fort in Los Angeles. CBS, unfortunately, lost the audio on Nixon's speech, which no doubt caused some viewers to switch quickly to another channel.

Transferring at regular intervals to the radio networks graphically highlighted once again the far greater flexibility of the sound-only medium for events of this kind. The radio webs flicked switches and landed all over the nation with the greatest of ease, while the TV networks' engineers frequently found themselves struggling to capture elusive sight and sound waves. Radio, too, it seemed to this reporter—the I wouldn't swear to it—seemed to be delivering the counts more quickly than their TV counterparts.

Lack of space makes it impossible to list the many commentators on all webs, radio and TV, who turned in the usual excellent jobs. John Swayze seemed to be the NBC standout, and John Daly contributed a smooth, literate and authoritative job for ABC. Winchell was his usual staccato self, lending considerable excitement to the ABC coverage. There was a rumor that Jimmy Wechsler, New York Post editor, or Barry Gray, with both of whom WW is feuding, sneaked into the ABC studio at one point. Winchell was reading a whole sheaf of short dispatches at one point, in rapid succession.

"Here are some early returns from California," machine-gunned WW. "Eisenhower, 14—Stevenson, 11."

Whereupon the columnist did a double-take, and screamed, "Who gave me that!"

Neither Wechsler nor Gray, however, were found on the premises.

With all the advance bally about the mechanical marvels both NBC-TV and CBS-TV had on display, this reporter regrets to say he missed both of them. Just happened to be tuned to another web, apparently, each time Mike Monrbot or Univac were on.

Of course the show itself in '52 did not have the sustained suspense which the '48 election presented. The results became apparent fairly early, and thenceforth Democratic viewers presumably sat in stunned gloom,

## Television—Radio Reviews

## Biff Baker USA

**TELEVISION**—Reviewed Thursday (6), 9-9:30 p.m., EST. Sponsored by the American Tobacco Company thru Batten, Barton, Durstine & Osborn via the Columbia Broadcasting System. Producer, Allan Miller. Director, Richard Irving. Cast: Alan Hale Jr., Randy Stuart, Henry Brandon and others.

To the growing number of film shows on TV, Lucky Strike has added "Biff Baker, USA." The program is another thriller, similar to many of its kind, but with two personable leads in Alan Hale Jr. and Randy Stuart, as a husband and wife team traveling in Europe.

The pulpy story lacked the necessary suspense to spark interest. The couple was assigned to bring secret information out of Czechoslovakia, after intelligence agents had failed to cross its frontier. Most of the incidents showed the battle of wits between them and the security police trying to prevent the accomplishment of their mission. Needless to say, they succeeded. The characters and the scenes were written on a juvenile level. Commie agents have become the stock villains of this age and in this program were more than usually stereotyped.

Hale is a dead ringer for his famous dad, down to the hearty laugh, the warm smile and the exact tone of voice. Miss Stuart is an attractive miss who makes her role believable in this game of junior G-men. The rest of the cast played their parts well. The quality of the film and of the production was high.

Luckies used three commercials. Dorothy Collins, by this time, needs a new format for her pitch, which has lost its freshness. Red Barber's commercial was the best. The old red-head, as relaxed as ever, demonstrated the freshness and quality of the product by giving it the torn-paper test. The third plug told about why college students smoke the product. Andre Baruch's spiel was convincing. Leon Morse.

## Ask the Camera

**TELEVISION**—Reviewed Monday (13), 6:15-6:30 p.m., EST. Sustaining via WNBC, New York. Producer-writer, Jane Kalmus. Assistant producer, Enid Roth. Emcee, Sandy Becker.

"Ask the Camera," produced in co-operation with the National Broadcasting Company film library, is an unassuming local show which successfully blends educational film material with the audience-appeal of a home-viewer quiz complete with prizes. The series by-passes the dull repetitive passages of most quiz airers, tho, by having emcee Sandy Becker reserve his questions until the finish of the show. Consequently, most of the 15-minute program is an informative panorama of film clips, with Becker integrating the celluloid scenes via live commentary.

The film segments in the show caught (13) included a couple of ice ballet solos by Canadian champion Barbara Ann Scott, seasonal shots of Thanksgiving gobblers and Christopher Columbus' "new world." The end-of-show queries were angled to cover the material screened, (i.e., "What is a female turkey called?") Becker handled his emcee chores with an agreeable amount of boyish charm, and the film portions were varied enough to keep things moving along at a pleasant pace. Quality-wise, tho, the Scott films were rather murky in long shots.

The series stacks up as a good local sponsor bet in view of its economical budget and the promotional possibilities of its live-film format. June Bundy.

while Ikesters drank themselves silly in celebration.

The occasion, all in all, was one more demonstration of the tremendous public service job TV and radio do (not excluding the sponsors who picked up huge tabs, and the webs themselves who took it on the chin for plenty) on major events. Notwithstanding minor shortcomings, all hands may take a deep, sweeping bow.

## CAPSULE COMMENT

**Jackie Gleason Show (TV), CBS-TV, Saturday (1), 8-9 p.m., EST.**

This edition of the Jackie Gleason show featured an orchestral number "Lovers' Rhapsody," which was composed by Gleason and performed by the June Taylor Dancers on an upper level, while the orchestra played the music on a lower level. While nobody will ever confuse Gleason with Beethoven, the music, as arranged by Dudley P. King, does have a pleasant sweep and melodic freshness, and was smoothly interpreted by the terpers with the assistance of some attractive lighting. This segment of the show was introduced by Deane Taylor, with Gleason handling the baton in the early portions of the first movement, and Ray Bloch on the podium thereafter.

Another effective bit was the Charlie (Loudmouth) Bratton sketch, with Gleason as the over-hearty principal and Art Carey doing a beautiful job as the intimidator Errol. The "Honeymooners" sketched was a repeat of one of the better efforts done while Gleason had his Du Mont show. Ethel Waters guested, but there still seems to be some difficulty integrating guests into the format of this show. Jack Lescault has come in as emcee, and did some ingratiating job. Gleason seems to be cutting sharply into the audience of the opposing "All-Star Revue" on the National Broadcasting Company.

**Ask the Camera (TV), WNBC, New York, Monday (13), 6:15-6:30 p.m., EST.**

Produced in co-operation with the National Broadcasting Company film library, this unassuming local show successfully blends educational film material with the audience-appeal of a home-viewer quiz, complete with prizes. However, the series by-passes the dull repetitive passages of most quiz airers by having emcee Sandy Becker reserve his questions (about the film scenes) until the end of the show. The series stacks up as a good local sponsor bet, due to an economical budget and strong promotional possibilities of its live-film format. (See full review this issue.)

**Judy Canova Show (TV), NBC-TV, Sunday (2), 8-9 p.m., EST.**

Judy Canova's initial starring video effort started slowly with a weak situation comedy format, but built more strongly after the thin story line was discarded. The show needs either a stronger and funnier live theater, or it should discard the situation comedy aspect, in favor of a humorous variety show endeavor. (See full review this issue.)

**American Inventory (TV), NBC-TV, Sunday (2), 2-2:30 p.m., EST.**

Sunday (2) seg played the spotlight on the influence of the "little theater" in the American community. Using the not a little Cleveland Playhouse as a guinea pig, the narrator took viewers on a personally conducted tour of the theater for an extremely interesting cross sectioning of all problems which go into the making of grass roots drama. If the program stirs renewed interest, it can be counted well worth while. (See full review this issue.)

**Biff Baker, USA (TV), CBS-TV, Thursday (6), 9-9:30 p.m., EST.**

This film program is another thriller, similar to many of its kind, but with two personable leads in Alan Hale Jr. and Randy Stuart, as a husband and wife team traveling in Europe. They were assigned to bring secret information out of Czechoslovakia after government agents had failed to cross

(Continued on page 65)

## American Inventory

**TELEVISION**—Reviewed Sunday (2), 2-2:30 p.m., EST. Sustaining via National Broadcasting Company TV in conjunction with the Alfred P. Sloan Foundation. Producer, William Hodapp. Director, Laurance Schwab Jr. Narrator, Lockwood Doty.

Community theater was the focus of NBC's weekly spotlight, "American Inventory," on the Sunday (2) national cultural scene. Exactly what such a telecast turned up in the way of benefit to the "little theater" project as a whole, this reporter is not sure. For viewers interested in live drama, it was an exceedingly interesting clinical dissection of the elements which make dramatic tick. However, if practically complete explanations of backstage technical problems intrigued even a few dissenters, the time was more than well spent.

The Cleveland Playhouse was the program's guinea pig. The Ohio community theater is one of the oldest in the country, going back 38 years to the torch-bearing renaissance of the late 'teens. Over the years it has built and prospered, and now operates through stages in two buildings for some 140,000 customers a season. Its staff personnel runs to 65, and its actors are mostly drawn from its playhouse school, for which no tuition is charged. The Cleveland Playhouse has become big community business, and typifies what grass roots theaters can accomplish.

## Conducted Tour

Sunday (2) program obviously concerned itself with tangibles. Narrator Lockwood Doty took a personally conducted tour thru every technical department, even to sitting in on a rehearsal of a currently projected new play. The viewer got a complete cross section of theater production from set designing, costuming and lighting to acting and directing. It added up to an excellently projected chunk of propaganda for a live theater. As a devotee thereof, this reporter was all for it and more of the same.

However, there was some talk along the way as to "intangibles," "the magic behind the footlights," and "the magic of audience interest." These may be arrived at by the Clevelanders, who evidently run their projects along imaginative live lines, backed by sound, practical, theatrical common sense. Unfortunately, too few suit-organizations of that 1914 burgeoning of cross-country drama have survived. Amateur, hammy artiness did the trick. But if a look-see at how local theater may be made to grow and pay will provoke renewed interest, NBC's Cleveland inventory was extremely worthwhile.

Bob Francis.

## Jason and the Golden Fleece

**RADIO**—Reviewed Wednesday (5), 10-10:30 p.m., Est. Sustaining via National Broadcasting Company. Director, Arf Jacobson. Writers, Herb Ellis, Cleve Hermann. Music, Frank Worth. Cast: MacDonald Carey, Bill Conrad.

The Jason of this show is not the hero of Greek mythology but a modern intellectual adventurer who passes the weary hours playing Chopin on the concertina. Jason, played by MacDonald Carey, owns a yacht named The Golden Fleece, and there you have the title and the setting for this suave, sleek, underplayed drama series.

The story on the show caught started out as a mystery, but was all unraveled by the half-way point. A young fellow approached Jason in the bar he owns in New Orleans, waved a gun in his face and warned him against accepting a commission, for a cruise aboard the Fleece, from a certain millionaire. But Jason didn't scare easily, so when the offer came, he accepted.

It was an ominous situation, but it was soon made clear that the millionaire was taking the cruise to get his beautiful, young wife, who loved his millions but not him, out of the embraces of the young fellow

## Colgate Comedy Hour (Judy Canova Show)

**TELEVISION**—Reviewed Sunday (2), 8-9 p.m., EST. Sponsored by Colgate-Palmolive-Peet via National Broadcasting Company thru Ted Bates and Sherman & Marquette, Executive producers. Sam Fuller, Producer-director. Sam Fuller, TV director. Jim Jordan Jr. Music. Al Goodman. Cast: Judy Canova, Zsa Zsa Gabor, Cesar Romero, Liberace, Hans Conried, The Lancers, Carl Ravazza, Annie and Zeke.

Judy Canova started weakly on her initial starring video effort, but the show finished with considerably more muscle and gave promise of better outings by the hillbilly comedienne in the future. The entire stanza was built around a weak premise of Miss Canova's winning a log-sawing contest, resulting in her being given a Hollywood trip and screen test as prize.

Worked into the proceedings were Zsa Zsa Gabor, playing a glamorous Continental fraulein who shared the train compartment with Judy, and Cesar Romero who was sent by the studio to tie up la Gabor, but mistakenly turned his attentions to hit Judy. Much of the action that transpired therefrom was quite a way from being sensational. However, when the show moved away from this weak situation, it perked up.

## Two Toppers

Two of the best items in the show were a song, "Ma He's Making Eyes at Me," warbled by Miss Canova in pseudo-operatic style, and the Maw and Paw hillbilly sketch, with Miss Canova and Romero playing the roles to the hilt. This sketch, which had some absurdly funny sets and a nondescript looking goat. The moral of the show would seem to be that either it needs a stronger and funnier story line if it is to attempt situation comedy, or it should be a straight variety show with songs and sketches. The two approaches, on this outing, did not blend.

Also appearing on the stanza were singer Carl Ravazza, who did a strong job on "Rock, Rock," pianist Liberace, with a fiery rendition of "Slaughter on 10th Avenue" and a zany duet with Judy; The Lancers Quartet, doing "Gypsy in My Soul," and Judy's sister and brother, Annie and Zeke, with a regulation hillbilly rendition of "Jesse James." Judy herself did an amusing vocalizing version of "I ain't Got Nobody." Romero proved himself a willing and competent foil, while Miss Gabor looked glamorous, as her part called for her to do.

Colgate's plugs were their standard, competent pitches. Sam chase.

with the gun. From then on, the script took on the aspect of a tragedy pivoted around the femme fatale, who promptly made a play for Jason himself. Latter, under the most extreme temptation, showed himself to have strong willpower.

In the course of the cruise, the gal was swept overboard in a storm, and her husband who loved her despite everything, jumped in after her and dies of a heart attack. The wind-up was back at Jason's bar where the lover of Act I shot the cold-hearted blonde while Jason sat calmly by.

This was a tortuous plot. But the atmosphere and the treatment, with Carey's monotone narration accompanied by the soft strains of the concertina, were consistently high-toned, adult and often gripping. It's a solid offering in this slot for the Dragnet-type audience.

Gene Plotnik.

**CALLING ALL COMICS!**  
COMEDY CARAVAN  
by ROBERT OREN  
7-8 55 page printed  
book containing 1074  
one-line gags routinely into 45 sec. bits  
Only \$1 including a free catalog of gag  
books. Send to: LOUIS YANNEN  
120 West 42nd Street, New York 36, N. Y.

**PHOTOS IN MILLIONS**  
QUALITY PHOTOS IN QUANTITY  
★ 1,000 POSTCARDS—\$10.00  
★ 100 8 1/2" x 11"—\$4.50  
★ SLOWUPS—\$2.00 per  
Write for FREE sample & list 88  
MOSS PHOTO SERVICE 350 W. 50. N. Y. 10







Vogue Terrace, Pittsburgh (Sunday, October 26)

Capacity, 1,100. Price policy this show, \$2 cover. Owner-operator, John Bertera. Exclusive booking, George Claire. Estimated budget this show, \$9,000.

A rising young comic saved this show when a big star just getting her first glimpse of the other side of the hill backed away from a noisy Sunday night crowd. Bill Falbo, who gets better every time he shows here, started punching from his opening line and soon had the crowd rocking. His jokes and opening patter were all fast and to the point and with no attempt at subtlety. Already way ahead, he went into his impressions, and the big room went wild as he belted out his own versions of the standard singing stylists, including an impression of Sammy Davis Jr., that defied printed description.

In the star spot, Carmen Miranda was visibly hacked by the audience and went off to polite applause after a 20-minute reprise of the few songs usually identified with her. The Brazilian Bombshell just didn't have the firepower here, and acted more like a sputtering firecracker as she sulked thru her act.

Acro dancer Sue Scott did her usual good job in opening the show. Clyde Knight's ork (10 cut a good show and played excellently for dancing.

Len Litman.

Club Zi Zi, New York (Thursday, November 6)

Capacity, 100. Price policy, \$3.50-\$5 minimum. Shows at 8, 12 and 2. Operator, Bob Monroe. Booking, non-exclusive. Publicity, Frances Kaye. Estimated talent budget, \$1,750 (including music).

The old room, with a new handle is probably the prettiest spot in town, and it does a fairly good late business. The new operation started off with Bob Savage, Lucille and Eddie Roberts, Joan Kayne and an intermission pianovocalist, Belle Howell.

Savage, a Paramount Picture contract holder, a big, strapping handsome guy, didn't go on the show caught. Lucille and Eddie Roberts' mind-reading act is still one of the slickest in the biz. The team works smoothly, and gets the "oohs" and "ahs" and big hands.

Joan Kayne, a pretty, well-stacked hooper, had trouble on the tiny stage, tho she showed enough ability to indicate she can make it in the proper spot. Her singing ability is throwaway stuff to get her on.

The best singing caught was that provided by Belle Howell, an attractive brunette, who played her own accompaniment. The gal sings with heart, tho she seemed completely oblivious to her audience. Given a chance, she could also make it.

George James' ork, a six-piece outfit, did a good back-up job. Bill Smith.

'LYLE & CO. America's Most Startling Deceptionist. Currently NEIL HOUSE COLUMBUS. THANKS TO FRANK HANSHAW and GENERAL ARTISTS CORPORATION.

Magnetic Voice of JAN WELLES "EMOTION IN SONG". CURRENTLY ELWOOD HOTEL, WINDSOR, CAN. WIRE-PHONE-WRITE PH. ATLANTIC 1-4141 MORKY FREMONT 519 Empire Building Pittsburgh 22, Pa.

The TOPNOTES Available November 24 out of OLIN HOTEL, PHILADELPHIA. Wire Write Phone JOLLY JOYCE 2045 Paramount Theater Bldg., New York City, Philadelphia, Pa. Erie Theater Bldg., Philadelphia, Pa. WA 3-4677 and 3-3172

Night Club-Vaude Reviews

Roxy, New York (Tuesday, November 4)

Capacity, 5,886. Price range, 80 cents-\$2. Four shows daily. Manager and house booker, David Katz. Producer, Arthur Knorr. Show played by Roxy house band.

Even tho the current show doesn't figure to do much business (marquee is too weak in flesh and pie department), it does stack up as solid entertainment. First of all, the producer, Arthur Knorr, has added a couple of novel gimmicks; an opening telephone bit instead of the customary announcer signs, plus a new twist to the standard Maurice Rocco stand-up piano act.

Rocco came in with a bongo bender (who sits with the ork) and has a small bongo on the piano. These new props give an extra plus to Rocco's up-tempo keyboard pounding that gives his act additional excitement.

The major surprise was the new act of the Blackburn Twins with their new partner, Marion Colby. The act moved beautifully and the new material, in the music-comedy vein (tho all of it special) was delivered with keen savvy and expert timing that got most out of it. Material was tailored to segue from the Blackburns to Miss Colby and back again permitting of no lulls. Miss Colby's singing and appearance (she's gorgeously costumed) made an excellent foil for the boys' hoofoology and song-chatter. Act opened on an up-beat and closed the same way getting big hands from a slim house.

The Harmonica Rascals, with Johnny Puleo in the key slot, were as hilariously funny as ever. The only lull on the otherwise entertaining bill was Frances Langford.

Miss Langford, recently returned from a Korean trip, was excellently and tastefully gown ed. Unfortunately, she seemed to be suffering from a cold that was evident in a ballad that brought her whole act down. She did better on such rhythm numbers as "Who Cares" and "Devil and the Deep Blue Sea." She introed "Wish You Were Here" with some chatter that the boys in Korea considered it their favorite song. Her interpretation of it, however, left much to be desired.

Pic, "Way of a Gaucho." Bill Smith.

La Vie En Rose, New York (Wednesday, November 5)

Capacity, 175. Price policy, \$4-\$5 minimum. Shows at 8:30, 12 and 2. Operator, Monte Proser. Booking, non-exclusive. Publicity, Gene Weber. Estimated talent budget current show, \$3,500.

The bounce and drive that trade-marked the work of the Steve Gibson and his Red Caps, was again in evidence here. The vocal-instrumental work of the lads (stand-up piano, guitar, clarinet, bass, drums) is standout in both departments. As a sight act, few groups around can equal the Red Caps. As an audible act they have a sufficiently interesting library to make their routines first-grade listening. Boys mix them up between novelties, rhythm and blue and comedy numbers, getting walloping mits for each item.

Damita Jo, a former Red Cap member, now doing a single, rejoined the gang for this date. Slender Damita, who's a holdover here, continued to exude personality and youthful bounce as she vocalized thru such numbers as "I May Hate Myself in the Morning," "Sugar Foot Rag," "I Went to Your Wedding," which she originally recorded for RCA Victor ahead of Patti Page's Mercury hit and on which the company fell asleep, won rapt attention.

Amelia, Portuguese flamenco singer, another holdover, was as effective as ever with her native carolings.

Van Smith did the dance session, with Muzak used for the reliefs. Bill Smith.

Palace Theater, New York (Friday, November 7)

Capacity, 1,650. Price range, 55 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

The current bill is overstocked with novelty and terp, but perks up for a better-than-moderate over-all reception via its fifth, sixth and seventh slots. Ken Whitmer's instrumental antics in next to closing are solid, as usual. The lad combines comedy with fine musicianship for excellent crowd-pleasing results.

Strong also is Jackie Bright's familiar, zany act, featuring his familiar, bright features his old customer-participation dopering and hat-switching gimmicks for requisite amount of laughs. Spaced in between are Monica Lind and her terpers in an effective revival of the "Slaughter on Tenth Avenue" ballet, originated by Ray Bolger in the musical "On Your Toes." The gal is good and has surrounded herself with a sharp corps of stepping assistants for a dance act that packs zip and drama.

Woody and Lorraine

The opener spots fast roller routines by Woody and Lorraine. The boy is competently nimble on skates, and the gal makes a good-looking foil to hand out the props, of which he uses a lot. The wind-up is a complicated semi-acro stunt, which fails to register as sock as intended. Negro tapster Beau Jenkins follows with a run-of-the-mill imitation of the late Bojangles, plus some personally styled foot-work. Jenkins is an excellent technician at picking 'em up and laying 'em down, but lacks the salesmanship to make top-flight efforts register as they should.

Danny Shaw is more successful in the third slot, after a dull start (due to ineptly written mike material) when he gets some solid fun out of an absurdly graphic description of a cross-country bus trip. It's heavy handed clowning, but snags a full quota of laughs.

Back again to the terp department, the De Santos Trio (two men and a handsome blond fem) are moderately effective in Latin rhythms, with the male contingent throwing in some excellent acro tricks—an over-all good act, if not programmed with too much other dancing on the agenda. Bill's finish features Lou Varrone and Frank Campisi, the Trampo Looneys, in a good variety of standard trampoline stunts.

The pic is "Montana Belle." Bob Francis.

Chicago, Chicago (Friday, November 7)

Capacity, 4,200. Price policy, 45 to 98 cents. House booker, Harry Levine. Show played by Louis Basil and house band.

Frankie Laine, he of the melodramatic gestures by hand and voice, hung out his shingle here after a year's absence and drew a king-size crowd for a warm welcome. His "High Noon" and "Rock of Gibraltar," Columbia record releases, registered. So did "Jealousy," "Jezebel" and "That's My Desire."

The auditors on hand were plainly partisan. Setting the pace were the front-row squealers, and Laine's recognition of them, at the expense of his first number, was more on the overboard side than seemed called for. Jerry Southern, also returning to her home town after a year's absence, offers a series of her specialties, topped by "You'd Better Go Now." She's a sharp seller of lyrics of the soft, sad and sweet variety. Her between-song comments come across the lights a little less convincingly, however.

An occasional smile would help. Professor Backward handles the comic role. His opening comprises capable handling of gags from the can't-miss classifications of geography, politics and wash rooms. Then out comes the blackboard and he steps neatly thru mental and hand-writing gymnastics that win him a good hand. Gilbert and Russell, tap team, open the show and lines things up for the reception the others get. Picture is the "Iron Mistress." Tom Parkinson.

Paramount, New York (Wednesday, November 5)

Capacity, 3,654. Price range 80 cents-\$1.80. Four shows daily. Chain booker, Harry Levine. Showed played by Charlie Barnett and ork.

The Four Aces gave a thoro selection of their Decca hits and the crowd loved it. The boys belted out each item and dressed them up with a lot of synchronized pieces of business for heavy and prolonged applause. Solo work on "Begin the Beguine" and elsewhere was not as effective as when the lads sang in chorus, but their distinctive work on "Perfidia," "Heart and Soul" and "My Hero" were top grade.

More solid pop singing was provided by Sunny Gale, who was in good voice and, of course, looking bewitching. She sold "Please Don't Talk About Me," "I Laughed at Love and, of usual, "Wheel of Fortune," for a beg-off. Jay Lawrence came off well in the comedy position. The audience got a little behind him at times, but most of his impressions had them yooking, and his fight broadcast was a riot. An amusing addition to his repertoire was a take-off on the "Eisenhower Answers America," TV film and radio transcription spots, which got appreciative chuckles.

The comic acro-dancing pair, the Lane Brothers, kept them giggling when they weren't gasping. The boys opened with a prop king-sized coat bit for a lot of zany effects. Their sensational rope-jumping got solid hands.

The musical side of the show was rounded out by Charlie Barnett and his young crew, who cut the show beautifully and offered a couple of slick arrangements, notably Barnett's own "Skyliner," which pits the brass off against the saxes very effectively. Pic, "Operation Secret." Gene Plotnik.

Jimmy Fazio's Supper Club, Milwaukee (Friday, October 17)

Capacity 250. Price policy, no cover, minimum of admission. Three shows nightly. Operator, Ernest, publicity, Jimmy Fazio. Non-exclusive booking. Budget this show, \$750.

Spot, most recent entry in the local nitery field, is spacious yet intimate, with beautiful, tasteful decor. Owner Jimmy Fazio, strong on promotional tactics, is widely known here via years of inn-keeping, and has been luring crowds without venturing into the high-priced talent brackets. Plans call for continuing to book up-and-coming record names. Recent dates have included Harry Hall, Gloria Hart and Betty Cleoney.

Currently featured is Mercury Records' canary, eye-filling Lola Ameche. Gal is making friends here with her salable floor style, an infectious smile, and solid pipes. Her first show was a quickie, due to a prior TV commitment, but second time around (Continued on page 64)

Navajo Room, Hotel Thunderbird, Las Vegas, Nev. (Thursday, October 30)

Capacity, 400. No cover, admission of minimum. Showtimes, 8:30 and 11:30 p.m.; Saturday night, 1:30 a.m. Operator, Marion Hicks. Publicity, Hal Braudis. Estimated talent budget \$7,500.

With Lloyd Shaffer as arranger-conductor, Ray Gilbert's staging, and Ray Anthony's band to back his vocals, Johnny Arceci's opening night at this hotel was a smash hit.

A former boy singer with Art Mooney and Boyd Raeburn under the name Don D'Arcy, his first nitery appearance here scored on a solid bill.

The Anthony aggregation held down the band spot, kicking off with "Mr. Anthony's Boogie" danced by the Kathryn Duffy Dansations. The show rolled into second gear with Tommy Mercer, band vocalist, up front for a pair of oldies, later joined by Marcie (Continued on page 64)

Chateau-Madrid (Monday, November 5)

Capacity, 200. Price policy, \$2 weekdays and \$4.50 Saturdays after 10 p.m. Operator, Angelo Lopez. Booking, non-exclusive. Publicity, Zussman-Bayne. Estimated talent budget, \$1,250.

This spot continues to catch the trade interested in dancing mambo and other Latin terms. The two orks, backed by Freddie Alonso and John Spartacos, keep the floor crowded.

The show had a predominantly Latin flavor. It lacked variety but made up for it in excitement and drive. Emceed and produced by Ciro Rimac, a pint-sized dynamo, the "Pan-American Revue" accented dancing and singing. The engaging Rimac was the big noise here, what with singing, ballroom dancing and specialty terping. In addition, he has an unusual ability to ingratiate himself with the audience. They loved him.

Charlie Boy, Rimac's son, was the sparkplug of the troupe. The little guy whirled, somersaulted, jumped and held nothing back trying to entertain. His challenge dance with his dad was something to see.

Other wails were handled by Rubita, who did plenty of shaking to back up her singing. The gal was better on rhythm numbers than on ballads and scored on "Have You Seen My Love." Charlie Boy also worked with Reinita, an attractive Latin lass, on several Spanish dances that combined eccentric terping with Spanish stepping. The show is highlighted by a tango which Rimac did with Reinita, which brought them back for an encore. The dancing was especially impressive, because the stage was shaky, and the performers were severely handicapped. Leon Morse.

Mocambo, Hollywood (Thursday, October 30)

Capacity, 220. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner, Charlie Morrison. Booking, Charlotte Rogers. Publicity, non-exclusive. Estimated budget previous show, \$3,250. Estimated budget this show, \$2,500.

Joanne Gilbert, daughter of songwriter Ray, made her first professional stage. A striking brunet pixie, the 21-year-old has one of those soft voices and a personality that enchants. But more important, she has poise that usually comes only after years of personals. She knows exactly what slant of her mouth and what subtle gesture of a pair of graceful hands will best sell a lyric. She realizes just when to move and what tiny dance steps will add punch to a word. Her talented dad, who has built routines and done music for many acts, has worked out with arranger-pianist Buddy Bragman his greatest work for his daughter. The musical backing and the special lyric which he's injected into such standards as "I Got Rhythm" and "Singin' in the Rain" among others, make them stand out.

Gal has only one fault, easily remedied. She has a habit of bouncing around the mike, and her words often are blurred. She's brought in her own lighting and the effect of some small baby spots shooting up from the floor should make other acts investigate the possibility of similar lighting. There also seems to be no reason for her to strip from culottes in rehearsal tights for her closing number, except that it reveals a good pair of gams, but in an act which otherwise is so well done, this is a blot.

Eddy Oliver has returned to the stand, and his band, with two violins added for Miss Gilbert, did a wonderful backing job. Johnny Sippel.

Ka-See's, Toledo (Monday, November 3)

Capacity, 500. Price policy \$1 admission. Shows at 10 and 11 nightly. Operators, Doris Kockicki, Rubin and Junior Kockicki. Estimated budget previous show, \$2,000; this show, \$4,000.

If walls of this boite weren't made of asbestos, entire joint would not be full of ashes, so hot was reception given Robert Q. Lewis for one of the most fabulously funny acts seen here in many a moon.

Before making another statement let it be said for the record that this act is a superior example (Continued on page 64)



## Scandia Has Plenty of Club, Park Work for U. S. Artists

By TED WOLFRAM

COPENHAGEN, Nov. 8.—More U. S. talent of all categories and salary brackets has found a good market in the Scandinavian countries this year than in any similar period in the past 10 to 15 years. The holding of the Olympic Games in Oslo, Norway and Finland, was the initial cause of this influx of American entertainers and musicians but the countries employing the most talent over the longest periods were Denmark and Sweden.

Most extraordinary phase of this American invasion has been the outstanding drawing power of singers of Negro spirituals and various units of jazz musicians, practically all of whom have played to sell-outs and have been

obliged to double or triple the number of their scheduled appearances. Early last spring Norman Granz' "Jazz at the Philharmonic," featuring Ella Fitzgerald, was forced to play repeat shows here and in Sweden. And other hits have been the Deep River Boys, the Delta Rhythm Boys and Gene Krupa, with Flip Phillips and Teddy Napoleon.

Additional success has been scored by Marian Anderson, Ella-belle Davis, Mahalia Jackson and the Jubilee Singers, all four of whom drew capacity business.

### Top Names

Louis Armstrong, with Velma Middleton and a five-piece orchestra, had to double the number of his appearances here and in Stockholm and Gothenburg, Sweden, and Oslo, Norway, as well as making bus jumps to afternoon dates at various towns in Sweden. Teddy Wilson, jazz pianist; Fats Edwards, blues singer, and Katherine Dunham's 35-member dance and musical troupe scored hits. The dance troupe had to extend a two-week run to three weeks, plus extra matinees.

A large number of American concert and operatic singers, instrumentalists and conductors

have also scored sell-outs this year in Copenhagen and other Scandinavian cities. Besides Marian Anderson, Conductor Dean Dixon and Met opera singers Jussi Bjorling, Kirsten Flagstad and Giuseppe De Stefano were solid draws, as well as instrumentalists Yehudi Menuhin, Mariam Salovief, Julius Katchen, Carroll Glenn, Eugene List, Julian Olevsky and Isaac Stern. In classic dance Rosella Hightower and John Taras, with the Marquis de Cuevas Ballet, and Vida Brown, for her choreography in George Balanchine's "Symphony in C" ballet by the Danish Royal Ballet, got extra kudos in Copenhagen and Stockholm.

### Good Salaries

Because of very moderate food and drink prices in almost all of Copenhagen's big cabarets, few high-salaried acts are booked. There is, however, a good field at these spots and in some revue houses for standard American acts, which usually can secure the same, or a slightly higher, salary than they would draw in New York, plus part or all of their transportation. The Ambassador

(Continued on page 67)

## Vegas Sands Pitches for Big Name Line-Up

LAS VEGAS, Nev., Nov. 8.—The Sands, this town's newest hotel is now headed by Jack Entratter, ex-Copa partner, and Jack Freedman, of Texas, and is pitching for as many big names as it can line up after December 15 when the spot is due to start running.

Entratter, who was with the Copa for 12 years and prior to that with the Stork, has a wide personal relationship with many of the cafe attractions and is using it to the fullest. The talent budget will be extremely flexible, which means that bidding for talent will be on a competitive basis.

In addition to Entratter's talent contacts, he's also hired the George Evans Associates (Buddy Grantoff and Al Freeman, principals) to handle the national publicity. The Evans office also has wide talent contacts handling Joe E. Lewis, Martin and Lewis and equally important box office names.

Entratter's opening show will be Danny Thomas, plus Connie Russell and Lou Willa Jr. The next show will headline Edith Piaf, followed by Billy Eckstine. The Sands also has a verbal okay for Martin and Lewis who haven't played Vegas for three years.

All production chores will be handled by Entratter with choreography to be done by Bob Gilbert. The spot is also paying out top dough for chorus lines offering \$110 a week.

The Sands will have a capacity of 400 when it opens in mid-December. Its bedrooms will be 300, tho it plans to have an additional 160 rooms by January. Opening week's reservations, however, have already grabbed up all the rooms, according to Entratter.

## JET DENTAL ACT IRKS MIKE ROSE

NEW YORK, Nov. 8.—A running battle between Michael Rose, producer of the Holiday Theater shows, and his chorus line culminated in charges before the American Guild of Variety Artists, with Rose demanding disciplinary action against the girls. Rose charged that six girls blacked out their teeth in retaliation for various causes, thereby making his show look ridiculous. The girls deny the charge but claim that Rose is demanding unfair rehearsals and offering inadequate payment. Rose fired six girls, and a hearing was set up before AGVA. But before the hearing was arranged, he appeared before the union asking permission to hire back two of the girls. It seemed he needed extra fems and couldn't find any

## Election TV Plays Havoc With B'way

Cafes, Hotels, Theaters Hold Wake As Customers Stick Close to Home

By BILL SMITH

NEW YORK, Nov. 8.—Election night show business with the exception of a few of the smash hit musicals was hit as if by a plague. Night clubs and hotel rooms were practically deserted. Even Times Square was empty with its railed off display windows standing out like white patches on black costumes. The extra cops assigned to control the anticipated heavy traffic huddled together in small groups to keep from getting lonesome.

In no election has the tremendous effect of television been felt as in the just ended Eisenhower-Stevenson campaign. The plain fact was that the celebrants of other years stayed home glued to their TV sets rather than come to Broadway to whoop it up.

The Latin Quarter, the veridical of nery business in New York and perhaps even the nation, did half its normal dinner business. The second show played to even smaller audiences. The Copj was equally hit, tho its third show got a little lift.

### Empty Tables

The hotels had more people on the bandstands than they had at the tables. The Plaza got a little lift, but only because it used a big TV screen right after the show. The Waldorf and the Pierre seemed to be holding wakes. The

writers stood around looking worriedly at glaring white tablecloths.

But if the big budgeted rooms were hit, the 52nd Street joints looked like holy week in Boston. Even the cabbies, who usually jam the short block from Fifth to Sixth Avenue avoided it that night. The 21, which customarily has a line-up of expensive cars out front, was empty.

Alan Gale's Celebrity Club was about the only cafe that did business that night, and that was due to a special "Friar's Night with (Fat) Jack E. Leonard as the bait. With a mob of actors out front, Gale exceeded himself. His set routine was hyped by a lot of ad libs aimed strictly for showbiz folk that fractured them. Leonard's customary shorthand type of chatter was right in the showbiz groove. But primarily it was the business the club did that night that was the standout. The movie houses, which raised

(Continued on page 64)

## Election Hurts Stem Combos

NEW YORK, Nov. 8.—All combo houses were sloughed last week with the pre-election and Election Day held responsible for the poor business.

Radio City Music Hall (5,945 seats, average \$132,000) did a poor \$12,000 for its kick-off week, with "Happy Times," plus Renald and Rudy and Jay Marshall.

The Roxy (5,886 seats, average \$80,000) wound up a six-day third-week frame with \$44,000 for "The Thief," plus Johnny Johnston and Jerry Colonna. The bit started with \$93,000, followed by \$68,000. The new show has "Way of a Gaucho," Frances Langford, the Harmonies Kascab and the Blackburn Twins.

The Paramount gave ground—average \$84,000—gave ground—\$55,000 for the bill of Duke Ellington's band and "Springfield Rifle." The first week and preem week's take was \$87,000. The new bill has "Operation Secret," plus the Four Aces, Sunny Gale and Jay Lawrence.

The Palace (1,650 seats, average \$21,000) went off to \$19,500 for an eight act bill, and "Click." Last week's take was \$21,000.

## Tourists Hit Miami; Nitory Business Is Picking Up in Area

Heavy Gamblers Head South of Border to Wide-Open Territory

By HERB HAU

MIAMI BEACH, Nov. 8.—Nitory business has picked up somewhat during the past month. One reason is the heavy run of national conventions in the area. Another is that tourists are beginning to creep into the Miami area and they seem to have dough to spend.

Big spenders, however, who are lured to open-gambling resorts, will again be absent from Miami Beach this season by all indications. If there's going to be any crap tables in operation, it'll be strictly on a sneak basis, as last year. Public sentiment against wide-open gambling is still high since the Kefauver investigations, and all public officials have pledged themselves to crack down on illegal gambling.

Guys with bucks and with an inclination to wager will head south all right, but will keep right on going after they reach Miami. South-of-the-border spots are expecting to get this traffic, particularly in Cuba, Puerto Rico and Haiti. Havana's three major gambling resorts—in which former Miami operators have investments—will be going full blast within a few weeks.

### Extravaganzas

All three stage big extravaganzas, but native or West Indian talent is used almost exclusively. Occasionally, one spot will import a dance team or a vocal quartet or even a line of girls for a show, but in most cases Cuba's union rulings make it easier for them to employ local performers.

In Puerto Rico, the capital—San Juan—caters to the sporting crowd, and has a trio of night spots, including the Hilton Hotel—most lavish of the three—is a Hilton chain spot, and picks up its bookings from the States. The others use an occasional North American performer but, like Cuba, rely mainly on local talent.

The few niteries in Haiti—where the government controls a gambling casino in Port-au-Prince—use native entertainment exclusively, the cost of importing State-side performers being considered prohibitive.

### WTVJ Opens

WTVJ—Miami's only television station—opened the doors to a new studio in the converted Capito Theater building last week with a series of handbills for the press, agency execs and sponsors. Enlarged facilities will enable the production of local shows and will also afford sufficient space for network programs to emanate here after January 1.

## ARA Elects Roberts Prexy

CHICAGO, Nov. 8.—The club date agents retained control of the Artists Representative Association here for the second straight year at the board of governors election held Monday (3). This group representing the anti-insurance block, succeeded in placing 11 of 13 members on the board.

At the first board meeting held Thursday (6), Sam Roberts was named president. Other officers named were Wade Booth and Doris Hurlig, vice-president, and Vic Brown, secretary-treasurer. Picked to represent the group at the National ARA meetings in New York were Fred Eason, vice-president of Associated Booking Corporation; Lyman Goss, retiring president of the group, and Sidney Page.

In addition the following now comprise the board of governors: Paul Marr, Harry Greben, Leo Nadel, Jack Shea, Lou Brees and Sam Levy, head of Barnes-Carruthers here.

when the two-way cable is expected to start operating.

On Monday (17), the Miami City Commission will give a second reading to an ordinance cracking down on obscene night club acts and strippers who exceed the bounds. The ordinance, passed on first reading last Wednesday, forbids a peeler to disrobe her torso "below the hip line." Sections of the ruling were attacked by American Guild of Variety Artists (represented by Lee Mason) and the South Florida Liquor Board. The latter said the act leaves too much to the imagination—the imagination of policemen who will have to enforce it.

## GEORGIA LATE

## But Op Must Pay Singer Full Salary

NEW YORK, Nov. 8.—A hassle over an engagement of Georgia Gibbs at Frank Dailey's Meadowbrook was settled this week when the American Guild of Variety Artists stepped into the picture. Miss Gibbs said that she was hired for a week-end, starting October 31, at Dailey's Meadowbrook, at Cedar Grove, N. J. She worked Friday and Saturday. A smog held up traffic Sunday night and she arrived late, but in time to do her show. Dailey, however, accused her of coming too late, ordered her out of the club and refused to pay her the \$2,000 she was contracted for.

Singer complained to AGVA, which in turn put it up to General Artists Corporation, who booked her, warning that the agency would be held responsible for the salary, and exacted further, no more shows would be booked into the Meadowbrook until the dough was paid. At first Dailey offered pro-rata, but finally agreed to pay the entire sum.

Dailey's version was that thru-out her entire run Miss Gibbs was "aggravation personified." She had been warned that if her transportation was inadequate Dailey would pay for proper transportation, that an important party was expected Sunday night and she had to be at the club by 9:30. "Instead she came in at 10:40 and the party had left," said Dailey. "She didn't leave New York until 9:15, by her own admission."

Miss Gibbs denied the charge. She admitted being late and that the show was already on, but she said she had plenty of time to do her act. She charged Dailey with abusive action and with flatly refusing to let her go on and do her spot.

## CABBIE OFFERS JOB FOR JULIA

NEW YORK, Nov. 8.—A girl dashed out of the Latin Quarter a fter show-break time, grabbed a cab and gave the driver directions.

The cabbie put down his flag and started rolling. "You a dancer?" he asked. The girl said she was. "Ya lookin' fa a job?" continued the driver. The girl admitted she might be.

"Okay, girlie, ya look okay o me. Tellya what to do. Here's my brudder-in-law's name; he's an agent. Tell him Jack sent ya, 'n' he'll fix ya up. His name is Eddie Luntz."

The girl was Julia, the fem nait of the dance team of Darvas and Julia which gets up to \$5,500 a week.



## 'Best Buys' Feature Major Change in BB Disk Charts

### Stress on New Records to Provide Greater Industry Aid Prompts Move

• Continued from page 1

the plethora of new releases are going to bring the highest dollar return in terms of customer plays.

Radio stations, too, are faced with a problem of selection. Without sufficient time to program all of the multitude of new records received each week, disk jockeys have the problem of deciding which of the disks will most please most listeners and thus warrant the programming concentration. The problem is greatly aggravated for the smaller stations which must buy most of their records.

"This Week's Best Buys" is a feature designed to answer these needs by serving as a sound and accurate buying guide for dealers and operators and as a new and solid source of programming for disk jockeys throughout the country. In each week's issue, "This Week's Best Buys" will list those records which dealers and operators throughout the country can buy and promote with assurance and which radio stations can program with confidence.

#### Explanation of "Best Buys"

"This Week's Best Buys" replaces and expands upon "The Billboard Picks." The latter was designed to select the future hits. "Best Buys" will continue to spotlight these coming hits, but, in addition, this feature will include those records which may not become big hits but nevertheless have sufficient sales potential to warrant strong consumer acceptance. The great majority of "Best Buys" will be selected on the basis of a scientific analysis of early reaction to the records in various segments of the trade. A nationwide network of informational sources has been set up to enable the music staff to determine the extent of the activity new records are receiving during the first few weeks on the market. These selections will be made in sufficient time to be of great value to most of the trade throughout the country.

In a few instances "Best Buys" selections will be based on the music staff's initial listening reaction to advance copies of the disks. These, however, will be in the minority. The bulk of "This Week's Best Buys" will be backed by solid information received from key areas early enough to be of definite assistance to the trade.

As a further aid the Billboard will report each week on the progress being made each week by "Best Buys" selections of previous weeks. This column, entitled "Late Reports on Recent

Best Buys," will be carried on the page listing "This Week's Best Buys."

"This Week's Best Buys" can be used by radio stations as a regular program in the same way as "The Honor Roll of Hits" is now used. Newspapers will also be permitted to carry the "Best Buys" listing. More than 400 stations are now licensed to use the latter title in their programming. Permission for stations or publications to make use of this feature can be gained by writing to the publisher of The Billboard.

#### "New Records to Watch"

The greater emphasis to be given to the review of new records further stresses the new accent on the future. Reviews of single records in all categories will start on the same page. This page follows "The Honor Roll of Hits" in sequence. This page, entitled "Reviews of This Week's New Records," features a box called, "New Records to Watch."

The purpose of this box is to spotlight those records reviewed during the current week which deserve close attention of dealers, operators and deejays. These selections, made by the music staff after hearing advance review copies, will include disks which are believed to be potentially strong sellers throughout the country. They will also include records which are thought to have strong sectional appeal or are otherwise noteworthy. Disks which may portend a new trend or bring to light a new artist who appears to have the makings of a future star will also be included. These records are merely presented as the best of the new untested releases, many of these will undoubtedly be listed among "This Week's Best Buys" in succeeding issues.

#### Other Changes, Additions

The revised Music Popularity Charts also incorporate a number

(Continued on page 93)

## FDR THEME IS APPLIED TO GOP

NEW YORK, Nov. 8.—With the settling of the dust and wagers came the following election comment from a Brill Building denizen. "Happy days are here again. The greatest tunes were written during Republican administrations."

## M-O Wax Sales Gain on Coast

HOLLYWOOD, Nov. 8.—After two years of a trend toward mail-order record retailers who buy their disks direct from indie r.&b. firms, the local indie manufacturers who specialize in the jazz and blues field report that six important mail order buyers now take anywhere from 10 to 15 percent of their monthly sales. A survey of Modern, Specialty, Aladdin and Imperial, all located here, showed that since Randy Wood, the Gallatin, Tenn. powerhouse who has since branched into his own diskery, Dot, and his own publishing firms, started buying his disks direct, five more powers have entered the field. They in-

(Continued on page 40)

## Recent Foley Diskings Sell 1/2-Mil Copies

NEW YORK, Nov. 8.—The last three diskings by Red Foley, released in a bundle about three weeks ago, have already racked up a cumulative sale of more than 500,000 copies. On two of the etchings, the long-time folk favorite seems to be repeating his occasional pattern of spilling over into other fields sales-wise.

One of the platters, containing "Don't Let the Stars Get in Your Eyes," was given a pop-style backing and seems to be doing almost as well in that field as in the country market. Another, "Midnight," has begun to sell well in a few r.&b. areas. The third platter is the sacred item featuring "My God Is Real."

Several years back, Foley scored heavily in the pop field with "Chattanooga Shoe Shine Boy," as well as with the sacred ditty, "Our Lady of Fatima."

## Mesners Set 7-11 Diskery

HOLLYWOOD, Nov. 8.—Leo and Eddie Mesner, who originally set up Aladdin, the r.&b. diskery, and last year added Intro, h.b., western and pop label, and more recently added Orfeo, longhair waxery, set up another firm this week in the r.&b. field. Newest entry is Seven-Eleven Records, with Rudolph Tombs, veteran r.&b. songwriter, and the Mesners running the firm.

Tombs is the writer of such recent and current topers as "One Mint Julep," "Five, Ten, Fifteen Hours," and "Grehound." Leo Mesner said that the firm, which will utilize both Eddie Mesner and Tombs as a &r. men, will sign a full slate of artists. First releases will be vocalists Emmott Davis, doing "Cheap Old Wine Whiskey" and "I Need You," and Saida Styne's "Don't Stay Away Too Long" and "One More Kiss" with Jack (The Bear) Parker backing on both releases. The Mesners will select some of their Aladdin-distributors and some new outlets to handle Seven-Eleven. Allied Distributing, Los Angeles, is the first distributor named.

## New Waxing Methods Give More Music for Less Money

### Longer-Play, Lower-Priced Disks Mean Better Break All Around

• Continued from page 1

for \$3.08. The price of the Red Seal and Masterworks 12-inch LP disks released by these two diskeries are \$5.72 and \$5.45 respectively. It is true that as yet the works released on the major's subsidiary labels are taken from previously issued 78 r.p.m. masters, but the orchestras and conductors on the labels are well-established names. In addition to these lower-priced waxings, Decca Records has recently introduced a new 10-inch disk, the "4000" series, with light classical selections, that retails for \$2.50, the lowest priced 10-inch disk to date on a major label. The new MGM 12-inch disk is priced at \$4.85, m- under the up-to-now standard price of LP classical platters.

3 Columbia Records released this week a LP platter with about 65 minutes of music. This disk, which was cut via the "variable pitch" method, is probably the longest LP platter yet released by a major diskery. The set contains two Beethoven symphonies, either

of which would have filled one normal 12-inch LP. Columbia, and other diskeries, have been releasing LP platters with more than 45 minutes of music from time to time, but none that approached the playing time of this platter. The there is no list price reduction when a diskery issues a longer play LP, there is a substantial saving for the consumer who gets more music for his dollar.

The technological developments, and the market pressures that have contributed to the issuance of these EP 45's, the longer play OP's, and the low-priced LP's are many and varied. The EP was originally introduced by RCA Victor to recapture the market

that favored short classical selections, like overtures, etc. The low-priced LP's were issued by the majors because of the importance of this part of the market as evidenced by the sales of several indie LP diskeries. And the 65-minute LP disk of Columbia was motivated by a desire to give the customer a bargain, thus to help sell more platters. Under any circumstances, a customer who shops wisely today can obtain classical and pop music on major labels at prices much below that of last spring.

## BOZO CELEBRATES

## Cap Kid Fave Sells 2,300,000 Records

HOLLYWOOD, Nov. 8.—Bozo the Clown, the Capitol Records kiddie best seller, celebrated his sixth anniversary as a moppet favorite by passing the 2,300,000 sales mark, which the Hollywood diskery believes is a current and probably all-time high in the disk biz. Capitol consistently has led The Billboard's best selling children's records' chart for the past four years since it was inaugurated, and Lloyd Runn, Cap v.-p., reports that Bozo is the firm's leading sales item on the lot side.

Figures compiled to August 31, 1952, indicate that Bozo albums and single packages have sold 2,277,000. With September and October as two of the top buying months of the year, Cap feels that the disks have added at least 50,000 in the past two months.

The first Bozo album hit the market around the end of October, 1946, and coincidentally, was the first completed kiddie assignment by Alan Livingston, now v.-p. in charge of a &r. for the Wallis waxery. Livingston said he got the idea for a Bozo series from recalling his days as a kid with a wind-up phonograph. Because only adult records were available, Livingston said he used to take adult records and spin them at different speeds by putting his finger alongside the turntable and getting weird sounds from the disks. Feeling that moppels would go for something different,

as the kiddie market was full of standard nursery rhymes and p.d. stories in 1946, he decided that albums of talking animals would be something different in children's fare. First he thought of using a zoo as focal point for the stories, but later decided upon a circus format. Needing an emcee or narrator to do the straight talk, he decided upon a clown. He said that the name, "Bozo," was selected from a list of clown names.

The first album effort by Livingston, "Bozo at the Circus," is today and probably will continue to be the top kiddie seller of all time, for it's sold 560,000 in six years. Since that time, five more albums with record readers and three illustrated sleeve packages have been released. The latest, "Bozo Has a Party," did 50,000 since its release in mid-August.

The Bozo merchandise tie-ins number approximately 40 different items, ranging from a \$10 Bozo doll to a 25-cent package of balloons. Capitol is continually promoting the Bozo series thru Bozo parties and exploitation appearances in record stores and theaters. Jim Chapin, New York, and Pinto Colvig, Hollywood, are permanent members of the Cap pay roll, doing nothing but Bozo personals. In addition, three other men are utilized primarily in making Bozo engagements. Dell Publishing Company has had a Bozo and Sparky comic book on the market for the past two years.

## Little Hope Seen For Copyright Bill

### New Congress Expected to Give Little Attention to New Version of Juke Law

WASHINGTON, Nov. 8.—A new version of the Bryson-Kefauver Bill to bring juke boxes under the copyright law will be introduced early next session, but it is not expected to get far in the reorganized GOP Congress. Rep. Chauncey W. Reed (R., Ill.), who is in line to become chairman of the House Judiciary Committee, was no particular friend of the Bryson-Kefauver Bill. In sharp contrast with Rep. Emanuel Celler (D., N. Y.), outgoing chairman of the committee, who fought vigorously, but fruitfully, to get the juke box coverage bill enacted last session. Cleavage on the juke box copyright bill has not been along party lines, but replacement of committee leadership by men who are either outrightly adverse to or cool to the bill is a significant factor.

On Capitol Hill it is held doubtful that the legislation will have

anywhere near as strong a chance as given to it in the last session, when the bill received lengthy hearings before the House Judiciary Subcommittee on Copyrights, Patents and Trade-Marks, headed by Rep. Joseph Bryson (D., S. C.), a co-sponsor of the bill with Sen. Estes Kefauver (D., Tenn.). Neither Bryson nor Kefauver will swing much weight in the next Congress. Even in the last session, despite the strong headway made by the bill last year, it was blocked in the subcommittee by a narrow margin. Bryson made an eleventh hour attempt to have the measure voted out of the committee in the final hours of the session. The subcommittee reported a bill to the full Celler committee, but only after the juke box provision was extracted. Bryson had to content himself with filing a minority report, espousing the idea of a juke box provision.

(Continued on page 94)

## Dubonnet Case Is Dismissed

NEW YORK, Nov. 8.—Judge Henry Goddard this week dismissed a petition from Perry Alexander's Dubonnet Music Company, which sought to get an amendment to the American Society of Composers, Authors and Publishers consent decree.

Alexander charged in his petition that the film industry had control of the music publishing business. Judge Goddard had adjourned the motion for a week to give Alexander time to submit evidence to that effect to Assistant U. S. Attorney Harold Lasser. When Alexander failed to come up with the evidence, Lasser moved for dismissal.

## Fox to Audit R&B Diskers

NEW YORK, Nov. 8.—Harry Fox, publisher's agent and trustee, has scheduled an auditing of rhythm and blues diskeries. The move is designed to help Fox and his clients gauge the extent of sales in the r.&b. field.

The audit is scheduled to include Atlantic and Jubilee, headquartered in New York; United, in Chicago; and Aladdin and Imperial, on the West Coast.



# Loyalty, Faith Stressed as Keynote of ASCAP Meeting

Country Music, Promotion Drive, Pensions Are Secondary Topics

Continued from page 1

terminal in the future election of ASCAP presidents.

The meeting was generally devoid of acrimony. It was a sober, decorous clamor.

Much of the thought of the membership—and this was represented both in the speeches and conversation—was given to the matter of holding fast against BMI. L. Wolfe Gilbert, representing the West Coast segment of the Society, stated that, under the "Consent Decree," it was legal for ASCAP writers to pen songs in collaboration with non-ASCAP writers. In such cases, however, Gilbert asked that the ASCAP writers make an effort to keep the material within the ASCAP pool of music. In other words, keep the tunes away from BMI publishers, Gilbert placed the matter upon a moral, ethical level. At one point in his talk he asked that the membership give him a standing "Ave" to indicate their faith and loyalty.

The matter of country music, and ASCAP's lack thereof, as compared against BMI, came up for consideration. Irving Caesar advised Tin Pan Alley writers not to be discouraged. He suggested they continue to have faith in their material and their own standing as professional craftsmen. The ASCAP writers are producing tunes which are just as good as the tunes they wrote years ago, Caesar pointed out. Caesar's opinion was that the fine, beautiful ballads would come back and that the professional caliber of the Tin Pan Alley writers would become obvious in time. That the present vogue for country music would pass was inherent in his speech. Clefker, Kermit Goell also struck the loyalty note. Writers should be proud of their ASCAP affiliation, he noted. Goell, however, did call upon publishers to loosen their purse strings in order to obtain country material. He congratulated Shapiro-Bernstein on the latter firm's acquisition of Josie Mae Robinson, writer of "Went to Your Wedding," and the more recent "Keep It a Secret." Miss Robinson, as pointed out in another story, is now an ASCAP member.

President Otto Harbach read to the membership a resolution, passed by the board of directors, dealing with the presidency. The matter will be voted upon by the membership. The resolution, co-sponsored by Leslie and Dreyfuss, provides for the election of a president for one year—with the further proviso that he may be elected for two additional successive terms—three years in all. Currently, the president is elected for one year and may succeed himself for another term. In the last election, Harbach wished to retire, but remained on for a third term as a result of a stalemate resulting from the board's inability to muster a two-thirds vote in favor of any candidate.

The resolution on the presidency was described as a very important measure by clefker Pinky Herman, who asked that the full membership vote upon the matter. Herman pointed out that under the present by-laws of the Society, if a member does not vote it is automatically tabulated as one vote against the proposed measure.

Herman made mention of a spirit of harmony, and stated that the feeling of mutual confidence stems from the revision of the writers' classification. Herman reminded the membership that a further revision is being considered and will shortly be acted upon by the augmented writers' classification committee. This revision, said Herman, would further refine an already much-improved system.

The meeting was already informed, in a general way, of important promotional plans of the Society in the world of serious music. There have been no official announcements thus far, it is known that the Society is negotiating with a major network for the presentation of the Eastman School of Music orchestra over a 13-week period. The Society would, it is understood, spend \$1,000 weekly for the orchestra. Other plans are understood to be

in the works in connection with the International Music Festival scheduled to be held in Pittsburgh during Thanksgiving week. If plans materialize, the Society would pay for LP pressings of 10 of the scheduled concerts and distribute these pressings to nonprofit, educational institutions. This is but merely a part of a large, over-all plan indicating the Society's interest in serious music.

The assemblage at the Waldorf heard the report of the treasurer, Louis Bernstein. The Society's income for the first eight months of 1952 totalled \$10,735,000. Expenses during this period totalled \$2,092,000, or 19 per cent. This is a reduction in expenses.

President Harbach told the meeting the details of the pension

plan set up for those members of the Society who joined in the years between 1914 and 1921. The pension would be in recognition of the fact that these men assigned their works to the Society at a time when ASCAP was not distributing any income. There are about 37 such members at present. Eligible for pension would be those of the 37 whose annual income is less than \$5,000. Those who fall in this category would receive sums as follows:

Members elected in 1914, and now coming less than \$5,000 annually would receive \$3,000 annually; members elected between 1915-1917, \$750 annually; members elected between 1918-1920, \$500 annually.

## AVALANCHE BEGINS

# Majors Tie Stars To Christmas Wax

Continued from page 1

Mervin Shiner on Decca. Columbia has issued a Sammy Kaye slicing of "Santa, Santa, Santa Claus" and "All Around the Christmas Tree." And the Rosemary Clooney-Gene Autry cutting of "The Night Before Christmas Song" and "Look Out the Window" on Columbia is the diskery's follow-up this year to the smash Clooney-Autry cutting of "Rudolph" of a few years back.

RCA Victor does not intend to miss out on the anticipated Christmas market either. The disks in the Eddie Fisher album of Christmas songs, "Christmas with Eddie Fisher," will all be available as singles, with the first single, "Christmas Day" and "That's What Christmas Means to Me," available next week. This will give RCA Victor five Christmas waxes, including the aforementioned Spike Jones disk.

Decca and Coral records appear to be releasing the heaviest number of Christmas platters. Decca's line-up of holiday waxes is as follows: Louis Armstrong-Gordon Jenkins ork, "White Christmas" and "Winter Wonderland," Russ Morgan's "Look Out the Window," and the Guy Lombardo ork's "Jingle Bells" and "Santa Claus Is Comin' to Town." For a country Christmas the diskery has issued the Maddox Brothers and Road's "Silent Night" and "Jingle Bells" and Ernest Tubbs' "Merry Texas Christmas, You All" and "Blue Snowflakes."

**Coral List**  
Four records by four top names feature the Coral Christmas list. These are Don Cornell's "I've Got the Christmas Spirit" and "Let's Have an Old-Fashioned Christmas" of the Ames Brothers "Sing a Song of Christmas" and "Winter's Here Again," Eileen Barton's "The Little Match Girl" and "The Night Before Christmas Song" and Johnny Desmond's "Christmas Is a Time" and "Christmas in the Air." These four platters will be released in both an LP and 45 album as well as singly. To add to this group, Coral is releasing four old Signature masters with Christmas tunes performed by the Ray Bloch ork, the Johnny Long ork and thrush Monica Lewis.

Capitol Records has only one Christmas waxing on the market to date, the Molly Bee cutting of "I Saw Mommy Kissing Santa Claus." The diskery has shown no intention to release other Christmas waxes this season, preferring to ride with longer lasting, rather than purely seasonal records. There is a strong probability that all of the majors would wax cover records if any of the new Christmas disks show signs of breaking out as a big hit. Other, forthcoming, Christmas items include two Mercury platters by top artists Patil Page and Eddy Howard. Titles of these waxes were not available at press time this week. It is not known whether MGM will issue any single pop Christmas disks.

The score of new Christmas items listed above does not consider strong Christmas wax items released in other years, nor the many disks released by the independent record firms. All of the majors will re-release their top Christmas disks of other years this year, including "White Christmas" by Bing Crosby, "Rudolph, the Red-Nosed Reindeer" and many others.

There will be many new Christmas albums issued this season as well, to add to the long list of holiday albums that are now re-released each year. As one dealer commented, "If the list of Christmas albums were laid from end to end, they would reach from the North Pole to every dealer's chimney."

# Victor Enjoys Gains In October Sales Bills

NEW YORK, Nov. 8.—The RCA Victor record division has just completed its most successful October in the past five years. The total business written by the firm last month exceeds the billing for last October by 2 per cent. This gain assumes added significance when compared with the October results for the previous years. Total billings for this past October topped the 1950 mark by 22 per cent, exceeded October 1949 by 40 per cent and bettered the same month in 1948 by 3 per cent.

This October's business was spread among all classifications of records, according to a spokesman for the label, reflecting a healthy over-all position. He pointed out that total billings in the pop division rose 20 per cent above the level of last October. The label's position in the pop single field has not been as strong recently as at some other

# Meridian Is Taking Orders

NEW YORK, Nov. 8.—Meridian Music, the E. H. Morris subsidiary, this week started taking sheet music orders for "Don't Let the Stars Get in Your Eyes," a tune acquired from Bill McCall, of Four Star Sales, a week ago (The Billboard, November 8). The tune which is already a hit in the country field, has also garnered a number of pop records. The projected deal for Buddy Morris to purchase McCall's Four Star Record Company and its music affiliate, Four Star Sales, is still pending. It is expected that another month or so will be required to complete the deal.

# BUGS, BB MAKE CAPITOL 'HALL'

HOLLYWOOD, Nov. 8.—The Capitol Records "Hall of Fame," located in the lobby of the waxery's Sunset and Vine home office, got a reader of "The Billboard" this week. The newest foursome of pictures of top Capitol artists made up of kidisk personalities. Prominent in the quartet is a hep "Bugs Bunny," the Mel Blanc character from animated cartoons, buzzing along with a copy of "The Billboard" under his arm.

# PIC Selects Sales Slogan

WASHINGTON, Nov. 8.—A catchy new slogan to give the industry-wide "more music in the home" campaign a shot in the arm will be decided upon when the Phonograph Industry Committee holds its second meeting, tentatively scheduled for December 10 in New York. Aim of the campaign is to boost sales of records, phonographs, tape recorders and playback equipment parts and accessories, including phono jacks.

The PIC, which held its organizational meeting here last week (The Billboard, November 8), is made up of the Phonograph Manufacturers' Association, Record Industry Association, National Association of Music Merchants and Radio-Television Manufacturers' Association. Other industry groups are expected to get into the campaign shortly.

# Remington Buys Class. Masters

NEW YORK, Nov. 8.—Remington Records, leading low-price LP firm, has recently completed the purchase of a number of classical masters from several rival independent LP diskeries. These diskeries included masters from Renaissance, Period and Etude. The interesting aspect of this sale is that competitive diskeries will now have the same disks on the

(Continued on page 40)

# Tax on Disks Paces Hike in Gov't. Revenue

September Yields General Rise in Amusement Bite

WASHINGTON, Nov. 8.—Receipts from the federal tax on phonograph records set the pace for a general rise in revenue from all amusement taxes in September, the Bureau of Internal Revenue disclosed this week. The September yield from \$960,525 in September, compared with \$388,442 the previous September. This was the first gain registered in this tax yield in three months and it is sharper than any gain in the previous eight months.

Collections from the tax on phonographs, radio sets and TV sets also registered heavy gains. The September yield from this tax source was \$7,832,960, a gain of \$1,605,366 above the previous September. September yield from the tax on musical instruments was \$521,680, a gain of \$39,023 over the previous September.

Yield from the tax on admissions to cabarets and roof gardens was \$3,379,170 in September, a gain of \$429,121 over the previous September. Tax on admissions to theaters and concerts produced \$32,449,739, a gain of \$1,276,582 over the previous September. Alcohol tax yield was \$257,501,972, an increase of \$46,865,699 over the previous September.

# ARA Masters Sold to MGM

NEW YORK, Nov. 8.—Sid Mills, Mills Music exec. has entered into a period of heightened activity with the firm's disk subsidiary, American Recording Artists. Mills is scheduled to leave for New Orleans in a few days to cut a flock of rhythm and blues sides.

Meanwhile, Mills has sold 16 ARA masters to MGM Records. Eight of these are sides by Eddie Starosters, and eight by Eddie Oliver and a 15-piece ork. A previous Mills sale to MGM, eight sides by Bill Krenz, "Breakfast Club" pianist, is scheduled for MGM LP release.

Mills has also signed Ralph and Buddy Bonds to a term pact with Coral Records. The duo, which plays twin organs, has its first release due shortly.

# More Sulfur For Plastics

WASHINGTON, Nov. 8.—Sulfur will be available for plastic phonograph records and other uses in unlimited quantities following removal this week of restrictions on the use of the element by the National Production Authority. Revocation of the order was made possible, the NPA reported, since sulfur supply has caught up with demand.

# PUBS EYE PARODY WAX

# Pop Tune Take-Offs Rack Up Solid Record Figures

NEW YORK, Nov. 8.—Music publishers are eyeing the field of parody waxes of established hit tunes with increasing interest. Parodies of pop tunes have been strong sellers in specialized fields for some years. Mickey Katz has topped 100,000 on a number of his Capitol Yiddish versions of pop tunes. The hillbilly comedy team of Homer and Jethro on RCA Victor has been much more successful, sales-wise, utilizing pop clichés that waxing nonsense, hitting as high as 150,000 on several.

In the past, with few exceptions, parody artists and their a.&r. directors have done their own tune selection and lyric re-writing. In such cases it is necessary to clear the idea with the publisher. Many publishers are firmly opposed to the parodies on the basis that it serves only to weaken the value of the copyright. A growing number, however, are

actively seeking comic records of their hit tunes from hillbilly comedy teams in recent months.

# Pubs' Action

No novice in the field, Leeds Music has been following this tack for some years. The firm's "I Said My Palamas" was re-written as "I Said My Nighthair" and became a Homer and Jethro hit. Several months ago the same company had "Kiss of Fire" transformed to "Li'l Ole Kiss of Fire" for another hot seller by the RCA Victor tandem. More recently Redd Evans has been seeking Homer and Jethro disks on such tunes as "I Laughed at Love" and "Nina Never Knew." Harman Music just had "Takes Two to Tango" re-worked into "Takes Two to Tango Eight to Square Dance." The publicity was successful in obtaining a Decca waxing by Lonzo and Oscar, another hillbilly comic duo.



NEEDLE POINTS

Distrib Now Handle But 25% of Styli Biz

NEW YORK, Nov. 8.—The phonograph needle industry is moving along at an estimated rate of \$5,000,000 annually at the manufacturer level, there seems little likelihood that the disk distributors will soon recoup anywhere near their one-time slice of the business.

5 GREAT SONGS! TAKE A CHANCE YOU'LL NEVER GET AWAY YOU DARLIN' ROSANNE THE AGNES WALTZ ABC MUSIC CORP. BOURNE, INC. 799 7th Ave. N.Y. 19, N.Y.

Another Sleeper Hit! IT WOULDN'T BE THE SAME (without you) LILLY ANN CAROL RCA VICTOR 70-4985

"SINNIN' AGAIN" DOROTHY LOUDON VICTOR "COOL WATER" BING CROSBY-ANDREWS SISTERS DECCA

AMERICAN MUSIC, INC. 1236 Broadway • 9105 Sunset Blvd. Hollywood Ca. 3-7811 Ca. 1-7354

"FROSTY THE SNOWMAN" and "SUZY SNOWFLAKE" Are on their way HILL and RANGE SONGS, INC. Beverly Hills, Calif.

MINDY GUY CARSON-MITCHELL A Great Duet 'Cause I Love Ya That's A-Why SANTLY-JOY, INC. 1619 Broadway New York 19, N. Y.

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

participation of record outlets in the needle business is the multitude of styli needed to service all cartridges. As many as 128 different types are offered by major manufacturers. Despite this fact, some reversal of the trend is beginning to make itself felt.

Stepped-up use of diamond-point styli among owners of quality playback equipment is also credited with returning a share of total volume to disk outlets. Electrovox, Inc., producers of Walco needles, for instance, is currently promoting needle stock to dealers with new vigor, and reports that it has upped its sale of diamond points from 1 per cent of total volume a year ago to a present 10 per cent.

Meanwhile, the Sam Goody shop here claimed it has cut returns of defective records by 50 per cent thru promoting frequent needle change, or the use of diamonds. In a letter yesterday to 18 leading LP diskeries, the store urged manufacturers to pressure set producers to stop claiming their products are fitted with permanent needles.

"We are tired of fighting your battle. We feel that it is time that you recognize the fact that your record does not perform any better than the needle employed in reproducing this record." The letter stated that a disk played by

2 TUNE TITLES Baffle BB

NEW YORK, Nov. 8.—The growing number of tune title duplications which has caused quite a stir among publishers (The Billboard, November 1), last week confounded even The Billboard. The "Four Aces" disk of "Just Squeeze Me," a Big Three tune, was inadvertently listed as "Squeeze Me," a Broadcast Music, Inc. licensed tune. The former tune is, of course, cleared thru the American Society of Composers, Authors and Publishers.

Shapiro-Bernstein Writer Joins ASCAP

NEW YORK, Nov. 8.—Jessie Mae Robinson has become a member of the American Society of Composers, Authors and Publishers. Her "I Want to Your Wedding" has been one of the top tunes of The Billboard's Honor Roll of Hits for weeks, and her new tune, "Keep It a Secret," is already showing up in The Billboard charts. Miss Robinson had applied for membership, and her application was approved last week. The event, individual in itself, mirrors the larger feud between ASCAP and Broadcast Music, Inc.

"Residing" is published by St. Louis Music, a BMI firm. A couple of months ago, Shapiro-Bernstein, becoming more active in the rhythm and blues field, signed Miss Robinson to a writer's pact. She quickly produced the fast-moving "Secret," published by S-B and recorded by Jo Stafford on Columbia. June Hutton on Capitol, Dinah Shore on Victor and Slim Whitman on Imperial.

worn "so-called permanent life needles... is irretrievably ruined and is bounced back at the dealer as a defective record."

TB Assn, Victor, Leeds Work 3-Way Tie-Up on Promotion

NEW YORK, Nov. 8.—An interesting and elaborate three-way promotion tie-up involving the National Tuberculosis Association, RCA Victor and Leeds Music is now moving into high gear. The association, which each year sells Christmas seals, pegs its campaign this season on Leeds' semi-religious tune, "One Little Candle," with the Victor-Perry Como waxing the important pivot of the drive. The tune, which was originally published by Fred Waring, was waxed in the spring.

Leeds has printed special sheet music copies, showing the Christmas seal on the cover page, plus an inscription from Como testifying to the latter's pride in tying in with the campaign.

The National Tuberculosis Association has sent a special kit to all fields of show business. The kit contains facts and figures about tuberculosis. Entertainers are urged to support the campaign. The Tuberculosis Association has also asked juke box operators to make heavy use of the Como disk.

RCA Victor, beginning November 15 and continuing for one week, will reproduce on all outgoing mail the window streamer it designed for stores. Leeds' professional staff, of course, has hopped on the tune heavily. About seven years ago the National Tuberculosis Association used Shapiro-Bernstein's "Lamp-lighter's Serenade" as its official campaign song.

Total Sides Released by Label January 1, 1952, to Date. Table with columns: LABEL, POPULAR, FOLK, R&B. Rows include CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA.

EVERYTHING I HAVE IS YOURS ROBBINS MUSIC CORPORATION 1619 Broadway New York 19, N. Y.

BETTER THAN EVER! "WALKIN' TO MISSOURI" ("Poor Little Robin") NAWTHORNE MUSIC CORP. 1619 Broadway New York 19, N. Y.

Music Publishers' Record Scoreboard

Sides in Current Release

... for Week Ending November 8

Because of the lack of consistency with which each of the six record companies under consideration issue new releases individually and in relation to one another, instead of all at once, the Billboard has been able to secure information from all available public sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

Table with columns: PUBLISHERS, TUNE, ARTIST & LABEL. Lists various records from A&V, Acuff-Rose, Atlantic, Capitol, Columbia, Decca, Mercury, MGM, RCA, etc.

Sides Released by Label

For Week Ending Nov. 8, 1952

Table with columns: LABEL, POPULAR, FOLK, R&B. Rows include CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA.

ADVERTISERS KNOW BUSINESSMEN KNOW they can have full confidence in an audited business statement. Includes logo and text: that an audited paid circulation like The Billboard's is a genuine guarantee of effective advertising.



**2nd Week!**

**RCA VICTOR'S**

# POP DRIVE!

The following merchandise has been "picked for Potential" —based on immediate and sharp reaction from record buyers, deejays, dealers and coin-operators across the country. These are your Best Bets . . . top of the chart merchandise!

**PLAY 'EM!  
PUSH 'EM!  
PROMOTE 'EM!**

**POP SINGLES**

Listed numerically, position does not indicate sales performance.

**ORDER BLANK**  
45 78

Mario Lanza	BECAUSE YOU'RE MINE • THE SONG ANGELS SING	10/49-3914		
Eddie Fisher	WISH YOU WERE HERE • THE HAND OF FATE	20/47-4830		
Dinah Shore	BLUES IN ADVANCE • BELLA MUSICA	20/47-4926		
Eddie Fisher	LADY OF SPAIN • OUTSIDE OF HEAVEN	20/47-4953		
Perry Como	TO KNOW YOU IS TO LOVE YOU • MY LADY LOVES TO DANCE	20/47-4959		
Dinah Shore	KEEP IT A SECRET • HI LILLI, HI LO	20/47-4992		
Hugo Winterhalter	BLUE VIOLINS • FANDANGO	20/47-4997		
Tony Martin	DANCE OF DESTINY • SLEEPY TIME GAL	20/47-5008		
June Valli	SHOULDER TO WEEP ON • WHY DON'T YOU BELIEVE ME	20/47-5017		
Damita Jo	I'D DO IT AGAIN • I DON'T CARE	20/47-5022		
Eddie Fisher	CHRISTMAS DAY • THAT'S WHAT CHRISTMAS MEANS TO ME	20/47-5038		
Buddy Morrow	GREYHOUND • STAIRWAY TO THE STARS	20/47-5041		

*Coming Up Fast!*

Vaughn Monroe & Sunny Gale	JUMP BACK HONEY • SO-SO	20/47-5028		
----------------------------	-------------------------	------------	--	--

**ALBUMS**

78 45 33½

Eddie Fisher	I'M IN THE MOOD FOR LOVE	P-EPB-LPM-3058 (78-45-33 1/3)			
Eddie Fisher	CHRISTMAS WITH EDDIE FISHER	P-EPB-LPM-3065 (78-45-33 1/3)			

**COUNTRY • WESTERN**

45 78

Hank Snow	I WENT TO YOUR WEDDING • THE BOOGIE WOOGIE FLYING CLOUD	20/47-4909		
Eddy Arnold	OLDER AND BOLDER • I'D TRADE ALL OF MY TOMORROWS	20/47-4954		
Pee Wee King	THE CRAZY WALTZ • TENNESSEE TANGO	20/47-5009		
Hank Snow	A FOOL SUCH AS I • THE GAL WHO INVENTED KISSIN'	20/47-5034		
Johnnie & Jack	DON'T LET THE STARS GET IN YOUR EYES • THE ONLY ONE I EVER LOVED I LOST	20/47-5040		

**RHYTHM AND BLUES**

Damita Jo	I WENT TO YOUR WEDDING • WAIT	20/47-4835		
Jackson Bros.' Orch.	WE'RE GONNA ROCK THIS JOINT • I'M THE BIGGEST FOOL	20/47-5004		
John Greer	SINCE YOU WENT AWAY FROM ME • I'M THE FAT MAN	20/47-5037		
Steve Gibson	WHY DON'T YOU LOVE ME • TRUTHFULLY	20/47-5013		
Walter Davis	TEARS CAME ROLLIN' DOWN • YOU MAKE MY WORLD SO BRIGHT	20/47-5012		

WRITE, WIRE OR PHONE YOUR NEAREST DISTRIBUTOR



**RCA VICTOR RECORDS**



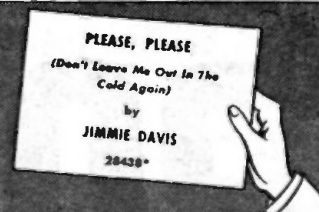




**FORECAST FOR THIS CHRISTMAS!**  
**SILVER BELLS**  
 by BING CROSBY  
 and CAROL RICHARDS  
 With  
 JOHN SCOTT TROTTER  
 and  
 HIS ORCHESTRA  
 27229\*

# DECCA DATA

YOUR WEEKLY GUIDE  
 TO  
 AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 46

TO BUILD PROFITS

## NEW RELEASES—SINGLES

<b>BECAUSE YOU'RE MINE</b> 28476* From MGM Picture "Because You're Mine" <b>WHY DON'T YOU BELIEVE ME</b> Guy Lombardo	<b>I'LL KNOW MY LOVE</b> 28450* (By The Way She Talks) <b>LEAVE ME JUST A LITTLE BIT OF YOU</b> Gordon Jenkins with Blackie Jordann	<b>BLUE SNOWFLAKES</b> 28453* <b>MERRY TEXAS CHRISTMAS, YOU ALL!</b> Ernest Tubbs, with Beasley Sisters	<b>SOLITUDE</b> 28454* <b>COME ON, LET'S FACE IT</b> Vivienne Greene
<b>THIS LOVE OF MINE</b> 28451* <b>YOURS IS MY HEART ALONE</b> Tommy Dorsey and Gordon Jenkins	<b>I DON'T WANT TO SET THE WORLD ON FIRE</b> 28452* (I Want My Kisses) <b>FROM YOUR LIPS ONLY</b> Doo Cherry	<b>SILENT NIGHT</b> 28478* <b>JINGLE BELLS</b> Maddox Brothers and Rose	<b>BLACK MARKET</b> 24582* From Paramount Picture "A Foreign Affair"
<b>LOOK OUT THE WINDOW</b> 28479* (The Winter Song) Russ Morgan	<b>I DON'T CARE</b> 28469* <b>TWO OTHER PEOPLE</b> Dolores Gray	<b>FIREMAN! FIREMAN! SAVE MY HEART!</b> —Polka 28455* <b>EVERYTHING'S BEAUTIFUL</b> (When You're In Love) Georgie's Tavern Band	<b>ILLUSIONS</b> From Paramount Picture "A Foreign Affair" Martona Dietrich *Also available in 45 rpm (add prefix '9' to record number)

## BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY		
3	<b>DEEP BLUES</b> 28420* MIDNIGHT Red Foley	
8	<b>BACK STREET AFFAIR</b> 28369* I'LL ALWAYS TAKE CARE OF YOU Webb Pierce	
2	<b>A WEDDING RING AGO</b> 28432* I HEARD THE JURE BOX PLAYING Kitty Wells	
2	<b>MY GOD IS REAL</b> 28447* THE MOCKING BIRD Red Foley	
19	<b>IT WASN'T GOD WHO MADE HONEY TONK ANGELS</b> 28232* I Don't Want Your Money, I Want Your Time Kitty Wells	
13	<b>FORTUNES IN MEMORIES</b> 28310* SO MANY TIMES Ernest Tubbs	
3	<b>FOOTPRINTS IN THE SNOW</b> 28410* IN THE PINES Bill Monroe	
27	<b>THAT HEART BELONGS TO ME</b> 28091* So Used To Loving You Webb Pierce	
73	<b>There'll Be PEACE IN THE VALLEY</b> For Me 14573* Where Could I Go But To The Lord Red Foley	
4	<b>T T BOOGIE</b> 28397* BEFORE YOU SAY I DO Charley Adame	

### BEST SELLING ALBUMS

<b>THE FOUR ACES</b> FEATURING AL ALBERTS A-917 • 9-361 • DL 5429
<b>THE KING AND I</b> —Orig. Cast GERTRUDE LAWRENCE, YUL BRYNNER, others A-876 • 9-249 • DL 9008
<b>THE CASTILLIANS</b> under VICTOR YOUNG A-921 • 9-341 • DL 5410
<b>LEROY ANDERSON CONDUCTS</b> His Own Compositions—Vol. 1 DU-810 • 9-151 • DL 7509
<b>LEROY ANDERSON CONDUCTS</b> His Own Compositions—Vol. 2 DU-885 • 9-274 • OL 7319
<b>ORLAHOMAI</b> —Orig. Cast DA-359 • 9-4 • DL 8000
<b>EVERYBODY OANCE</b> To The Music Of GUY LOMBARDO DL 5434
<b>MUSIC FOR YAP DANCING</b> —Vol. 2 RUSS MORGAN 9-349 • OL 5414
<b>GUYS AND GALS</b> —Orig. Cast DA-825 • 9-203 • OL 8036
<b>LOVE THEMES</b> from Motion Pictures VICTOR YOUNG 9-343 • DL 5413

\*Also available in 45 rpm (add prefix '9' to record number)  
 \*\*Another Decca "Best Seller" makes the "Best Seller" list this week!

## NEW ALBUMS—CHILDREN'S SETS

### THE ADVENTURES OF THE LONE RANGER

No. 5: HE MEETS THE WAR HORSE  
 K-76 • 1-202

No. 6: HE SAVES THE BOONEVILLE GOLD  
 K-77 • 1-203

### THE NIGHT BEFORE CHRISTMAS SONG

and  
 CHRISTINE THE CHRISTMAS TREE  
 BIG JON ARTHUR  
 and  
 "No School Today" Cast  
 K-82 • 1-208

**I KNOW AN OLD LADY**  
 and  
**THE HEN IS IN THE HAYMOW**  
 BURL IVES  
 K-85 • 1-211

**THE ADVENTURES OF LITTLE ORLEY**  
 And His  
 COONSKIN CAP  
 And His  
 FLY-FROG-FISH ORCHESTRA  
 UNCLE LUMPY  
 K-83 • 1-209

**I HEAR MUSIC**  
 FRED WARING  
 and  
 HIS PENNSYLVANIANS  
 OL 5408 • 9-355

## BEST BETS

Stock these fast-moving Decca Records now  
 ... the coming hits as indicated by actual sales.

POSITION THIS WEEK			
1.	<b>DON'T LET THE STARS GET IN YOUR EYES</b> SALLY (What A Pal—What A Gal)	Red Foley	28460*
2.	<b>MEET MISTER CALLAGHAN</b> CONGRATULATIONS TO YOU	Guy Lombardo	28456*
3.	<b>SLEIGH RIDE</b> SARABAND	Leroy Anderson	28429*
4.	<b>SOMEONE LOVED SOMEONE</b> A SHOULDER TO WEEP ON	Mills Brothers and Sy Oliver	28459*
5.	<b>GIVE ME THE RIGHT</b> EVERYTHING I HAVE IS YOURS	Roger Coleman	28418*
6.	<b>CLEMENTINE</b> TRUE LOVE	The Weavers	28434*
7.	<b>BLUES IN THE NIGHT</b> Part 1 (Instrumental) Part 2 (Vocal)	Jimmie Lunceford	28441*
8.	<b>BOW TNY HEAD</b> COUNTRY CHURCH	Webb Pierce	28435*
9.	<b>HIGH NOON</b> (Do Not Forsake Me) OUTSIDE OF HEAVEN	Fred Waring	28449*
10.	<b>VERADERO</b> BRIEF INTERLUDE	Music by Camerata	28376*
11.	<b>PLEASE PLEASE</b> (Don't Leave Me Out In The Cold Again) TALKIN' TO THE WALL	Jimmie Davis	28438*
12.	<b>YOURS</b> (Oulerome Muche) ALWAYS IN MY HEART	Jimmy Dorsey	28457*
13.	<b>JUMP BACK HONEY</b> I WILL STILL LOVE YOU	Dorothy Collins and Sneaky Lanson	28461*
14.	<b>BE MY BABY</b> AIN'T IT A CRYIN' SHAME	Jane Turay	28436*
15.	<b>KEYSTONE POLKA</b> LOVE'S JOY	Georgie Cook	28440*

\*Also available in 45 rpm (add prefix '9' to record number)

## BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR		
8	<b>THE GLOW WORM</b> 28384* After All Mills Brothers and Hal McIntyre	
4	<b>HEART AND SOUL</b> 28390* JUST SQUEEZE ME Four Aces	
8	<b>TAKES TWO TO TANGO</b> 28394* I LAUGHED AT LOVE Louis Armstrong	
8	<b>TRYING</b> 28375* My Bonnie Lies Over The Ocean Ella Fitzgerald and Bobby Orrton's Teen-Aces	
2	<b>SOUTH RAMPART STREET PARADE</b> 28419* COOL WATER Bing Crosby and Andrews Sisters	
42	<b>BLUE TANGO</b> 27875* Belle Of The Ball Leroy Anderson	
16	<b>ZING A LITTLE ZONG</b> 28255* Bing Crosby and Jane Wymann The Maiden Of Guadalupe Jane Wymann	
4	<b>WIDE-AWAY HARBOR</b> 28385* My Heart's In The Ring Guy Lombardo	
3	<b>SETTIN' THE WOODS ON FIRE</b> 28424* Our Love Isn't Legal Mervin Shiner and Grady Martin	
59	<b>AUF WIEDERSEHN SWEETHEART</b> 28271* HALF AS MUCH Guy Lombardo	
→	<b>MY FAVORITE SONG</b> 28433* WALKIN' BY THE RIVER Ella Fitzgerald	
→	<b>"STROLLING IN LOVER'S LANE</b> 28422* DREAM BABY" Russ Morgan	
18	<b>WALKIN' TO MISSOURI</b> 28351* Absence Makes The Heart Grow Fonder (For Somebody Else) Russ Morgan	
13	<b>HONEY TONK SWEETHEART</b> 28308* WISH YOU WERE HERE Guy Lombardo	
→	<b>YOU ARE HAPPINESS</b> 28412* MOONLIGHT MYSTERY Bill Kenney of The Ink Spots	
5	<b>I WENT TO YOUR WEDDING</b> 28411* SOMEWHERE ALONG THE WAY Guy Lombardo	

\*Also available in 45 rpm (add prefix '9' to record number)  
 \*\*Another Decca "Best Seller" makes the "Best Seller" list this week!



"MUSIC IN THE MORGAN MANNER"

# RUSS MORGAN



and His Orchestra

## "I" and LOOK OUT THE WINDOW (The Winter Song)

Decca 28479 (78 rpm) and 9-28479 (45 rpm)



Again—the 4 Aces mean business on



# LA ROSITA TAKE ME in your ARMS

by the  
**FOUR ACES**



Decca 28393 (78 rpm), and 9-28393 (45 rpm)

*America's Fastest Selling Records*





THE SONG THAT'S  
SWEEPING  
THE COUNTRY!

# 'TENNESSEE TANGO'

★ MOLLY BEE

CAPITOL 2258

★ PEE WEE KING

VICTOR 20-5009

★ YORK BROS.

KING 1135

★ EILEEN BARTON

CORAL 60882

★ JACK & DANIEL

and the Sourwood Mountain Boys

# 'CRAZY WALTZ'

★ HELEN O'CONNELL

★ GISELLE MacKENZIE

CAPITOL 2266

★ PEE WEE KING

VICTOR 2-05009

'HONEY BABY BLUES'

★ NEAL BURRIS

COLUMBIA 21026

**RIDGEWAY MUSIC, INC.**

CHARLIE ADAMS

6087 Sunset Blvd. Hollywood 28, Calif.

Sole Selling Agent:  
KEYS MUSIC, INC.

146 W. 54th Street New York, N. Y.

## Music as Written

### BETTY BUTLER INTO SPECIALTY DISK BIZ ...

CINCINNATI — Betty Butler, former home economics expert for WKRC-TV here, has started a recording business specializing in recordings for weddings, recitals, commercial announcements, etc. Her most recent recording is of Gus Heisman, caller on "Square Dances," WLW-T Sunday feature, calling square dances to the tunes of the Haylofters' "Get Along Home, Cincy" and "Helter Skelter."

### MGM'S WALKER TAKES TRIP ...

Frank B. Walker, general manager of MGM Records, left Thursday (6) a distributor trip thru the South and Southwest. He'll be gone for two weeks.

### MGM SHIPS DEALERS 1 MIL MAIL INSERTS ...

MGM has shipped 1,000,000 mail order inserts to dealers, listing 20 albums which the label is promoting for Christmas. Ifem is designed to be enclosed with bills included an order form for customer use.

### GYRENS HONOR JONI JAMES ...

Joni James, who broke into disk fame via her MGM "Why Don't You Believe Me," has been selected as the "No. 1 singer of the future" by the First Marine Division in Korea. This division is one of the most fabulous of the Corps, having borne the brunt of the attack during World War II at Guadalcanal, Peleiu and Okinawa.

### FLANAGAN TO PLAY AT TEA DANCE ...

The Ralph Flanagan ork will play for an afternoon tea dance at Levittown, L. I., Sunday (16), with a 50-cent admission price set. The idea for the reduced price stemmed from the belief at the Flanagan headquarters that present-day ballroom admission prices are prohibitive to teen-age couples.

### LITTLE ORK SOLOS MITCH MILLER ...

Mitch Miller, Columbia a.&r. chief and one of the top oboists in the country, was featured with the Saldenberg Little Symphony Orchestra here Sunday (2). The program included three of Bach's major works.

### New York

Karen Chandler, Coral thrush, stopped here for a couple of days before taking off on the return leg of a cross-country junket promoting her waxing of "Hold Me, Thrill Me, Kiss Me." ... Paul Cohen, assistant a.&r. chief at Decca, is back from a trip to Nashville where he cut some sides with Jane Turay and Al Morgan. ... Hard Rock Gunther, c.&w. clefter-chanter who hit heavy several years back with "Birmingham Bounce," is back in civies after an Army hitch. ... Jim Frosner, of Village Music, is off on an exploitation tour of the Southeast and South to work on the Teresa Brewer Coral disk of "Till I Waltz Again With You." ... Sid Seigal, of Seeco Records, is leaving next week for Venezuela, Cuba and Puerto Rico to look for new material and new artists for the label. He will do some recording on the jaunt. ... Howard Rosoff, Seeco exec, will marry Evelyn Krauthamer on Christmas Day. ... Mike Gould, professional manager for Ardmore and Beechwood Music firms returns to the West Coast Saturday (8).

Larry Taylor has joined ABC Music as general manager of the firm. Taylor was formerly general manager for General Music.

Sol Bourne, head of Bourne Music, left for the West Coast this week for a three-week business trip. ... Gene Goodman, of Regent Music, left Monday (3) for an exploitation trip thru the Midwest to push the Derby disk of Bettie McLaurin's "My Heart Belongs to Only You." ... Thru Margaret Phelan starts a month's engagement at the Cotillion Room here, November 1. Dick Jones, Capitol classical head, will spend November 13-18 in Pittsburgh, on a business trip. ... Jimmy Landay, former record sales exec with London, is back from Korea, and has been released from the service after four years.

Steve Sholes and Bob McCluskey, a.&r. topper and sales manager for Victor hillbilly and r.&b. disks, respectively, leave Sunday (9) for the West Coast. ... Guy Mitchell is scheduled for a Paramount Pictures screen test next week. He closes at the Hollywood Palladium, Monday. ... Attorney Lee Eastman returned from the Coast, Thursday.

Carolyn Olman, daughter of Abe Olman, chief of The Big Three, played the lead role in the American Academy of Dramatic Arts production of "Guest in the House" at the ANTA Theater Friday (7).

### Chicago

Bill Black, of McConkey, has Ray Pearl's ork set solidly until Easter. Following his current stand at Chl's Trianon, which winds up November 31, he moves to the Schroeder, Milwaukee, for two weeks. Opens the O'Henry Ballroom here Christmas Day following a two-week vacation and remains until March 1. His first engagement at the Peabody, Memphis, follows for March and April 1-5 he'll spend at Sheppard Air Force Base, Wichita Falls, Tex. ... Rudy Vaice set by Associated for Christmas week at the Iroquois Gardens, Louisville.

Johnny Hamlin opens a two-weeker at the Clover Club, Peoria, Ill., November 18. ... When George Rank winds up his initial engagement at the Trianon he returns to the Lake Club, Springfield, Ill., for two months. ... Buddy DeFranco opens Blue Note here January 2.

### Philadelphia

Earl Denny, long-time maestro at the Benjamin Franklin Hotel's Garden Terrace, is now leading the house band at Frank Palumbo's Theater - Restaurant, while vet wand-waver Howard Reynolds irons out his difficulties with the local musicians' union. ... Frankie Stone takes over the stand at the suburban Main Liner in Ardmore, Pa.

### Hartford

Two local restaurants, Hofbrau, and Matarese Circle, situated in suburban Newington, Conn., have resumed Sunday afternoon jazz concerts. Hofbrau is running the programs from 4 to 9 p.m., with Dody Krivitz, local comic, as master of ceremonies, while Matarese Circle is featuring concerts from 5 to 9.

## 2 Agents Exit Hollyw'd MCA

HOLLYWOOD, Nov. 8. — MCA here lost two agents this week when Raoul Freeman and George Slaughter inked. Freeman, jack-of-all-trades and senior member of the act and band department next to Hal Howard, the MCA chief of those segs here, was with the firm for 14 years in this area. It's understood that Freeman may open his own office or may go with McConkey or the William Morris office, both of whom have made overtures to him. It's also rumored that he may wind up as house booker for an unidentified Las Vegas major spot and the Hull Hotel chain, which has heavy music budgets in both its local Hollywood Roosevelt and the El Ranch, Sacramento.

Slaughter, who has been with MCA for several years, during which he did small band and combo booking, has joined Herman Hoyer's staff at Ciro's here.

## Detroit Edgewater Biz Increases 60%

DETROIT, Nov. 8. — Availability of names for booking has brought an increase running 60 per cent or better on early fall business at Edgewater Gardens, and this is the best figure to come from the new spot since the affiliated amusement park closed for the season.

Edwin J. Martino, who built a good following in an earlier night club appearance here, teamed with the Sherman Hayes orchestra, drew 1,100 people for a gross of about \$1,900 last Saturday (1). A week earlier, Ted Weems did nearly as well, drawing 1,000 persons, for a total of \$1,800.

### Detroit

The Tunemen, a male instrumental vocal trio, are new at Yeaman Supper Club in their first Detroit appearance. ... Bill Farrell is back as headliner at the Club Gay Haven in Dearborn. ... Little Jack Little, veteran Detroit favorite, is current at the Elmwood Ropert neighboring Windsor. ... Freddie Cole, brother of King, opened Friday (7) at the Flame Show Bar, replacing Jackie Jocko and Joe Peters.

### From All Around

Tommy Reed and his orchestra at the Syracuse Hotel, Syracuse, until November 15, when he moves to the Statler, Buffalo, for a stand thru December 1. ... Claude Thornhill clicked at the Ritz Ballroom, Bridgeport, Conn., November 2. Eight hundred dancers turned out and Joseph R. Barry, operator, hopes to repeat band at later date. Next name at the Ritz is Woody Herman, going in November 16.

## Victor Honors Vet Workers

NEW YORK, Nov. 8. — This week the RCA Victor division began a month-long series of ceremonies thruout its various plants, honoring 156 men and women who have completed 25 years of service with the firm. These ceremonies opened Thursday (6) at Newark, N. J., for the employees of the Harrison tube plant who will be inducted into the 25-year club. Additional banquets are scheduled for Camden, N. J., Lancaster, Pa.; Hollywood, Indianapolis, Detroit, Cincinnati and Chicago.

The new members will receive gold watches in appreciation of their services. The club now numbers more than 1,350 men and women, 1,100 of whom are at the RCA Victor headquarters plant at Camden.

## New NAMM Selling Aids

CHICAGO, Nov. 8. — The National Association of Music Merchants has prepared a number of merchandising and sales aids, most of them particularly designed for the Christmas season. NAMM's catalog of ad mats, to be mailed soon, contains 96 pages of mats of all musical products. The NAMM is also providing members with samples of new colorful consumer folders, gift certificates, window streamers and musical Christmas seals. All are designed to catch the consumer's eye and suggest a gift of music. The NAMM is also making available to members who employ direct mail unique illustrated bulletins and flash postcards for special announcements. Bulletins and postcards are in color.

## Shreveport Is New Garber Headquarters

SHREVEPORT, La. Nov. 8. — Jan Garber, orchestra leader who married a Shreveport girl, is to make this city his home and band headquarters.

Garber and his wife, the former Miss Dorothy Comegys, will make their home at the Tower House. He will come to Shreveport from engagements at the Baton Rouge Horse Show. Garber will continue to make one-night stands across the country.

## POSTMAN FINDS TIN PAN ALLEY

NEW YORK, Nov. 8. — The fabled dogged perseverance of the postman took on new credence this week when publisher Howie Richmond received a package which tracked him thru two previous addresses before it arrived at his current office. The package, containing a demo disk from a Chicago dentist, was addressed to Howie Richmond, Tin Pan Alley, New York, N. Y.



**THIS YEAR—**

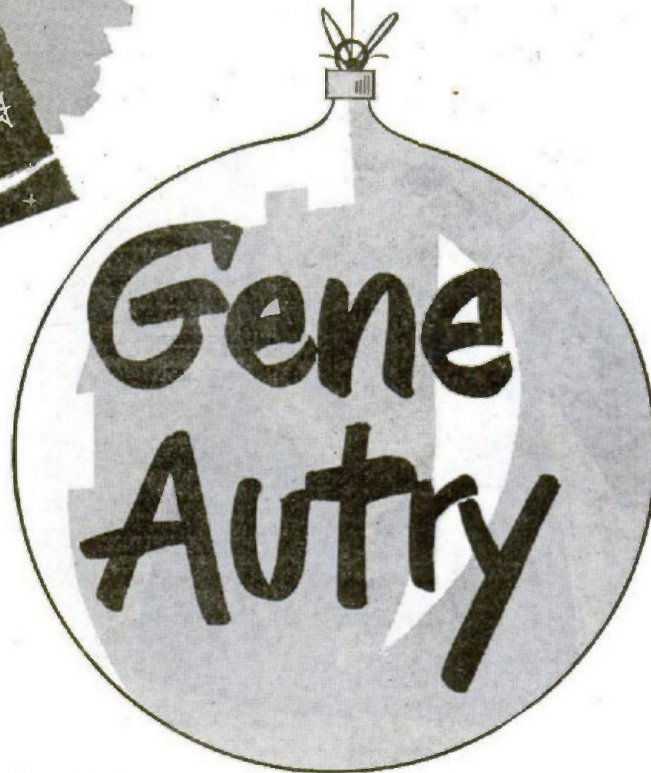
Columbia  
plays  
Santa  
Claus...

- ... You've had great hits from Columbia all year!
- ... You've had fewer Columbia releases, quick turnover and more volume.
- ... To bring 1952 to an exciting close and provide you with great Xmas profits take a look at these Columbia "naturals" available for your Xmas selling season.





**RIDE  
THE  
XMAS  
BANDWAGON  
WITH...**



**OVER 5½ MILLION  
RECORDS SOLD ON  
THESE 5 RECORDS  
SINCE 1947**

**RUDOLPH  
THE RED NOSED  
REINDEER**  
IF IT DOESN'T SNOW  
ON XMAS  
MJV56 — MJV4-56



**HERE COMES  
SANTA CLAUS**  
HE'S A CHUBBY LITTLE FELLOW  
MJV84 — MJV4-84



**FROSTY  
THE SNOWMAN**  
WHEN SANTA CLAUS GETS  
YOUR LETTER  
MJV75 — MJV4-75



**POPPY  
THE PUPPY**  
HE'LL BE COMING DOWN  
THE CHIMNEY  
MJV122 — MJV4-122



**THIRTY-TWO FEET-  
EIGHT LITTLE TAILS**  
(HARDROCK, COCO & JOE)  
THE THREE LITTLE DWARFS  
MJV121 — MJV4-121



this year  plays Santa Claus

Trade Marks "Columbia" Rev. U. S. Pat. Off. Marcas Registradas



# XMAS ROYALTY

TOGETHER  
FOR THE  
FIRST  
TIME . . .



*the*  
**NIGHT**  
*Before*  
**CHRISTMAS**  
**SONG**

**LOOK**  
**OUT**  
*the*  
**WINDOW**

Columbia #39876  
MJV-149 MJV-4-149

Picked as a hit by  
Billboard, Variety,  
Radio Daily,  
Walter Winchell  
and others.



# ... Gene Autry and Rosemary Clooney

this year  plays Santa Claus

Trade Marks "Columbia" Reg. U. S. Pat. Off. Marcas Registradas





# Benny Goodman's

## 1937-'38 JAZZ Concert No. 2

Complete  
SL-180

Vol. I  
ML 4590

Vol. II  
ML 4591



**ORIGINAL ALL-STAR BG ORCHESTRA, TRIO AND QUARTET IN SELECTIONS NEVER BEFORE RECORDED!**

Consisting of two 12" LP's, BG's jazz concert No. 2 includes a series of the most authentic recordings ever made of the original Goodman orchestra, trio and quartet. AUTHENTIC because here's the original all-star Goodman organization as it actually supplied its great new music before entranced dancers and listeners in the ballrooms, hotels and clubs of the nation when swing was at its height! They were taped from "air checks" of more than 150 cross-country evening broadcasts in 1937-'38 by a BG enthusiast.

**— NEVER-RECORDED BG SELECTIONS —**

Of 37 numbers in the history-making jazz concert #2, fifteen were never recorded by BG and five were previously waxed in different versions!

The Orchestra, Trio and Quartet featuring:

- HARRY JAMES
- LIONEL HAMPTON
- GENE KRUPA
- TEDDY WILSON
- ZIGGY ELMAN

**VOLUME I**  
Part I

- LET'S DANCE
- RIDIN' HIGH
- NICE WORK IF YOU CAN GET IT  
*From "Damsel in Distress"*
- VIBRAPHONE BLUES
- THE SNEIK OF ARABY
- PECKIN'
- SUNNY DISPOSISH
- NAGASAKI
- ST. LOUIS BLUES

**VOLUME I**  
Part II

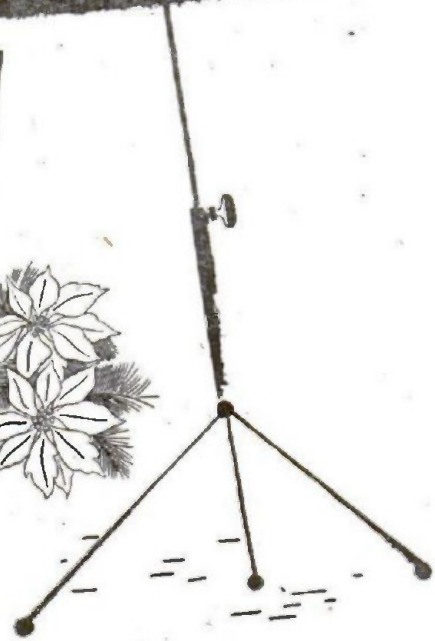
- CLARINET MARMALADE
- TIME ON MY HANDS (You In My Arms)  
*From "Smiles"*
- STARDUST
- BENNY SENT ME
- EVERYBODY LOVES MY BABY
- JOSEPHINE
- KILLER DILLER
- SOMEDAY SWEETHEART
- CARAVAN
- GOODBYE

**VOLUME II**  
Part I

- SUGAR FOOT STOMP
- MOONGLOW
- I'M A DING DONG DADDY (From Dumas)
- I HADN'T ANYONE TILL YOU
- ALWAYS
- DOWN SOUTH CAMP MEETIN'
- SWEET LEILANI
- SOMETIMES I'M HAPPY  
*From "Hit the Deck"*
- ROLL 'EM

**VOLUME II**  
Part II

- KING PORTER STOMP
- HAVE YOU MET MISS JONES?  
*From "I'd Rather Be Right"*
- SHINE
- MINNIE THE MOOCHER'S WEDDING DAY
- RUNNIN' WILD
- YOU TURNED THE TABLES ON ME
- AT THE DARKTOWN STRUTTERS' BALL
- MY GAL SAL
- BUGLE CALL RAG



this year  plays Santa Claus

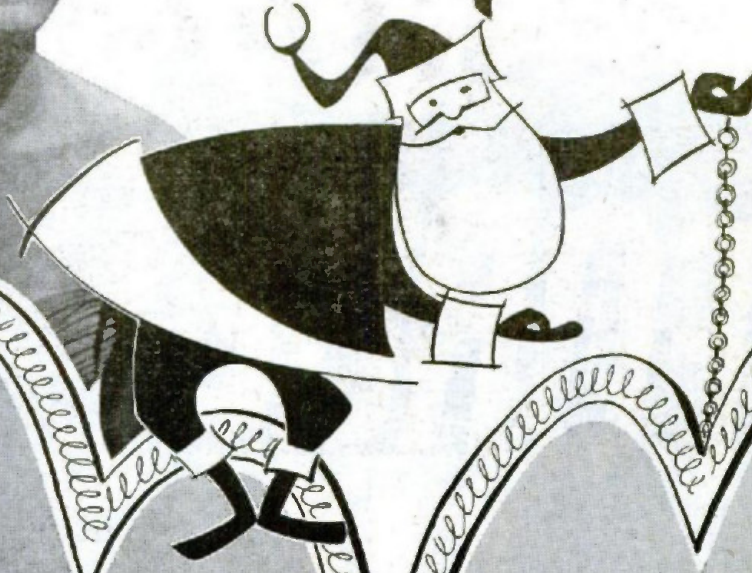
Trade Marks "Columbia" Reg. U. S. Pat. Off. Marcos Beech/Deas





Columbia's Great New Artist!

# Mindy Carson



**BARRELS 'N  
BARRELS  
OF ROSES**

**ALL THE  
TIME AND  
EVERY-  
WHERE**

Columbia #39889



*this year*



*plays Santa Claus*

Trade Marks © Reg. U. S. Pat. Off. Marca Reg.™-ada





Swing and Sway with . . .

# Sammy Kaye



# FORGET ME NOT



and

## SAILIN' ALONG THE OHIO

Columbia #39883



this year



plays Santa Claus

Trade Marks "Columbia" Reg. U. S. Pat. Off. Marcas Registradas

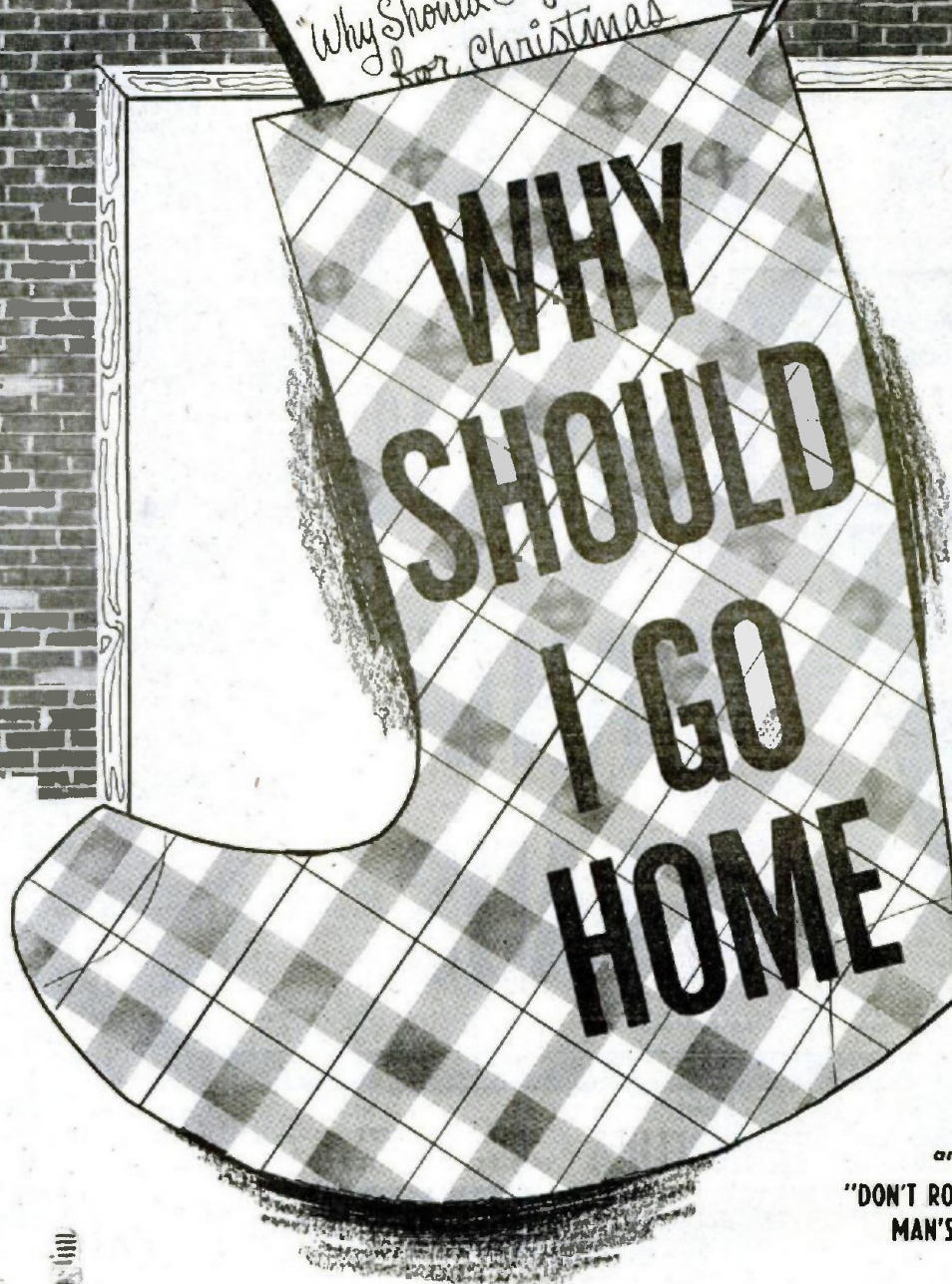


# Guy Mitchell

with MITCH MILLER and Orch.



Dear Santa:  
I want Guy Mitchell's  
"Why Should I Go Home"  
for Christmas



and  
"DON'T ROB ANOTHER  
MAN'S CASTLE"

Columbia #39886



this year.  plays Santa Claus

Trade Mark: "Columbia" Reg. U. S. Pat. Off. Marcas Registradas





I  
SAW

Sung by

Jimmy

MOMMY  
KISSING

Boyd

SANTA  
CLAUS



and  
**THUMBELINA** Columbia #39871  
MJV-152 MJV 4-152



this year  plays Santa Claus





# Rosemary Clooney



## YOU'RE AFTER MY OWN HEART

and

### "IF I HAD A PENNY"

Columbia #39892



this year  plays Santa Claus

Trade Marks "Columbia" ®, ® Reg. U. S. Pat. Off. Marcas Registradas



# Frankie Laine and Jo Stafford

singing

## CHRISTMAS ROSES



## CHOW WILLY

Columbia #39893

... FROM THE REPERTOIRE OF MARAIS AND MIRANDA



this year



plays Santa Claus

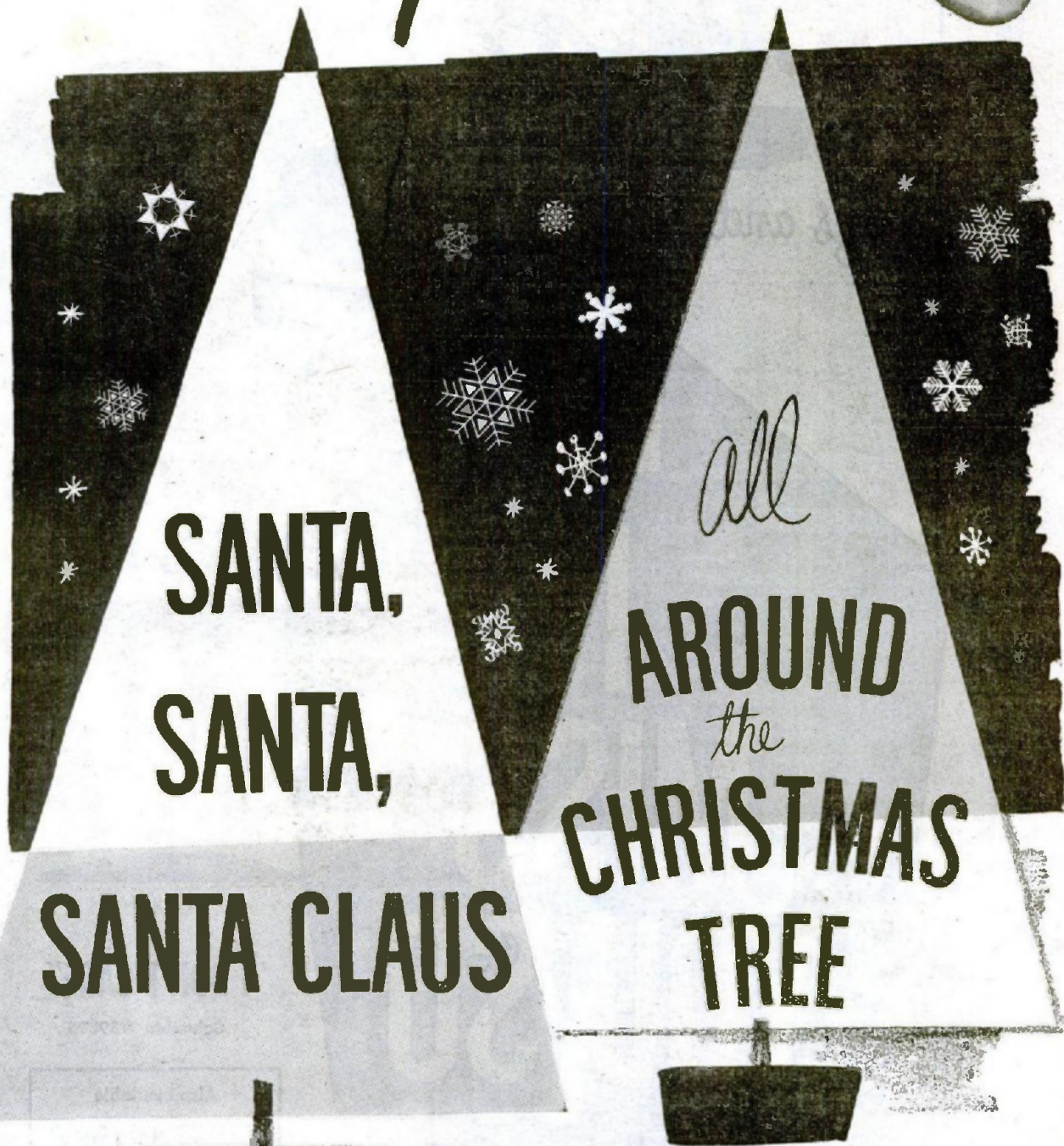
Trade Marks "Columbia" Reg. U. S. Pat. Off. Merces Registradas



Swing and Sway with

# Sammy Kaye

and his orchestra



SANTA,  
SANTA,  
SANTA CLAUS

all  
AROUND  
the  
CHRISTMAS  
TREE

Columbia #39894



this year  plays Santa Claus

Trade Marks "Columbia" Reg. U. S. Pat. Off. Mercos Register

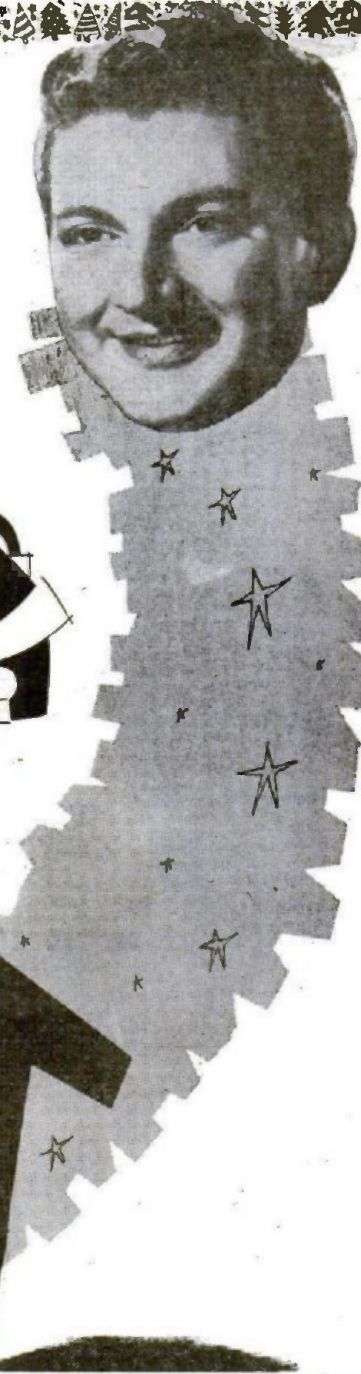




Columbia's Great Piano Virtuoso . . .

# Liberace

*plays and sings*



and  
**"I DON'T CARE"**

Columbia #39895

Also available  
**"LIBERACE at the Piano"**  
one of the country's  
top selling albums  
CL 6217 LP      B-308 (45)  
C-306 (78)



*this year*  *plays Santa Claus*

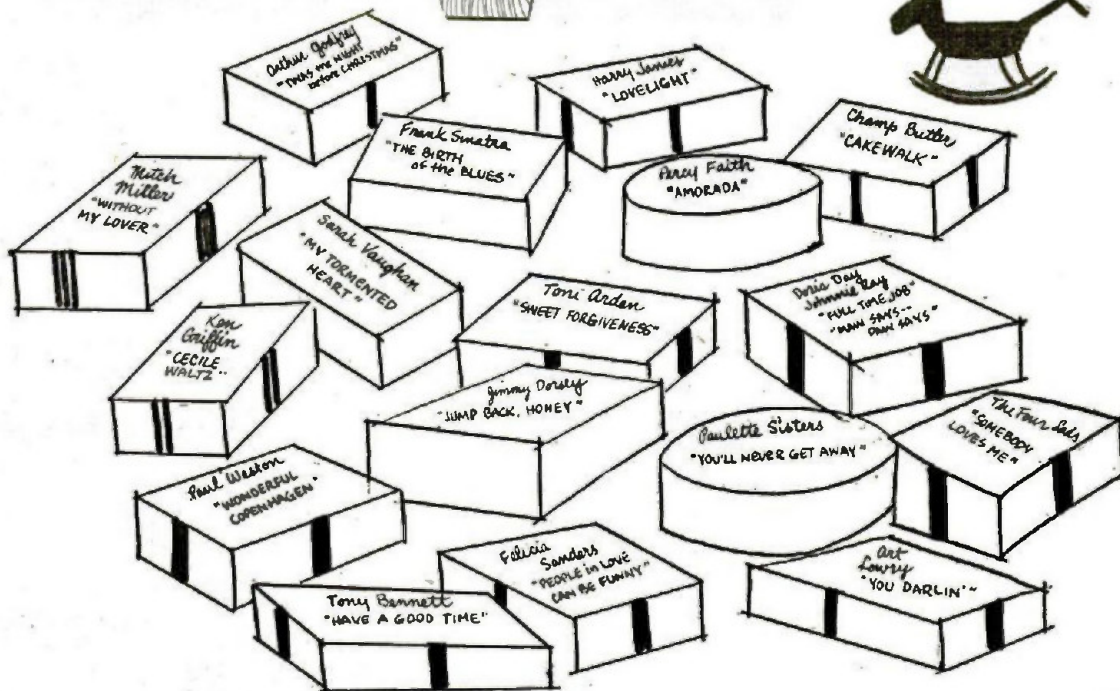
Trade Mark "Columbia" Reg. U. S. Pat. Off. MARCUS REGISTRARS





# TO YOU

from ...



and

**COLUMBIA  RECORDS**





The First Lady Of Song

# PATTI PAGE

Sings The New Hit Ballad

## "WHY DON'T YOU BELIEVE ME"

AND AN EXCITING NEW SONG

## "CONQUEST"

MERCURY 70025 • 70025X45

REPRINT FROM  
THE BILLBOARD, NOV. 8

• **The Billboard Picks**

WHY DON'T YOU BELIEVE ME? . . . . Patti Page . . . . Mercury 70025



MERCURY RECORDS, CHICAGO, ILL. • MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

### OPEN LETTER

## DJ Offers Solution for Band Slump

HOLLYWOOD, Nov. 8.—The depressed state of the dance band business has occasioned Maurice Hart, deejay on KFVB here, to address an open letter to the industry. Hart, who formerly twirled records in New York and Newark, N. J., offers some sage analysis and advice. Excerpts from his letter follow:

"During the past few months I have been called into conference, along with other disk jockeys, to discuss with ballroom operators and orchestra leaders the reason why the American public no longer patronizes dance places.

"First of all, there must be a realization that when people pay money to go dancing, they want to dance. Orchestras must cease their weird, noisy attempts to be different. The paying public, not the slap-happy kids, doesn't understand the 'modern' trend. Dancing, since the beginning of time, has been a romantic, happy affair. Don't over-arrange, and play for your own pleasure.

"As for the operators: You have no right to book bands who don't play dance music, and then come running with tears in your eyes because you can't pull in any trade. A concert is a concert. It doesn't belong in a dance hall. You can't blow a man out of the hall and drum his girl to death, and then expect him to come back for more.

"Recording companies should help bands record the kind of music that would allow the disk jockey to build a good dance program. There should rarely be two vocals on a record. And let's get away from trick sounds.

"Now for the leader. He should be a playing leader. If he is not, he should be clever enough to project his personality without trying to be funny or a wise guy, unless he actually is a comic.

"Also, there seems to be too much emphasis on vocals. There was a time when the vocalist was part of the band. Nowadays, it's mostly singing and not enough dance music. And why not leave the hokey acts to people like Spike Jones, who know what they're doing and get well paid for it.

"A lot of the boys in my line feel the way I do. I want to see the operator make money, because it means more and better bands and more work for musicians."

### Remington Buys

• *Continued from page 21*  
market at widely competitive prices. Remington 12-inch LP's retail for \$2.49, while most other indie lines, including the three noted above, are pegged at \$5.95. Purchased from Renaissance were the masters of Bach's "Christmas Oratorio," with the Stuttgart Choral Society and Sæbian Symphony under Hans Grischkat. This is a four-record set, with the price pegged at \$9.95, plus \$1 for the libretto. The Renaissance price is \$23.80, plus libretto.

From Period, Remington acquired the Mozart opera, "Così fan Tutti," a three-record set, with Joseph Dunwald conducting the Tonstudio Chorus and Orchestra of Stuttgart. Etude sold the "Granades Goyescas" master, featuring pianist Frieda Kalenzi.

### Victor Enjoys

• *Continued from page 21*  
on the Bluebird LP, the classical 45 EP series, plus healthy re-orders on the HMV LP's, kept this department abreast of a year ago. Initial orders on the Bluebird series, for example, ran 30 per cent beyond the estimated quota.

In commenting on the October business, an exec credited the dealer meetings which the diskery held in each distributor territory at the end of the summer as being an effective springboard to the company's fall program. At these meetings the firm's new products (Bluebird LP, EP, et al.) were presented as well as the label's "Best Buy" program.

## TV STINT AIDS SALE OF DISK

NEW YORK, Nov. 8.—The increasing importance of TV as a means of hyping interest in records was pointed up again this week with the appearance of Les Compagnons de Chanson on Ed Sullivan's TV show Sunday. (2) The group's singing of "The Three Bells" created enough renewed interest in the Columbia recording to account for orders of 12,000, platters this week. The disk, which had been a big seller for Columbia early this year, had almost been dormant over the last four months until this week's deluge.

### 'ECSTASY'

## Cesana Has Unique Way Of Cleffing

NEW YORK, Nov. 8.—The recent Columbia album "Ecstasy," made up of original material by Otto Cesana, has brought to light a unique method of composition used by the arranger-composer. Cesana records his cleffings as he writes them via an old-time player piano recorder. Equipped with both the recording mechanism and a player piano, he is able to hear the composition unfold as it is created.

Cesana also orchestrates the compositions completely by running the paper recording roll thru the recorder a number of times. In so doing, a great deal of flexibility is achieved because keys and tempos can be shifted at will.

He has been using this method for 25 years and was able to demonstrate a completely orchestrated composition to the 60-man orchestra which recorded his "Ecstasy" album.

In the album, as in all his recent compositions, Cesana is trying to bridge the gap between popular and classical music by use of symphonic orchestrations with a beat of compositions created on a pop song format. A number of deejays thruout the country have already adopted one of the tunes as theme songs. A second album is scheduled to be cut soon.

## R. Tucker Signs Columbia Contract

NEW YORK, Nov. 8.—Richard Tucker, Metropolitan Opera tenor, has signed a 10-year pact with Columbia Records.

The tenor, who has recorded for Columbia Masterworks since 1946, has sung leading roles in "La Bohème," "Madame Butterfly" and "Fledermaus," etc.

## Hollywood Office Opened by AMP

NEW YORK, Nov. 8.—Charles A. Wall, president of Associated Music Publishers, this week announced the opening of a Hollywood office. Carl Post, concert artist, will be general representative for AMP, which publishes a large catalog of orchestra, chamber and choral music. AMP is American representative for many large foreign catalogs of standard and serious music.

## M-O Wax Sales

• *Continued from page 20*  
clude: Ernest Young's Record Mart and Louis Buckley, Nashville; Harlem Hit Parade, Brooklyn; Joe Cohen's Essex Records, Newark, N. J., and Stan's Record Shop, Shreveport, La. In some cases, some firms here give the accounts a 5 per cent return, while others do not accept a return from these mail-order houses. Disks are sold to these accounts at near distributors' price or at the straight distributor price. Leonard Spivey, of Harlem River Records, New York, has petitioned several firms here to be added to the list within the last fortnight.

Only one such account is doing a big h.b. business. Randy Blake, the WJJD d.j., who has built a following with his "Supportive Frolic" over the Chicago station, has his own Stewart Sales, a Chicago mail order firm.



**CORAL**  
RECORDS

*makes Cash Registers Jingle* "Merry Christmas"

**NEW!**



The **NIGHT** before  
**CHRISTMAS SONG**

*and*  
**THE LITTLE MATCH GIRL**

*by*  
**EILEEN BARTON**



with

The Jimmy Leyden Singers and Norman Leyden  
Coral 60880 (78 rpm) and 9-60880 (45 rpm)

2 MORE CORAL  
CHRISTMAS  
CLASSES!

**RUDOLPH  
THE RED-NOSED  
REINDEER**

*and*  
JINGLE BELLS  
*by*  
**Ray Bloch**

Coral 60865 (78 rpm)  
and 9-60865 (45 rpm)

**RUDOLPH  
THE RED-NOSED  
REINDEER**

*and*  
FROSTY THE SNOW MAN  
*by*  
**Harry Babbitt**

Coral 60271 (78 rpm) •  
and 9-60271 (45 rpm)

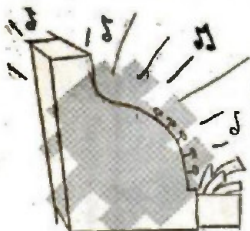
**CORAL RECORDS**

*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS INC.)

IN CANADA: Metrodisc Reg'd, Montreal—Apex Records Ltd., Toronto—Johnston Appliances Ltd.,  
Vancouver—T. N. Peacock Ltd., Calgary—For Manitoba & Saskatchewan: Compo, Ltd., Lachine, P.Q.





*makes Cash Registers*

**NEW!**



**SING A  
SONG OF  
SANTA CLAUS**  
by **THE AMES BROTHERS**

**WINTER'S  
HERE  
AGAIN**  
and Ray Bloch  
Coral 60861 (78 rpm) and 9-60861 (45 rpm)



**NEW!**



*(You Can Just Feel)*  
**CHRISTMAS  
IN THE AIR**

**CHRISTMAS  
IS A TIME**  
*(That Will Never Change)*  
by

**JOHNNY DESMOND**  
and Tony Mottola  
Coral 60862 (78 rpm) and 9-60862 (45 rpm)



**NEW!**



*The New Christmas Songs*  
**MERRY CHRISTMAS**

FROM  
THE AMES BROTHERS • DON CORNELL • EILEEN BARTON • JOHNNY DESMOND  
Selections include: SING A SONG OF SANTA CLAUS—LET'S HAVE AN  
OLD FASHIONED CHRISTMAS—THE LITTLE MATCH GIRL—(You Can  
Just Feel) CHRISTMAS IN THE AIR—WINTER'S HERE AGAIN—I'VE GOT  
THE CHRISTMAS SPIRIT—THE NIGHT BEFORE CHRISTMAS—CHRIST-  
MAS IS A TIME (That Will Never Change).  
CP-614 • 9-8080 • CRL 56080



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

IN CANADA: Metrodisc Rec'd, Montreal—Apex Records Ltd., Toronto—Johnston Appliances Ltd., Vancouver—T. H. Peacock  
Ltd., Calgary—For Manitoba & Saskatchewan: Compo, Ltd., Lachine, P. Q.

Materiale protetto da copyright



# Jingle "Merry Christmas"



Let's have an  
**OLD FASHIONED  
CHRISTMAS**

I've  
Got the  
**CHRISTMAS  
SPIRIT**

and  
by **DON CORNELL**

and Norman Leyden.  
Coral 60859 (78 rpm) and 9-60859 (45 rpm)



**ELFIE  
the  
ELF**



**SLEIGHBELL  
POLKA**

and  
by **KENNY ROBERTS**

Coral 60884 (78 rpm) and 9-60884 (45 rpm)



## ALBUMS

### SING A SONG OF CHRISTMAS THE AMES BROTHERS

Selections include: TWELVE DAYS OF CHRISTMAS • W.A.S. SAIL SONG • SILENT NIGHT • ADESTE FIDELES • HARK! THE HERALD ANGELS SING • IT CAME UPON THE MIDNIGHT CLEAR • GOD REST YE MERRY, GENTLEMEN • OH, LITTLE TOWN OF BETHLEHEM.  
CP-605 • 9-8000 • CRL 56014

### CHRISTMAS TIME OWEN BRADLEY

With Organ and Chimes  
Selections include: SILENT NIGHT • O HOLY NIGHT • THE FIRST NOWELL • JOY TO THE WORLD • DECK THE HALLS • RING OUT THE BELLS • THE BELLS OF CHRISTMAS • THE BIRTHDAY OF A KING • ADESTE FIDELES.  
CP-601 • 9-8001 • CRL 56012

### CHRISTMAS CAROLS Featuring RAY BLOCH

His Orchestra and Choir  
Selections include: ADESTE FIDELES • CANTIQUE DE NOEL • HERE WE COME A-CAROLLING • THE FIRST NOWELL • GOD REST YE MERRY, GENTLEMEN • JOY TO THE WORLD • GOOD KING WENCESLAS • ANGELS WE HAVE HEARD ON HIGH • SILENT NIGHT • DECK THE HALL • AWAY IN A MANGER • HARK THE HERALD ANGELS SING.  
9-8074 • CRL 56074

### HARK! THE HERALD ANGELS SING Saint Peter's Choir

Herold W. Gilbert, Director  
Selections include: O COME, ALL YE FAITHFUL (Ad-ante Fidelis) • SILENT NIGHT, HOLY NIGHT • OH, LITTLE TOWN OF BETHLEHEM • IT CAME UPON THE MIDNIGHT CLEAR • HARK! THE HERALD ANGELS SING • WHAT CHILD IS THIS? • GLORIA IN EXCELSIS • THE FIRST NOWELL.  
CRL 56013

### THE NIGHT BEFORE CHRISTMAS with MARTHA TILTON—HARRY BABBITT and THE LYN MURRAY ORCHESTRA AND CHORUS

Unbreakable Record in Decorative Envelope.  
1300 • 9-1300



# CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS INC.)

IN CANADA: Metrodisc Reg'd. Montreal — Apex Records Ltd., Toronto — Johnston Appliances Ltd., Vancouver — T. H. Peacock Ltd., Calgary — For Manitoba & Saskatchewan: Compo, Ltd., Lachine, P. Q.

Materiale protetto da copyright



**STARTING IN 1949**  
**To Quote The Billboard ...**

**"THE BIGGEST CHRISTMAS NOVELTY OF ALL TIMES"**

# RUDOLPH

**THE RED-NOSED REINDEER**

By Johnny Marks

**38 GREAT RECORDINGS**  
**3 YEARS ON YOUR HIT PARADE**  
**FEATURED IN A MAX FLEISCHER TECHNICOLOR**  
**SHORT BEING SHOWN IN 6000 LEADING THEATERS**

**AND NOW IN 1952**  
**WE PROUDLY PRESENT**

**THE SONG PICKED AS A HIT BY ...**  
**BILLBOARD • VARIETY • RADIO DAILY**  
**WALTER WINCHELL AND OTHERS**

# THE NIGHT BEFORE CHRISTMAS SONG

Adapted by Johnny Marks

- ROSEMARY CLOONEY & GENE AUTRY (Columbia)**
- EILEEN BARTON (Coral)**
- RUSS MORGAN (Decca)**
- BIG JON ARTHUR (Decca)**
- DOLLY DAWN (RCA Thesaurus)**

and more to follow!

**ST. NICHOLAS MUSIC INC.**  
 1619 Broadway, New York, N. Y.

**JERRY LEWIN**  
 Prof. Mgr. (N. Y.)

**JOE WHALEN**  
 (Chicago)

**RALPH SMITMAN**  
 (Hollywood)

The Billboard Music Popularity Charts

## HONOR ROLL OF HITS



**The Nation's Ten Top Tunes**

... for Week Ending November 8

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week Last on Week Chart Weeks on Chart

- 1. You Belong to Me** 1 14  
 By Pee Wee King, Red Stewart and Chilton Price—Published by RidgeWAY (BMD)  
**BEST SELLING RECORDS:** J. Stafford, Col 39811; P. Page, Mercury 5899; **OTHER RECORDS:** G. Auld, Coral; B. Carter, V 20-5005; H. Power and Rovers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39837; T. Hayes, V 20-4943; Joni James, MGM 11293; M. Katz, Cap 2257; A. Loria, Okeh 4015; R. Luss, E. McGriff/Sony T-10, Jubilee 5094; D. Martin, Cap 2145; F. Martin, V 20-4893; G. Martin, Dec 2838; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 6407. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.
- 2. I Went to Your Wedding** 2 11  
 By Jesse Robinson—Published by St. Louis (BMI)  
**BEST SELLING RECORDS:** P. Page, Mercury 5899. **OTHER RECORDS:** K. Bass, Coral 6067; J. Bond-H. Carter, Col 21007; H. Brooks, Okeh 6910; S. Gibson and Red, V 20-4835; S. Kaye, V 20-5005; Leticia Sylla, Jubilee 5093; G. Lombardo, Dec 2841; G. Martin, Dec 2838; J. Selph, Rosemary; H. Snow, V 20-4906; P. Starr, Top 339; J. Wakeby, Cap 2221; F. Wlicht, Savoy 860. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Thesaurus; Earl Sheldon, Associated.
- 3. Glow Worm** 4 8  
 By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by E. B. Marks (BMI)  
**BEST SELLING RECORDS:** Mills Brothers, Dec 2834. **OTHER RECORDS:** F. Carter, Col 37507; G. Gibson, King 15203; S. Jones, V 20-1893; H. Lane, Imperial 1044; J. Mercer, Cap 2248; Paulette Sisters, Col 3940; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Ryan, Cap 1092; E. Sack, Mercury 18009; Three Suns, V 20-3702; H. Winterhalter, Col 38704. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Thesaurus; Charles Magnante, Associated; Frankie Carter, Lew White, Al Trace, Milton Charles, Cavalcade Ork, D'Artega, Modet Moderne, Lang-Worth.
- 4. Jambalaya** 3 12  
 By Hank Williams—Published by Acuff-Rose (BMI)  
**BEST SELLING RECORDS:** J. Stafford, Col 39838. **OTHER RECORDS:** R. Allen, Dec 2843; Camarata Ork-S. Lanson, Dec 2836; N. Hetti-F. Wayne, Coral 0616; Monn Mulligan, King 1106; J. Selph, Rosemary; J. Stanton, Top 340; T. Turner, Okeh 6907; T. Tyla, V 20-5047; Hank Williams, MGM 11228. **TRANSCRIPTIONS AVAILABLE:** Lonn Payne, Lang-Worth; Dave Terry, Associated.
- 5. Wish You Were Here** 5 17  
 By Harold Rome—Published by Chappell (ASCAP)  
**BEST SELLING RECORDS:** E. Fisher-H. Winterhalter, V 20-4830. **OTHER RECORDS:** M. Brooks, Top 337; F. Carter, V 20-8700; J. Cassidy, V 14-0071; J. Froman, Cap 2154; Harmonikats, Mercury 5900; G. Lombardo, Dec 2838; B. Roman, Top 337; F. Warren, MGM 11210. **TRANSCRIPTIONS AVAILABLE:** Lenny Herman, Lang-Worth; Earl Sheldon, Associated.
- 6. It's in the Book** 6 5  
 By Johnny Standley-Art Thorsen—Published by Magnolia (BMI)  
**BEST SELLING RECORDS:** J. Standley-Horace Heidt, Cap 2249. **OTHER RECORDS:** A. Bercie, Mercury 5911.
- 7. Because You're Mine** 8 8  
 By Nicholas Brodsky-Sammy Cahn—Published by Feist (ASCAP) (F)  
**BEST SELLING RECORDS:** M. Lanza, V 10-3914; Nat (King) Cole, Cap 2212. **OTHER RECORDS:** B. Eckstine, MGM 1301; J. Raitt, Dec 2833; B. Wayne, Mercury 5907. **TRANSCRIPTIONS AVAILABLE:** E. T. Terry, Associated.
- 8. Lady of Spain** 9 6  
 By Erell Reades and Tolchard Evans—Published by Sam Fox (ASCAP)  
**BEST SELLING RECORDS:** E. Fisher-H. Winterhalter, V 20-4953; L. Paul, Cap 2265. **OTHER RECORDS:** K. Griffin, Ronda 188; B. Light, Cap 2288; E. (Piano) Miller, Rainbow 70044; R. Noble, V 20-3302; H. Oak Trio, Dec Dec 3901; L. Paul, Cap 2265; Philharmonic Trio, Cap 15346; A. Smith, MGM 10380. **TRANSCRIPTIONS AVAILABLE:** Airtone Trio, Lang-Worth; Ambassadors, Lang-Worth; Cavalcade Ork & Chorus, Lang-Worth; Wayne King-Alton Koto Ork, Thesaurus; Joe Sodia, Lang-Worth.
- 9. Why Don't You Believe Me** - 1  
 By Douglas Laney, Roddey—Published by Brandom (ASCAP)  
**BEST SELLING RECORDS:** J. James, MGM 11333. **OTHER RECORDS:** P. Page, Mercury 70025; J. Valli, V 20-5017.
- 10. Half as Much** 9 21  
 By Carley Williams—Published by Acuff-Rose (BMI)  
**BEST SELLING RECORDS:** R. Clooney, Col 39710. **OTHER RECORDS:** L. Ballard, Grenoble 804; F. Carter, V 20-4918; K. Griffin, Col 39809; G. Lombardo, Dec 28271; M. Martel, Top 334; K. Martin, Mercury 6366; D. Washington, Mercury 8794; C. Williams, Col 20879; H. Williams, MGM 11202. **TRANSCRIPTIONS AVAILABLE:** Julian Gould, Lang-Worth; Leon Payne, Lang-Worth; Earl Sheldon, Associated.
- 10. Meet Mr. Callaghan** 7 11  
 By Eric Spear—Published by Leeds (ASCAP)  
**BEST SELLING RECORDS:** L. Paul, Cap 2193. **OTHER RECORDS:** O. Aikins, V 20-4896; C. Cavallaro, Dec 28373; F. Checkfield Group, Tempo 1274; H. Grove Trio, London 1248; Harmonikats, Mercury 5900; Melachro Strings, V 20-4891; M. Miller, Col 39831; V. Spaulding Trio, Top 339; P. Todd, MGM 30640; L. Welk, Coral 66629. **TRANSCRIPTIONS AVAILABLE:** Earl Sheldon, Associated.

### Second Ten

- 12. TRYING** 9 12  
 Published by Randy Smith (ASCAP)
- 13. OUTSIDE OF HEAVEN** 16 5  
 Published by Bregman, Vocco & Conn (ASCAP)
- 14. TAKES TWO TO TANGO** 17 4  
 Published by Harman (ASCAP)
- 15. HIGH NOON** 12 14  
 Published by Feist (ASCAP)
- 16. SOMEWHERE ALONG THE WAY** 14 20  
 Published by United (ASCAP)
- 17. AUF WIEDERSEHN, SWEETHEART** 14 22  
 Published by Hill & Range (BMI)
- 18. WALKIN' TO MISSOURI** 18 10  
 Published by Hawthorne (ASCAP)
- 19. COMES A-LONG A-LOVE** 20 2  
 Published by Shapiro-Bernstein (ASCAP)
- 20. I** - 1  
 Published by Sherwin Music (ASCAP)
- 21. HEART AND SOUL** - 1  
 Published by Famous Music (ASCAP)

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.





# Buyboard

## TOP SELLERS — POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley ..... 2249
2. LADY OF SPAIN MY BABY'S COMING HOME	L. Paul & M. Ford ..... 2265
3. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford ..... 2193
4. THE KIDS WHO PAY TENNESSEE TANGO	M. Bee ..... 2258
5. WATER CAN'T QUENCH THE FIRE OF LOVE A CRAZY WALTZ	G. MacKenzie & H. O'Connell ..... 2266
6. COMES A-LONG A-LOVE THREE LETTERS	K. Starr ..... 2213
7. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE?	M. Cole ..... 2069
8. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS	N. Cole ..... 2230
9. BECAUSE YOUR MINE I'M NEVER SATISFIED	N. Cole ..... 2212
10. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie ..... 2256
11. HEADIN' FOR HOME RATTLESNAKE RAG	J. Carr ..... 2257
12. GREYHOUND JUMP BACK, HONEY	E. M. Morse ..... 2276
13. BUNNY HOP BLOW, MAN, BLOW!	R. Anthony ..... 2251
14. QUIET VILLAGE INDIAN SUMMER	L. Baxter ..... 2225
15. NOW IN ALL THIS WORLD	A. Martino ..... 2260

## BEST SELLING POPULAR ALBUMS

... Based on Actual Capitol Sales Reports

	Alb. No.
1. WITH A SONG IN MY HEART	Jane Froman ..... 309
2. BIG BAND BASH!	Billy May ..... 329
3. PENTHOUSE SERENADE	Nat (King) Cole ..... 332
4. ROMANCE IN THE AIR	Voices of Walter Schumann ..... 347
5. BYE, BYE BLUES	Les Paul & Mary Ford ..... 356
6. UNFORGETTABLE	Nat (King) Cole ..... 357
7. STAN KENTON CLASSICS	Stan Kenton ..... 358
8. ROUGHHOUSE PIANO	Joe (Fingers) Carr ..... 345
9. CITY OF GLASS	Stan Kenton ..... 353
10. A BAND IS BORN	Billy May ..... 349
11. MUSIC FOR TAP DANCING	Fred Astaire ..... 338
12. GORDON MACRAE SINGS	Gordon MacRae ..... 231
13. TODAY'S TOP HITS, VOLUME VI	8 Top Artists ..... 9108

*A Sensational CHRISTMAS record*  
by Capitol's young new star



### MOLLY BEE

"I SAW MOMMY KISSING SANTA CLAUS"  
AND  
"WILLY CLAUS (Little Son of Santa Claus)"

Capitol Record No. 2285

## TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. MacDonald ..... 2216
2. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson ..... 2269
3. HIGH NOON GO ON! GET OUT!	T. Bitter ..... 2120
4. FEAR NOT CRYIN' HOLY UNTO THE LORD	M. Carson ..... 2252
5. RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE	J. Wakely ..... 2272
6. DON'T BREAK THE SIXTH COMMANDMENT OUR LOVE ISN'T LEGAL	M. Tuttle & W. Tuttle ..... 2242
7. COOL, COLD, AND COLDER THAT'S ME WITHOUT YOU	S. James ..... 2259
8. HOT ROD MAMA NICOTINE FITS	J. Dolan ..... 2244
9. I AIN'T GOT TIME I SAW YOUR FACE IN THE CROWD	J. Skinner ..... 2231
10. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie ..... 2170

## LATEST CAPITOL RELEASES

	No. 344	Record No.
I WISH I COULD SHIMMY LIKE MY SISTER KATE		
SHE LOOKS	F. Faye	2278
IDAHO		
PEOPLE IN LOVE	R. Anthony	2293
HEARTBREAKER		
YOU DIDN'T HAVE TIME	J. Heap & P. Williams	2294
LYIN' TO MY HEART		
MAILMAN	L. Payne	2295
THE FAMILY WHO PRAYS (Never Shall Part)		
LET US TRAVEL, TRAVEL ON	Louvin Brothers	2296

HERE'S THE **Biggest** VERSION OF

# "WHY DON'T YOU BELIEVE ME?"

—by  
Margaret **WHITING**

and a great flip side

## "Come Back to Me, Johnny"

on Capitol Record No. 2292




## BEST SELLING CAPITOL CHILDREN'S ALBUMS

... Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY	Capitol 78100X-3133; 1451CBXF-3139
2. THE HOISY EATER	Capitol 7810AS-3120; 1451CBXF-3120
3. ROBIN HOOD	Capitol 7810BX-3138; 1451CBXF-3138
4. NURSERY RHYMES, VOL. I	Capitol 7810AS-3128; 1451CBXF-3128
5. TWEET, TWEET, TWEETY	Capitol 7810AS-3118; 1451CBXF-3118
6. SPARKY'S MAGIC ECHO	Capitol 7810AS-3124; 1451CBXF-3124
7. WOODY WOODPECKER AND THE SCARECROW	Capitol 7810AS-3140; 1451CBXF-3140
8. HENRY HAWK'S CHICKEN HUNT	Capitol 7810AS-3137; 1451CBXF-3137
9. BOZO AT THE CIRCUS	Capitol 7810BX-3144; 1451CBXF-3030
10. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF	Capitol 7810AS-3109; 1451CBXF-3109
11. I'M A LITTLE TEAPOT and THE TEDDY BEARS' PICNIC	Capitol 7810AS-3038; 1451CBXF-3038
12. HOPALONG CASSIDY AND THE STORY OF TOPPER	Capitol 7810AS-3030; 1451CBXF-3030
13. COUNTRY COUSINS	Capitol 7810AS-3135; 1451CBXF-3135

**JIMMY Wakely's**

GOT A **BIG ONE!**



# "RAINBOW at MIDNIGHT"

and

## "WHEN IT'S HARVEST TIME, SWEET ANGELINE"

Capitol Record No. 2272

NELSON RIDDLE ORCHESTRA featuring DICK STABLE on alto sax





RIDE WITH  
A WINNER!

thanks Joe's - Dealers  
operators... Everyone  
-Joni

JONI JAMES  
SINGS

WHY DON'T YOU  
BELIEVE ME

PURPLE  
SHADES

MGM 11333 (78)  
K 11333 (45)



BILLY ECKSTINE  
SINGS  
BE FAIR  
OR  
COME TO THE  
MARDI GRAS

MGM 11351  
K-11351

PICKED BY BILLBOARD  
ART MOONEY  
and his "LAZY RIVER" Orchestra  
LAZY RIVER  
OR  
HONESTLY

MGM 11347 K-11347

HANK WILLIAMS  
SINGS  
JAMBALAYA  
OR  
WINDOW SHOPPING

MGM 11283  
K-11283

TOMMY EDWARDS  
SINGS  
YOU WIN AGAIN  
OR  
SINNER OR SAINT

MGM 11324 (78) K-11324 (45)

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 34, N. Y.

Yes! MGM. means MIGHTY GOOD MUSIC

The Billboard Music Popularity Charts

Favorite Tunes

... for Week Ending November 8

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighted according to jobber importance. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Weeks Last 1 on Weekly Chart
1. YOU BELONG TO ME (R)—Ridgeway.....	1 12
2. I WENT TO YOUR WEDDING (R)—St. Louis.....	2 10
3. JAMBALAYA (R)—Acuff-Rose.....	3 9
4. BECAUSE YOU'RE MINE (R) (F)—Feist.....	6 7
5. WISH YOU WERE HERE (R) (F)—Chappell.....	5 16
5. GLOW WORM (R)—E. B. Marks.....	9 4
7. AUF WIEDERSEH'N, SWEETHEART (R)—Hill & Range 7	20
8. HALF AS MUCH (R)—Acuff-Rose.....	4 22
9. SOMEWHERE ALONG THE WAY (R)—United.....	8 19
10. OUTSIDE OF HEAVEN (R)—Bregman, Vocca & Conn. 14	2
11. MEET MR. CALLAGHAN (R)—Leeds.....	9 7
12. TRYING (R)—Randy Smith.....	11 5
13. HIGH NOON (R) (F)—Feist.....	10 12
14. TAKES TWO TO TANGO (R)—Harman.....	— 1
15. WALKIN' TO MISSOURI (R)—Hawthorne.....	12 9

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peasman's Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 31 in Radio

- |   |   |
|---|---|
| 1. Anywhere I Wander (R)—Frank—ASCAP                  | 19. Ruby and the Pearl (R)—Famous—ASCAP                             |
| 2. Because You're Mine (R)—Feist—ASCAP                | 20. Sleepy Time Gal (R)—Miller—ASCAP                                |
| 3. Dance of Destiny (R)—Spinian—ASCAP                 | 21. Somewhere Along the Way (R)—United—ASCAP                        |
| 4. Glow Worm (R)—E. B. Marks—BMI                      | 22. Stay Where You Are (R)—Broadcast—BMI                            |
| 5. Half As Much (R)—Acuff-Rose—BMI                    | 23. Takes Two to Tango (R)—Harman—ASCAP                             |
| 6. High Noon (R)—Feist—ASCAP                          | 24. That's A Why (R)—Santly-Joy—ASCAP                               |
| 7. I Went to Your Wedding (R)—St. Louis—BMI           | 25. To Know You Is to Love You (R)—Boncom—ASCAP                     |
| 8. I'm (R)—Disney—ASCAP                               | 26. Victors on Parade (R)—E. H. Morris—ASCAP                        |
| 9. I'm Never Satisfied (R)—Simon House—ASCAP          | 27. Walking My Baby Back Home (R)—De Sylva, Brown & Henderson—ASCAP |
| 10. Jambalaya (R)—Acuff-Rose—BMI                      | 28. Whispering Serenade (R)—Chappell—ASCAP                          |
| 11. Keep It a Secret (R)—Shapiro-Bernstein—ASCAP      | 29. Wish You Were Here (R)—Chappell—ASCAP                           |
| 12. Lady of Spain (R)—Sam Fox—ASCAP                   | 30. You Belong to Me (R)—Ridgeway—BMI                               |
| 13. Lazy River (R)—Southern—ASCAP                     | 31. Yours (R)—E. B. Marks—BMI                                       |
| 14. Like Oak Tree (R)—Burvan—ASCAP                    |   |
| 15. Lover (R)—Famous—ASCAP                            |   |
| 16. My Favorite Song (R)—Gold—ASCAP                   |   |
| 17. Outside of Heaven (R)—Bregman, Vocca & Conn—ASCAP |   |
| 18. Punky Pumpkin (R)—Patton—ASCAP                    |   |

Top 10 in Television

- |  |  |
|--|--|
| 1. Because You're Mine (R)—Feist—ASCAP | 4. Sleepy Time Gal (R)—Miller—ASCAP        |
| 2. Glow Worm (R)—E. B. Marks—BMI       | 7. Thumbelina (R)—Frank—ASCAP              |
| 3. High Noon (R)—Feist—ASCAP           | 8. Wish You Were Here (R)—Chappell—ASCAP   |
| 4. Lady of Spain (R)—Sam Fox—ASCAP     | 9. You Belong to Me (R)—Ridgeway—BMI       |
| 5. No Two People (R)—Frank—ASCAP       | 10. You'll Never Get Away (R)—Bourne—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.

- |   |  |
|---|--|
| 1. Here in My Heart—Robert Mellin, Ltd. (Mellin)                    | 10. Somewhere Along the Way—Magnat (United)            |
| 2. Isle of Innisfree—Peter Maurice (Leeds)                          | 12. Blue Tango—Mills (Mills)                           |
| 3. Half as Much—Robbins, Ltd. (Acuff-Rose)                          | 13. I'm Yours—Mellin (Algonquin)                       |
| 4. Homing Walse—Reine (Miller)                                      | 14. Auf Wiederseh'n, Sweetheart—Maurice (Hill & Range) |
| 5. Walking My Baby Back Home—Victoria (De Sylva, Brown & Henderson) | 15. Zing a Little Zong—Maddox (Burvan)                 |
| 6. Sugarbush—Chappell (G. Schirmer)                                 | 16. Kiss of Fire—Duchess (Duchess)                     |
| 7. High Noon—Robbins (Feist)  | 17. Day of Jubilo—Connely (Montclare)                  |
| 8. Forget Me Not—Chappell (Chappell)                                | 18. You Belong to Me—Chappell (Ridgeway)               |
| 9. Meet Mr. Callaghan—Toff (Leeds)                                  | 19. Walkin' to Missouri—Dash (Hawthorne)               |
| 10. Feet Up (Put Him on the Po-Po)—Cinephonic (Hawthorne)           | 20. Rock of Gibraltar—Connelly (Copyright clear)       |



Three Great Versions of Rudolph!

# RUDOLPH THE RED-NOSED REINDEER

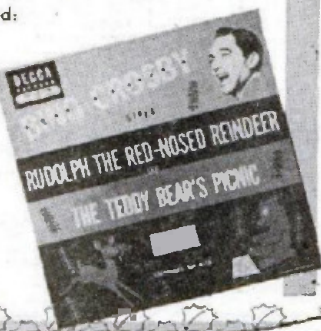


by **BING CROSBY**

Unbreakable Children's Set: K-15 (78 rpm) • 1-123 (45 rpm)

Single Record:

Decca 27159 (78 rpm) and 9-27159 (45 rpm)

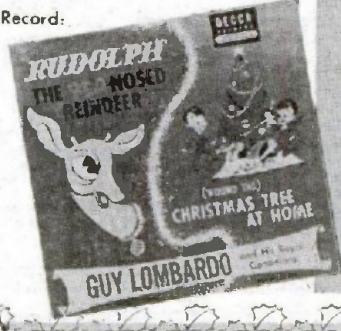


by **GUY LOMBARDO**

Unbreakable Children's Set: K-38 (78 rpm) • 1-162 (45 rpm)

Single Record:

Decca 28410 (78 rpm) and 9-28410 (45 rpm)



by **RED FOLEY**

and the Little Foleys Shirley, Julie and Jenny

Unbreakable Children's Set: K-23 (78 rpm) • 1-132 (45 rpm)

Single Record:

Decca 46267 (78 rpm) and 9-46267 (45 rpm)



## Two Great Versions of the NIGHT before CHRISTMAS SONG



### THE NIGHT BEFORE CHRISTMAS SONG

b/w WILLY CLAU (Little Son of Santa Claus)

by **Russ Morgan**

Decca 28493 (78 rpm) and 9-28493 (45 rpm)

### THE NIGHT BEFORE CHRISTMAS SONG

b/w CHRISTINE THE CHRISTMAS TREE

by

**Big Jon Arthur** and the "No School Today" Cast



Unbreakable Children's Set K-82 (78 rpm) 1-208 (45 rpm)

**DECCA RECORDS**

*America's Fastest Selling Records*



The Billboard Music Popularity Chart . . . for Week Ending November 8

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

PATTI PAGE-JACK RAEL ORK
Why Don't You Believe Me
MERCURY 70025—Miss Page covers the Joni James hit in her inimitable style.

GEORGIA GIBBS
A Moth and a Flame
MERCURY 70034—This could be another big one for "Ber nbs." It's in the same groove as "Kiss of Fire," and it features Miss Gibbs handling the melodic, Latin-styled torcher.

LOUIS ARMSTRONG-GORDON JENKINS ORK
White Christmas
DECCA 28443—There have been scores of waxings of the Berlin favorite but this one could move up with the top sellers this Christmas.

LOUIS ARMSTRONG-GORDON JENKINS ORK
White Christmas
DECCA 28443—There have been scores of waxings of the Berlin favorite but this one could move up with the top sellers this Christmas.

JUNE HUTTON-ALEX STORDAHL ORK
Keep It a Secret
CAPITOL 2268—A good performance by June Hutton and the chorus on the potent melody, penned by the writer of "I Went to Your Wedding."

GLORIA HART
China Boy
DECCA 28445—The canary does a sock job on this honey version of the ditty, played in a bright, up-tempo beat by the combo, in the style of Les Paul-Mary Ford waxings.

BILLY MAY ORK
Do You Ever Think of Me
CAPITOL 2284—The May ork duo dips for a strong cutting of the ballad that hearkens to a strong rhythm line. Vocal is taken by the Encores to good effect.

MOLLY BEE
I Saw Mommy Kissing Santa Claus
CAPITOL 2285—The cute ditty sings appealingly by the young songstress. Material has a novelty touch that could make the platter a pretty fair holiday item.

STEVE LAWRENCE
Tango of the Roses (Love Me)
KING 15208—The exotic ditty receives a strong, big reading from the young warbler, with a lot of help from the chorus and an attractive ork arrangement.

New Records to Watch

Popular

GEORGIA GIBBS
A Moth and a Flame
The Photograph on the Piano—Mercury 70034—Miss Gibbs may have another moneymaker with this dishing.

GLORIA HART
China Boy—Decca 28445—This one could be called a sleeper for the boxes. The thrush, with the help of the Yukon Rhythm Boys, could make a mark with this swingly platter.

LOUIS ARMSTRONG-GORDON JENKINS ORK
White Christmas
Winter Wonderland—Decca 28443—Dealers, operators and deejays should get a lot of action out of both sides of this new platter.

Sacred

RED FOLEY
The Mocking Bird
My God Is Real—Decca 28447—Foley has two powerful sacred items here, his best since "Peace in the Valley." They should both do well in the field.

TOMMY SOSEBEE
Saviour of the Rugged Cross—Coral 64144—Jockeys and dealers who are interested in sacred disks should give this a close listen.

Childrens

BERT PARKS
Christmas Muletrain—Golden BR 20—Item looks like a strong kiddie Christmas item. It's a 98-cent 10-inch disk, well packaged.

Country & Western

HANK SNOW
The Gal Who Invented Kissin'
A Fool Such As I—V 20-5034—A strong two-sided disk which looks like a powerful follow-up to his current hit "I Went to Your Wedding."

HANK THOMPSON
The New Wears Off Too Fast
You're Walking on My Heart—Capitol 2269—These two ballads make for a strong coupling that could keep the country fans hollering for Thompson.

JIMMIE DAVIS
Please Please—Decca 28438—Davis has penned a fine country love ditty here and his performance, his best in many moons, may point the road to renewed interest in his wax.

LARRY DARNELL
I'll Get Along Somehow (Part 1 & 2)—Okeh 6919—Darnell had a big hit on this several years ago on Regal. It's worth watching. It could pop again.

LOUIS ARMSTRONG-GORDON JENKINS ORK
White Christmas
Winter Wonderland—Decca 28443—Dealers, operators and deejays should get a lot of action out of both sides of this new platter.

LOUIS ARMSTRONG-GORDON JENKINS ORK
White Christmas
Winter Wonderland—Decca 28443—Dealers, operators and deejays should get a lot of action out of both sides of this new platter.

LOUIS ARMSTRONG-GORDON JENKINS ORK
White Christmas
Winter Wonderland—Decca 28443—Dealers, operators and deejays should get a lot of action out of both sides of this new platter.

In the opinion of the Music staff the following new records have been reviewed this week merit the special attention of dealers, operators and/or disk jockeys.

Country & Western

HANK SNOW
The Gal Who Invented Kissin'
A Fool Such As I—V 20-5034—A strong two-sided disk which looks like a powerful follow-up to his current hit "I Went to Your Wedding."

HANK THOMPSON
The New Wears Off Too Fast
You're Walking on My Heart—Capitol 2269—These two ballads make for a strong coupling that could keep the country fans hollering for Thompson.

JIMMIE DAVIS
Please Please—Decca 28438—Davis has penned a fine country love ditty here and his performance, his best in many moons, may point the road to renewed interest in his wax.

Rhythm & Blues

LARRY DARNELL
I'll Get Along Somehow (Part 1 & 2)—Okeh 6919—Darnell had a big hit on this several years ago on Regal. It's worth watching. It could pop again.

LARRY DARNELL
I'll Get Along Somehow (Part 1 & 2)—Okeh 6919—Darnell had a big hit on this several years ago on Regal. It's worth watching. It could pop again.

Spiritual

RED FOLEY
The Mocking Bird
My God Is Real—Decca 28447—Foley has two powerful sacred items here, his best since "Peace in the Valley." They should both do well in the field.

TOMMY SOSEBEE
Saviour of the Rugged Cross—Coral 64144—Jockeys and dealers who are interested in sacred disks should give this a close listen.

Hot Jazz

DAVE BRUBECK QUARTET
This Can't Be Love
FANTASY 523—Perhaps the enquirer is the fourth man in the Brubeck Quartet since the disk features only Brubeck on piano, Paul Desmond on alto and Bill Ruhebe on bass.

DAVE BRUBECK QUARTET
This Can't Be Love
FANTASY 523—Perhaps the enquirer is the fourth man in the Brubeck Quartet since the disk features only Brubeck on piano, Paul Desmond on alto and Bill Ruhebe on bass.

REDD RODNEY SEXTET
Buckle My Shoe
OKEH 6923—Disk should be equal interest to r.b. and hot jazz fans as the group combines a shout vocal with some fine jazz solos—particularly Rodney's trumpet. Just goes to prove again that the line of demarcation between disk classifications is being erased.

REDD RODNEY SEXTET
Buckle My Shoe
OKEH 6923—Disk should be equal interest to r.b. and hot jazz fans as the group combines a shout vocal with some fine jazz solos—particularly Rodney's trumpet. Just goes to prove again that the line of demarcation between disk classifications is being erased.

DAVE BRUBECK QUARTET
Frenchie
FANTASY 520—Herb Barman on drums, Paul Desmond on alto, Brubeck on the keyboard and Bill Ruhebe on bass comprise the powerful bop group which has been creating quite a stir in jazz circles. The boys deejay both sides as a trumpet.

DAVE BRUBECK QUARTET
Frenchie
FANTASY 520—Herb Barman on drums, Paul Desmond on alto, Brubeck on the keyboard and Bill Ruhebe on bass comprise the powerful bop group which has been creating quite a stir in jazz circles. The boys deejay both sides as a trumpet.

International

GEORGIE COOK ORK
Keystone Polka
DECCA 28440—The group comes thru with a neat polka reading with the accordion and banjo in the lead.

JOHNNY VADNAL ORK
More and More
V 20-4991—The small, accordioneated ork delivers a routine polka with two of the boys handling an English vocal. Should do okay in Walden's territory.

STEVE GARCIA ORK
Highland Polka
CORAL 40875—Disk instrumental polka which should intrigue Garcia's fans.

Childrens

BERT PARKS
Christmas Muletrain—Golden BR 20—Item looks like a strong kiddie Christmas item. It's a 98-cent 10-inch disk, well packaged.

BERT PARKS
Christmas Muletrain—Golden BR 20—Item looks like a strong kiddie Christmas item. It's a 98-cent 10-inch disk, well packaged.

ART CARNEY-ANNE LLOYD
The Ugly Duckling
GOLDEN BR 30—There's a good kiddie appeal on this side. It's bucking kiddies with the same title and story with several years of steady sales behind them.

ART CARNEY-ANNE LLOYD
The Ugly Duckling
GOLDEN BR 30—There's a good kiddie appeal on this side. It's bucking kiddies with the same title and story with several years of steady sales behind them.

Sacred

RED FOLEY
The Mocking Bird
My God Is Real—Decca 28447—Foley has two powerful sacred items here, his best since "Peace in the Valley." They should both do well in the field.

TOMMY SOSEBEE
Saviour of the Rugged Cross—Coral 64144—Jockeys and dealers who are interested in sacred disks should give this a close listen.

TOMMY SOSEBEE
Saviour of the Rugged Cross—Coral 64144—Jockeys and dealers who are interested in sacred disks should give this a close listen.

REDD HARPER
My God Is Real—Decca 28447—Foley has two powerful sacred items here, his best since "Peace in the Valley." They should both do well in the field.

REDD HARPER
My God Is Real—Decca 28447—Foley has two powerful sacred items here, his best since "Peace in the Valley." They should both do well in the field.

WESLEY TUTTLE
Known Only to Him
CAPITOL 2271—New ditty written by Stuart Hamblen receives a sincere, meaningful performance from Tuttle, with help from the chorus. This platter should be a good seller in the field.

WESLEY TUTTLE
Known Only to Him
CAPITOL 2271—New ditty written by Stuart Hamblen receives a sincere, meaningful performance from Tuttle, with help from the chorus. This platter should be a good seller in the field.

RATINGS: 10-100, Tops; 80-89, Excellent; 70-79, Good; 60-69, Satisfactory; 50-59, Poor.

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation 25; Overall exploitation potential, 20; Song writer, 20; Artist's name value, 15; Manufacturer's distribution power, 10; Arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.

(Continued on page 63)

(Continued on page 104)



**Perry Como**

Fastest Breaking Tune,  
Here's the Hit!

**DON'T LET  
THE STARS GET  
IN YOUR EYES**  
and **LIES**

20-47-5064

**POP  
DRIVE**

2nd Week—See Page 23

This week's

**New Releases**  
... on **RCA Victor**

Release 20-44

Ships Coast to Coast November 14

**POPULAR**

**THE FONTANE SISTERS**

Loneliness Road  
Winter's Here Again 20-5019—(47-5019)\*

**TONY BAYAAR**

Suddenly  
Shoes of Happiness 20-5010—(47-5010)\*

**HARRY BELAFONTE**

Shenandoah  
Scarlet Ribbons (For Her Hair) 20-5013—(47-5013)\*

**THE THREE SUNS-GOGI GRANT**

Mommy's Little Angel  
My Terrestrial Heart 20-5015—(47-5015)\*

**ALLAN SMALL AND HIS ORCH.**

Oh Boy! (Oh Boy! Oh Boy! Oh Boy!)  
The Oklahoma Polka 20-5012—(47-5012)\*

**SACRED**

**EDDY ARNOLD**

I Want to Thank You, Lord  
My Desire 20-5018—(47-5018)\*

**COUNTRY — WESTERN**

**HOMER AND JETHRO**

Jam-Bawl-Elay (Jambalaya)  
You Belong to Me No. 1 20-5043—(47-5043)\*

**LOWE PINE AND HIS MOUNTAINEERS**

Don't Stop—I Like It!  
Mashed On Your Collar 20-5044—(47-5044)\*

**WRF CARTER**

Waxylee, Squawkin', Kinolee, Tossin'  
Sweet Little Lover 20-5045—(47-5045)\*

**RHYTHM-BLUES**

**RENE MALL**

Peace of Mind  
Do It Up Right 20-5016—(47-5016)\*

**TERRY TIMMONS**

Daddy, Be Good to Me  
How Long Must I Wait? 20-5047—(47-5047)\*

\*45 rpm cat. no.

**Going Strong...**

\$ indicates records, which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

- 5 Christmas Day/That's What Christmas Means to Me  
Eddie Fisher.....20-5038—(47-5038)\*
- 5 Because You're Mine/The Song the Angels Sing  
Mario Lanza.....10-3914—(49-3914)\*
- 5 Wish You Were Here/The Hand of Fate  
Eddie Fisher with Hugo Winterhalter Ork.....20-4830—(47-4830)\*
- 5 Everything I Have Is Yours/Hold Me  
Eddie Fisher.....20-4841—(47-4841)\*
- 5 Lady of Spain/Outside of Heaven  
Eddie Fisher with Hugo Winterhalter Ork.....20-4953—(47-4953)\*
- 5 Blues in Advance/Bella Musica  
Dinah Shore.....20-4926—(47-4926)\*
- 5 Tennessee Tango/The Crazy Waltz  
Pee Wee King.....20-5009—(47-5009)\*
- 5 I'm in the Mood for Love/You'll Never Know  
Eddie Fisher.....20-4840—(47-4840)\*
- 5 Since You Went Away From Me/I'm the Fat Man  
John Greer.....20-5037—(47-5037)\*
- 5 Fandango/Blue Violins  
Hugo Winterhalter.....20-4997—(47-4997)\*
- 5 I've Got You Under My Skin/Paradise  
Eddie Fisher.....20-4843—(47-4843)\*
- 5 Dance of Destiny/Sleepy Time Gal  
Tony Martin.....20-5008—(47-5008)\*
- 5 That Old Peeling/Full Moon and Empty Arms  
Eddie Fisher.....20-4842—(47-4842)\*
- 5 I'd Do It Again/I Don't Care  
Damita Jo.....20-5022—(47-5022)\*
- 5 Jump Back Honey/So-So  
Vaughn Monroe and Sunny Gale.....20-5028—(47-5028)\*

**Coming Up...**

★ indicates records which have enjoyed better than average initial consumer acceptance and stand on excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ **BLUE VIOLINS**  
Hugo Winterhalter and His Orchestra.....20-4997—(47-4997)\*  
The Retailers Pick, Billboard, Nov. 8th issue.
- ★ **GREYHOUND**  
Buddy Morrow and His Orchestra.....20-5001—(47-5001)\*  
The Billboard Pick, Nov. 8th issue.
- ★ **SLEEPY TIME GAL**  
Tony Martin.....20-5008—(47-5008)\*  
The Operators Pick, Billboard, Nov. 8th issue.

**TIPS BOOMERANG**

Lisa Kirk.....20-5016—(47-5016)\*

**WHO IS DAMITA JO!!!!!!**

One of our undercover agents, disguised as a human being, has been dropping in on disc jockeys to find out what they thought of RCA Victor's new recording star, beautiful Damita Jo. All the deejays who had heard her recordings said they were terrific, but some of the gentlemen said candidly, "Who is Damita Jo?" The answer is:

Damita Jo is the gal whose dinking of I WENT TO YOUR WEDDING put that tune on the road. She cut that particular side with Steve Gibson and the Original Red Caps and her great rendition led directly to her latest solo sides for RCA Victor, I'D DO IT AGAIN and I DON'T CARE.

Damita Jo is a sprightly little gal from Texas who got her start in show business through amateur hour appearances. Her first professional engagement was at the Oasis in Los Angeles, and was an impressive success. Since then she's played leading clubs and theaters throughout the country, working most of the time with Steve Gibson and the Original Red Caps. She recently completed a solo engagement at New York City's swank La Vie En Rose.

We predict her dinking of I'D DO IT AGAIN and I DON'T CARE will establish her as a top solo performer. And you don't have to take OUR word for the fact that Damita Jo is terrific, because she recently won top honors on the TV "Chance of a Lifetime" talent show, and one of the prizes was supposed to be a contract with Columbia Records. Sorry, Mitch.

The stars who make the hits  
are on

**RCA VICTOR Records**



RCA VICTOR DIVISION RAD O CORPORATION OF AMERICA CAMDEN, NEW JERSEY



**Want MORE of the RIGHT RECORDS at the RIGHT TIME?**  
**Want FEWER of the RECORDS that NEVER SELL?**

**Radio-TV Stations**

"This Week's Best Buys" and the listing of records therein is copyrighted by The Billboard Publishing Company. Use of either is not permitted without The Billboard's consent. Simply write or wire: Publisher, The Billboard, 1564 Broadway, New York City, and permission will be immediately granted.

**Juke Box Operators**

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

**Record Dealers**

Each week aggressive dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record merchandising aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For more information write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

**Newspaper Editors**

"This Week's Best Buys," and the listing of records therein, although copyrighted by The Billboard Publishing Company, may be used if prior permission of The Billboard is secured. Simply write or wire: Publisher, The Billboard, 1564 Broadway, New York City, and permission will be immediately granted.

*This Week and Every Week, follow—*

# THIS WEEK'S BEST BUYS

**The Billboard's Revolutionary New  
Record Buying Guide for  
Dealers—Juke Box Operators—  
Disk Jockeys**

**O**PERATORS, Dealers and Radio-TV Stations who use "This Week's Best Buys" will be working together to stock, program and promote the same scientifically selected records at the same time. Buying and promoting new releases on a scattered, uncoordinated trial-and-error basis will be eliminated for those who depend on "This Week's Best Buys."

**For Top Record Action the Year-Around—  
Use "This Week's Best Buys" Every Week!**

**SUBSCRIPTION ORDER**

Send me The Billboard every week for the next full year at the money-saving subscription rate of \$10. 831

Name .....

Address .....

City ..... Zone ..... State .....

Occupation .....

The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio



The Billboard Music Popularity Charts . . . for Week Ending November 8

# THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

### Popular Records

**BIRTH OF THE BLUES**—Frank Sinatra—Columbia 39882

This is Sinatra's best effort in some months and is sparking a renewed interest in the crooner. It's a vibrant performance of the oldie. Deejays and dealers pick it this week in "Coming Up in the Trade." Strong sales have started in St. Louis.

**LA ROSITA**—Four Aces—Decca 28393

This side from the Aces' hit album has already taken off as a sturdy seller in a few areas and looks due to follow their cutting of "Heart and Soul," also from the album, into a solid sales bracket. The group's rhythmic waxing of the oldie heads the reorder list of recent Decca releases, has jumped into the No. 8 spot among Detroit best sellers, and is catching on as a juke entry in other areas.

**CHRISTMAS ROSES**—Jo Stafford-Frankie Laine—Columbia 39885

Strong, bouncy Christmas tune, sung brightly by diskery's top-flight duo, adds up to a potent waxing that should rack up healthy sales and grab coin on the boxes.

**I SAW MOMMY KISSING SANTA CLAUS**—Jimmy Boyd—Columbia 39871

New Christmas platter was heavily reordered by Columbia distributors thruout the country and is breaking for a big one. Decca, RCA Victor and Capitol have also cut the tune. Ops thru the East are already ordering this platter for the boxes.

### Childrens Records

**RUDOLPH, THE RED-NOSED REINDEER**—Jimmy Durante-Mitch Miller Ork—Golden BR 13

Durante's version of this top Christmas seller is of the last few years a new cutting. It's a typical Durante job which has already stirred comment and should receive solid deejay support. Strong reorders have already come into the manufacturer on this 10-inch disk. The increase of Durante's popularity as a result of his TV work will be no hindrance to sales. Another plus is the bright dominating artwork on the cover which makes this a strong display item. Flip side is "Santa Claus Is Comin' to Town."

### Rhythm & Blues Records

**LYING WOMAN**—Little Caesar—Recorded in Hollywood 236

One of the cleverest and most intriguing r.&b. disks in many months, with the novelty of Little Caesar's "The River" and "Goodbye, Baby." Platter opens with a punch. R.&b. dealers picked the disk this week.

**SERVE ANOTHER ROUND**—Five Keys—Aladdin 3158

A disk with a solid bent is given a strong performance by the group. Strong initial buying activity has already started at the operator level in Philadelphia. Operators pick it in this week's "Coming Up in the Trade."

### Country & Western Records

**KEEP IT A SECRET**

**MY HEART IS BROKEN IN THREE**—Slim Whitman—Imperial 8169

Whitman appears to have a two-sided disk which has started off strongly in the country field. Operators and dealers list "Keep It a Secret" in "Coming Up in the Trade" this week. Early sales action has kicked the record off to a flying start in Cincinnati and thruout Texas. Dealer sales reports also show up flip side in Dallas-Fort Worth. After the activity in some areas, tho. the Jo Stafford pop dishing has started off very fast.

**IT'S THE KIDS WHO PAY**—Molly Bee—Capitol 2258

The moppet Molly Bee sings her heart out on this, her initial disk. The tune is the old country melody, the same as "It Wasn't God Who Made Honky Tonk Angels," but it's the lyrics that make this a powerful item. Disk is strong on the Capitol reorder list. It's listed this week by dealers, operators and jockeys in "Coming Up in the Trade." Flip, "Tennessee Tango" is also a good effort.

## Late Reports on Recent "Best Buys"

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks.

### Popular

**KEEP IT A SECRET**

Jo Stafford—Columbia 39881  
Number 20 on national best-seller list this week. Number 9 in Cincinnati. Strong "one stop" sales in the East.

**MY BABY'S COMING HOME**

Les Paul-Mary Ford—Capitol 2265  
Picked by pop juke box operators and deejays this week. Number 8 in Boston dealer sales. Flip side "Lady of Spain" continues as the stronger side.

**WHY DON'T YOU BELIEVE ME**

Patti Page—Mercury 70025  
Picked by deejays and dealers this week. Joni James continues as the strong version in such metropolitan centers as Philadelphia, Boston, Detroit, Buffalo and Chicago. Early action on Miss Page's disk shows definite sales results in Pittsburgh and Washington particularly. Deejays and dealers also picked flip side "Conquest" this week.

**IT'S WORTH ANY PRICE YOU PAY**

Eddie Howard—Mercury 70015  
Number 6 on deejay picks. Early juke action in Philadelphia look promising.

**LAZY RIVER**

Ari Mooney Ork—MGM 11347  
Juke box operators pick it as the Number Three record of the week. Good operator action reported in Western New York State.

### Country & Western

**MIDNIGHT**

Red Foley—Decca 28420  
Disk hit Number 9 position on the best-selling chart this week with particular strength in Memphis and Nashville. Flip side "Deep Blues" shows up on country deejay and operator picks.

**I'D TRADE ALL OF MY TOMORROWS**

Eddy Arnold—Victor 20-4954  
Picked by dealers and operators. Coming up on the national sales and juke box charts. Flip side "Older and Bolder" has already registered on the sales and juke box charts.

**A WEDDING RING AGO I HEARD A JUKE BOX PLAYING**

Kitty Wells—Decca 28432  
"Wedding Ring" among the top sellers in Cincinnati and picked by dealers. Flip side is making headway in juke boxes. Also picked by operators and dealers.

## Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

### The Dealers Pick

#### Popular

1. CONQUEST  
Patti Page—Mercury 70025
2. BLUE VIOLINS  
Hugo Winterhalter Ork—Victor 20-4997
3. BIRTH OF THE BLUES  
Frank Sinatra—Columbia 39882
4. WHY DON'T YOU BELIEVE ME  
Patti Page—Mercury 70025
5. MY BABY'S COMING HOME  
Les Paul-Mary Ford—Capitol 2265

#### Country & Western

1. WEDDING RING AGO  
Kitty Wells—Decca 28432
2. KEEP IT A SECRET  
Slim Whitman—Imperial 8169
3. I HEARD A JUKE BOX PLAYING  
Kitty Wells—Decca 28432
4. I'D TRADE ALL OF MY TOMORROWS  
Eddy Arnold—Victor 20-4954
5. IT'S THE KIDS WHO PAY  
Molly Bee—Capitol 2258

#### Rhythm & Blues

1. TIRED, BROKE AND BUSTED  
Floyd Dixon—Aladdin 3151
2. HOW LONG  
Pats Domino—Imperial 5204
3. LYING WOMAN  
Little Caesar—Recorded in Hollywood 236
4. LET'S TALK IT OVER  
Ray Charles
5. HEY, MISS JONES  
J. Forrest

### The Disk Jockeys Pick

#### Popular

1. WHY DON'T YOU BELIEVE ME?  
Patti Page—Mercury 70025
2. CONQUEST  
Patti Page—Mercury 70025
3. BIRTH OF THE BLUES  
Frank Sinatra—Columbia 39882
4. SUMMER LOVE  
Ralph Marterie Ork—Mercury 70006
5. MY BABY'S COMING HOME  
Les Paul-Mary Ford—Capitol 2265
6. IT'S WORTH ANY PRICE YOU PAY  
Eddie Howard—Mercury 70015
7. KEEP IT A SECRET  
Dinah Shore—Victor 20-4992

#### Country & Western

1. TENNESSEE TANGO  
Pec Wee King—Victor 20-5009
2. CHILD'S SIDE OF LIFE  
Johnny Horton—Mercury 7429
3. IT'S THE KIDS WHO PAY  
Molly Bee—Capitol 2258
4. I'M AN OLD MAN  
Lefty Frizzell—Columbia 21034
5. I'M A LONE WOLF  
Hawkshaw Hawkins—King 1134

### The Operators Pick

#### Popular

1. MY BABY'S COMING HOME  
Les Paul-Mary Ford—Capitol 2265
2. FORGETTING YOU  
Richard Hayes—Mercury 9910
3. LAZY RIVER  
Ari Mooney Ork—MGM 11347
4. SLEEPY TIME GAL  
Tony Martin—Victor 20-5006

#### Country & Western

1. I HEARD A JUKE BOX PLAYING  
Kitty Wells—Decca 28432
2. KEEP IT A SECRET  
Slim Whitman—Imperial 8169
3. DEEP BLUES  
Red Foley—Decca 28420
4. I'D TRADE ALL OF MY TOMORROWS  
Eddy Arnold—Victor 20-4954
5. IT'S THE KIDS WHO PAY  
Molly Bee—Capitol 2258

#### Rhythm & Blues

1. STOP BOOGIE WOOGIE  
Four Bares—United 1023
2. WALKING THE BOOGIE  
Roosevelt Sykes—United 1132
3. SERVE ANOTHER ROUND  
Five Keys—Aladdin 3158



The Billboard Music Popularity Charts

... for Week Ending November 8

TOP POPULAR RECORDS

Best Selling Singles

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 record dealers representing every important market area. The reverse side of each record is also listed.

Table with 3 columns: Rank, Title, Weeks on Chart. Top entry: 1. I WENT TO YOUR WEDDING—P. Page.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators.

Table with 3 columns: Rank, Title, Weeks on Chart. Top entry: 1. I WENT TO YOUR WEDDING—P. Page.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

Table with 3 columns: Rank, Title, Weeks on Chart. Top entry: 1. I WENT TO YOUR WEDDING—P. Page.

Best Selling Popular Albums

Albums 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. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with 3 columns: Rank, Title, Weeks on Chart. Top entry: 1. BECAUSE YOU'RE MINE—M. Lanza.

Best Selling Children's Records

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 record dealers throughout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with 3 columns: Rank, Title, Weeks on Chart. Top entry: 1. ROBIN HOOD (3)—B. May-E. Palm-G. Wyle-E. Hayes-L. E. Watkins.



# DINAH SHORE



**"KEEP  
IT  
A  
SECRET"**

**"HI  
LILLI,  
HI  
LO"**

20/47-4992

From the MGM Picture "Lilli"

**RCA VICTOR RECORDS**



# EXTRA GOOD NEWS EXTRA

## AMERICA'S NEWEST TEEN AGE STAR



15 YEAR OLD  
**LITTLE SYLVIA**  
TAKES THE  
COUNTRY  
BY STORM

with



# A MILLION TEARS

(A MILLION SIGHS)  
and

## "DON'T BLAME MY HEART"

Jubilee # 5100; 45 x 5100

DISK JOCKEYS, DEALERS AND JUKE BOX OPERATORS  
ARE TAKING THIS TEEN AGE SWEETHEART  
TO THEIR HEARTS...

Jubilee RECORD CO. INC.  
315 WEST 47TH STREET - NEW YORK, N.Y.

### The Billboard Music Popularity Charts

## Territorial Best

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

### New York

1. You Belong to Me  
J. Stafford, Columbia
2. I Went to Your Wedding  
P. Page, Mercury
3. Wish You Were Here  
E. Fisher-H. Winterhalter,  
Victor
4. Because You're Mine  
M. Lanza, Victor
5. Glow Worm  
Mills Brothers, Decca
6. Takes Two to Tango  
P. Bailey, Coral
7. Auf Wiederseh'n Sweetheart  
V. Lynn, London
8. Trying  
Hilltoppers, Dot
9. Why Don't You Believe Me  
J. James, MGM
10. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor

### Philadelphia

1. Why Don't You Believe Me  
J. James, MGM
2. Glow Worm  
Mills Brothers, Decca
3. You Belong to Me  
J. Stafford, Columbia
4. Jambalaya  
J. Stafford, Columbia
5. My Heart Belong to Only You  
B. McLaurin, Derby
6. It's in the Book  
J. Standley, Capitol
7. I Went to Your Wedding  
P. Page, Mercury
8. Outside of Heaven  
E. Fisher-H. Winterhalter,  
Victor
9. Wish You Were Here  
E. Fisher-H. Winterhalter,  
Victor
10. Keep It a Secret  
J. Stafford, Columbia

### Chicago

1. Why Don't You Believe Me  
J. James, MGM
2. Trying  
Hilltoppers, Dot
3. Glow Worm  
Mills Brothers, Decca
4. Takes Two to Tango  
P. Bailey, Coral
5. I Went to Your Wedding  
P. Page, Mercury
6. Yours  
V. Lynn, London
7. Because You're Mine  
M. Lanza, Victor
8. You Belong to Me  
J. Stafford, Columbia
9. Jambalaya  
J. Stafford, Columbia

### Detroit

1. Why Don't You Believe Me  
J. James, MGM
2. Glow Worm  
Mills Brothers, Decca
3. I Went to Your Wedding  
P. Page, Mercury
4. You Belong to Me  
J. Stafford, Columbia
5. It's in the Book  
J. Standley, Capitol
6. Heart and Soul  
Four Aces, Decca
7. Takes Two to Tango  
P. Bailey, Coral
8. La Rosita  
Four Aces, Decca
9. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor
10. Till I Walk With You Again  
T. Brewer, Coral

### Los Angeles

1. I Went to Your Wedding  
P. Page, Mercury
2. You Belong to Me  
J. Stafford, Columbia
3. Jambalaya  
J. Stafford, Columbia
4. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor
5. Glow Worm  
Mills Brothers, Decca
6. High Noon  
F. Laine, Columbia
7. Half As Much  
R. Clooney, Columbia
8. Blue Violins  
H. Winterhalter, Victor
9. It's in the Book  
J. Standley, Capitol
10. Yours  
V. Lynn, London

### Boston

1. Why Don't You Believe Me  
J. James, MGM
2. I Went to Your Wedding  
P. Page, Mercury
3. Because You're Mine  
M. Lanza, Victor
4. Jambalaya  
J. Stafford, Columbia
5. High Noon  
T. Ritter, Capitol
6. I  
D. Cornell, Coral
7. High Noon  
F. Laine, Columbia
8. My Baby's Coming Home  
L. Paul, Capitol
9. You Belong to Me  
J. Stafford, Columbia
10. Yours  
V. Lynn, London

### Denver

1. I Went to Your Wedding  
P. Page, Mercury
2. Jambalaya  
J. Stafford, Columbia
3. Wish You Were Here  
E. Fisher-H. Winterhalter,  
Victor
4. You Belong to Me  
J. Stafford, Columbia
5. It's in the Book  
J. Standley, Capitol
6. High Noon  
F. Laine, Columbia

### Atlanta

1. You Belong to Me  
J. Stafford, Columbia
2. It's in the Book  
J. Standley, Capitol
3. I Went to Your Wedding  
P. Page, Mercury
4. Jambalaya  
J. Stafford, Columbia
5. Because You're Mine  
M. Lanza, Victor
6. Wish You Were Here  
E. Fisher-H. Winterhalter,  
Victor

### Dallas-Ft. Worth

1. I Went to Your Wedding  
P. Page, Mercury
2. You Belong to Me  
J. Stafford, Columbia
3. Wish You Were Here  
E. Fisher-H. Winterhalter,  
Victor
4. You Win Again  
T. Edwards, MGM
5. Lady of Spain  
L. Paul, Capitol
6. It's in the Book  
J. Standley, Capitol
7. Glow Worm  
Mills Brothers, Decca
8. Half As Much  
R. Clooney, Columbia

### New Orleans

1. Jambalaya  
J. Stafford, Columbia
2. You Belong to Me  
J. Stafford, Columbia
3. Trying  
Hilltoppers, Dot
4. Glow Worm  
Mills Brothers, Decca
5. Outside of Heaven  
E. Fisher-H. Winterhalter,  
Victor
6. Why Don't You Believe Me  
J. James, MGM
7. I Went to Your Wedding  
P. Page, Mercury



... for Week Ending November 8

# Sellers (Popular)

## This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Los Angeles... **BLUE VIOLINS**  
Hugo Winterhalter—Victor 20-4997
- Philadelphia... **MY HEART BELONGS ONLY TO YOU**  
Betty McLauren—Derby 804
- Detroit... **LA ROSITA**  
Four Aces—Decca 28393
- TILL I WALTZ WITH YOU AGAIN**  
Teresa Brewer—Coral 60873
- Boston... **MY BABY'S COMING HOME**  
Les Paul and Mary Ford—Capitol 2265
- Pittsburgh... **HEADIN' FOR HOME**  
Joe (Fingers) Carr—Capitol 2257
- St. Louis... **BIRTH OF THE BLUES**  
Frank Sinatra—Columbia 39882
- Washington... **I**  
Vaughn Monroe—Victor 20-5030

### Pittsburgh

1. It's In the Book  
J. Standley, Capitol
2. Glow Worm  
Mills Brothers, Decca
3. Heart and Soul  
Four Aces, Decca
4. Why Don't You Believe Me  
J. James, MGM
5. Because You're Mine  
M. Lanza, Victor
6. Takes Two to Tango  
P. Bailey, Coral
7. Outside of Heaven  
E. Fisher-H. Winterhalter, Victor
8. Because You're Mine  
Nat (King) Cole, Capitol
9. Why Don't You Believe Me  
P. Page, Mercury
10. Headin' for Home  
J. Carr, Capitol

### St. Louis

1. It's In the Book  
J. Standley, Capitol
2. Glow Worm  
Mills Brothers, Decca
3. Why Don't You Believe Me  
J. James, MGM
4. Outside of Heaven  
E. Fisher-H. Winterhalter, Victor
5. Yours  
V. Lynn, London
6. Trying  
Hilltoppers, Dot
7. I  
D. Cornell, Coral
8. Birth of the Blues  
F. Sinatra, Columbia
9. Heart and Soul  
Four Aces, Decca
10. I Went to Your Wedding  
P. Page, Mercury

### Cincinnati

1. Glow Worm  
Mills Brothers, Decca
2. I Went to Your Wedding  
P. Page, Mercury
3. You Belong to Me  
J. Stafford, Columbia
4. Jambalaya  
J. Stafford, Columbia
5. It's In the Book  
J. Standley, Capitol

6. Lady of Spain  
E. Fisher-H. Winterhalter, Victor
7. Half As Much  
R. Clooney, Columbia
8. Because You're Mine  
M. Lanza, Victor
9. Keep It a Secret  
J. Stafford, Columbia
10. You Belong to Me  
P. Page, Mercury

### Washington, D. C.

1. It's In the Book  
J. Standley, Capitol
2. Glow Worm  
Mills Brothers, Decca
3. I Went to Your Wedding  
P. Page, Mercury
4. You Belong to Me  
J. Stafford, Columbia
5. Yours  
V. Lynn, London
6. Walkin' to Missouri  
S. Kaye, Columbia
7. Lady of Spain  
E. Fisher-H. Winterhalter, Victor
8. Takes Two to Tango  
P. Bailey, Coral
9. Why Don't You Believe Me  
P. Page, Mercury
10. I  
V. Monroe, Victor

### Seattle

1. Glow Worm  
Mills Brothers, Decca
2. It's In the Book  
J. Standley, Capitol
3. You Belong to Me  
D. Martin, Capitol
4. I Went to Your Wedding  
P. Page, Mercury
5. Meet Mr. Callaghan  
L. Paul, Capitol
6. Wish You Were Here  
E. Fisher-H. Winterhalter, Victor
7. Lady of Spain  
L. Paul, Capitol
8. Lady of Spain  
E. Fisher-H. Winterhalter, Victor
9. Jambalaya  
J. Stafford, Columbia
10. Yours  
V. Lynn, London

EXTRA

GET THE ORIGINAL!  
GET THE AUTHENTIC!  
GET THE TWO SIDED HIT!



Get ... the ZIGGY LANE

SMASH HIT OF ...

MAD ABOUT 'CHA

\* Original and Authentic with the RAY CHARLES  
because Ziggy Lane wrote Singers and Orch. Acc. by  
"Mad About 'Cha" Dick Jacobs ...

and

# "I'M CRYING FOR YOU"

JUBILEE #6022; 45 x 6022

*Jubilee* RECORD CO., INC.  
315 WEST 47TH STREET NEW YORK, N.Y.

"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker  
Barker Music Center  
McLellan's Store  
Tucson, Arizona

**SUBSCRIPTION ORDER FORM**  
The Billboard 830  
2760 Patterson St. Cincinnati 23, Ohio

Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payment enclosed.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_





MERCURY'S JUMPING WITH

A Great NEW  
Combination!

Vic  
Damone

WITH  
RALPH MARGERIE'S  
ORCHESTRA

I DON'T CARE  
AND  
GREYHOUND

MERCURY 70031 - 70031X45

Mercury  
RECORDS



MERCURY RECORDS, CHICAGO, ILL. ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

## VOX JOX

By GENE PLOTNIK

### Raves and Rants

"How do deejays in general feel about the American Federation of Music ban on recorded interviews?" asks Dean Landfear, WMT, Cedar Rapids, Ia. Landfear thinks deejays can get along without band leader interviews. "But is the reverse true?" he asks. . . . John Coleman, WCII, Carbondale, Ill., asks if the Kenton crew expects the music public to accept its new overly South American arrangements done in the manner of American progressive jazz. Why else would they do it that way, Coleman? . . . Here's something of an oddity, a jock who doesn't go for "It's in the Book." "Just when I thought that music was taking over and leaving the bad sounds behind, this shows up on the Honor Roll," says Ken Scott, WCNT, Centralia, Ill. It's enough to set music back another 10 years, he says. . . . Joe Ryan, WALL, Middletown, N. Y., says he can't understand why Rosemary Clooney's "I Only Saw Him Once" hasn't made any headway. "It's just as well done as her other smooth-as-silk ballads."

### Chatter

Art Scanlon will play piano and sing standards on his early morning show on WINS, New York, for folks who like it soft and informal on the morning. . . . Ross Mulholland, WWJ, Detroit, did his daily afternoon show for the past week from a special stand in the Michigan Food Fair at the State Fair Coliseum. . . . Dick Kirehner is new program director and disk jock at KTOB, Oklahoma City. Gene Ellihay has a 6:45-8 a.m. show on KOMA, Oklahoma City. . . . Jerry Blair, who's used the title "Brown-Eyed Bachelor" on his KTXL, San Angelo, Tex., shows, is changing it to "Brown-Eyed Boy," because he's getting hitched. . . . Chuck Wilson, WBVP, Beaver Falls, Pa., has been hearing a new

sound in the past month—his wife presented him with twin girls. . . . One of the most requested songs on the Al Ross show on WBAL, Baltimore, is the 1939 '30 hit, "Yours and Mine" which Ross sings and plays himself. . . . Jay Giles of WSOY, Decatur, Ill., says the town has hit the jackpot for personal appearances. Recent stopovers include Jan Garber, the Mills Brothers, King Cole, Sarah Vaughan and Stan Kenton.

### YESTERYEARS' TOPS

The nation's top tunes on records as reported in The Billboard

#### NOVEMBER 14, 1942

1. White Christmas
2. Praise the Lord
3. Der Fuehrer's Face
4. Kalamazoo
5. Serenade in Blue
6. Strip Polka
7. My Devotion
8. When the Lights Go on Again

#### NOVEMBER 15, 1947

1. Near You
2. I Wish I Didn't Love You So
3. You Do
4. Feudin' and Fightin'
5. I Wonder Who's Kissing Her Now
6. An Apple Blossom Wedding
7. How Soon
8. Ballerina
9. The Whiffenpoof Song
10. When You Were Sweet Sixteen

Leonard Levy of KFRC, San Francisco, says there's no such thing as a disk jockey at his station anymore. The librarian chooses the disks, and the announcer introduces them, says Levy. . . . Jerry Kay of WWEZ, New Orleans, wants it known that there is no "S" at the end of his name. . . . Bob Woodrow of WWSO, Springfield, O., wants it known that his name is not "Bud," that Bob Murphy is no longer with his station, and that there has never been a Bob Howard there.

## DEALER DOINGS

By BOB FRANCIS

### More Album Aches

Ferguson's Record Shop, Memphis, expects a price shakedown on LP and 45 albums on the first of the year. Outlet feels positive that Capitol, Decca, and others, will reduce tariffs to compete with Victor and Columbia EPs, and points out that Columbia's bonus of a free LP with each \$40 dealer-purchase as further evidence that LP prices can be lowered. Ferguson's offer the suggestion that all LP and 45 album inventories be cut to rock bottom before January 1. The Christmas rush will make this tough, but manufacturers could help by announcing any price changes (or a further three to six months' guarantee) at that time. Otherwise, such a drop could be a real disaster for a dealer with a big inventory on hand for a markdown. Outlet, incidentally, looks for no change in singles prices, and thinks none is needed. Bob Spence, of Spence Music Shop, Whitinsville, Mass., notes that EPs and Columbia low-priced LPs have been selling well, but that he still has a large volume of 78 customers. Thinks 78 albums would move, if the price wasn't so high. If 78 fans can't be converted to three speeds, he suggests a concerted pressure to increase sales, where such markets prevail.

### Beefs and Boosts

Adrian's, Hutchinson, Kan., is annoyed with service of local Decca distributor, Western Appliance Company. Says service was great for awhile, but now records have taken a back seat in favor of other sales interests by distributor. Points out that hot tunes like Guy Lombardo's "Half as Much" and Mills Brother's "Glow Worm" can't be filled promptly and have to be back ordered. Has great faith in Decca

line and thinks a sharp distributor can do well with it. On the boost side, the outlet happily announces that October sales wound up about 70 per cent ahead of the same period last year. Columbia's bonus LP offer was the biggest help.

Al Meyer, of Town and Country Music Shop, Westwood, N. J., says "EPs are the answer to the demand for more for your money." Sales have been much greater than expected and the addition of Columbia to the line should add impetus. "It has been the easiest new venture to introduce, that I recall."

### Query

Aaron Applebaum, Bergenfield Music Shop, Bergenfield, N. J., wants info about a number, "I Think of You," clefted by winner on "Songs for Sale" TV program. The Billboard's check up indicates that an air announcement stated a record would be made of it, but apparently there was no follow-through and no such recording is available. "Songs for Sale" program is no longer functioning. Best bet is to watch for sheet music on number and contact its publisher for further information.

### News and Views

Pette's Hardware, Oklahoma City, Okla., has premed a new downtown record department. Manager is Mary Zimmerman Brewer, who formerly performed same chores for Woodmansee-Abbott Music Company. Likewise of local interest is the purchase of the record concession of Larson's Music Company by the Dunlap Record Shop. . . . Halper's Record Shop, Cincinnati, is now sponsoring Ray Scott's daily 35-minute, a.m., deejay show from its store. WZIP platterist invites any visiting recording artists to drop in for a mike-  
that.

Materiale protetto da copyright



The Billboard Music Popularity Charts

# Classical Records

... for Week Ending November 8

## Best Selling Classics

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 record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 RPM	Last on Week Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merriman, J. Peerce, N. Scott, R. Shaw, Chorale, NBC Symphony Ork. A. Toscanini, conductor.....V(33)LM-6099	1
2.	BERLIOZ: HAROLD IN ITALY—M. Primrose, Sir Thomas Beecham, conductor, Royal Philharmonic Ork.....Col(33)ML-4542	2
3.	RACHMANINOFF: CONCERTO FOR PIANO AND ORK—A. Rubinstein, Piano; NBC Symphony Ork., V. Golschmann.....V(33)LM-1005	4
4.	SHAW: DON JUAN IN HELL.....Col(33)SL-166	2
5.	RIMSKY-KORSAKOV: SCHEHERAZADE—San Francisco Symphony Ork., P. Monteux, conductor.....V(33)LM-1002	5

This Week	45 RPM	Last on Week Chart
1.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2—A. Rubinstein, NBC Symphony Ork.....V(45)WDM-1075	1
2.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor Philadelphia Ork.....V(45)WDM-1020	2
3.	RIMSKY KORSAKOV: SCHEHERAZADE — San Francisco Symphony Ork., P. Monteux, conductor.....V(45)WDM-920	3
4.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork., A. Fiedler, conductor.....V(45)WDM-1147	4
5.	TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony Ork., V. Golschmann, conductor.....V(45)WDM-1028	5

## Reviews of the Week's New Classical Records

WEBER: INVITATION TO THE DANCE; PONCHIELLO: DANCE OF THE HOURS—Royal Opera House Orchestra; Hugo Rignold, cond. (1-10") Decca (33) DL 4019

MOUSSORSKY: NIGHT ON BALD MOUNTAIN; BORODIN: IN THE STEPPES OF CENTRAL ASIA—Rus. Symphony Orchestra; Ferenc Fricsay, Cond. (1-10") Decca (33) DL 4020

GREIG: TRIUMPHAL MARCH FROM SIGURD JOSAFAR; WEDDING DAY AT TROLHAUGEN—Bavarian Symphony Orchestra (1-10") Decca (33) DL 4021

MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM—Berlin Philharmonic Orchestra; Ferenc Fricsay, Cond. (1-10") Decca (33) DL 4025

DUKAS: THE SORCERER'S APPRENTICE; BERLIOZ: ROMAN CARNIVAL OVERTURE—Lombardian Orchestra; Ferenc Fricsay, Cond. (1-10") Decca (33) DL 4023

VON SUPPE: OVERTURES, VOL. 1 PEER AND PEASANT, LIGHT CAVALRY—Bavarian Symphony Orchestra; Kurt Graunke, Cond. (1-10") Decca (33) DL 4020

VON SUPPE: OVERTURES, VOL. 2 THE BEAUTIFUL GALATEA, JOLLY ROBBERS—Bavarian Symphony Orchestra; Kurt Graunke, Cond. (1-10") Decca (33) DL 4021

LILY PONS: ARIAS FROM DELIBES, LARME—Symphony Orchestra; Gabriel Clerc, Cond. (1-10") Decca (33) DL 4024

BOUSSET: STRING QUARTET IN D MAJOR, OP. 45—The Liekebrecht Quartet (1-10") Decca (33) DL 4026

OPERATIC SELECTIONS—Played by the Camarata Orchestra (1-10") Decca (33) DL 4028

This flock of new releases by Decca Records, on the new Gold Label 4000 series, consists, in the main, of well-known light classical selections that have been staples of orchestral repertoires for many years. On the whole, they are well selected, well played and at the low price of \$2.50 for the 10-inch LP disks they should be good sellers.

Many of these selections have been heard previously on LP; in fact, the majority of them have been covered by more than one LP diskery. However, the good quality of these recordings and the price factor should make them attractive items. The various orchestras come thru with bright performances of the well-known works, and the Camarata orchestra does a wholly satisfying job with its presentations of operatic arias from "La Boheme," "Carmen," "La Traviata" and "Il Trovatore."

Worst of the 10 platters is the Lily Pons set, which is not up to the standard of the others either in recording quality or in performance. It sounds like an old recording by the Metopera star, but her fans will probably buy it in any amount. The other item that will probably have a limited appeal is the Hausler "String Quartet in D." The Liekebrecht Quartet plays it capably, but the music may be too modern for most ears.

RATINGS: 90-100 Top; 80-89 Excellent; 70-79 Good; 60-69 Satisfactory; 50-59 Fair. HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name; value; quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.



**Eddy Howard**  
SINGS A GREAT NEW "POP" HIT

**IT'S WORTH ANY PRICE YOU PAY**

**Cancer strikes one in five**

**STRIKE BACK**

*Give to Conquer Cancer!*

**AMERICAN CANCER SOCIETY**

REPRINT FROM THE BILLBOARD, NOV. 1

**The Billboard Picks**

IT'S WORTH ANY PRICE YOU PAY... Eddy Howard

Mercury 70015

The warbler is a fine little for this soft melodic new ditty, handling it in a very persuasive interpretation.

**Mercury RECORDS**

MERCURY RECORDS, CHICAGO, ILL. ★ MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA



**DECCA RECORDS**

A Really Great Rendition of "MIDNIGHT" by RED FOLEY!

**MIDNIGHT**

and Deep Blues by **Red Foley**

28420 (78 RPM)  
9-28420 (45 RPM)

Coming! A new Hammond Organ version by Lennie Dee—out soon!

**DECCA RECORDS**

*America's Fastest Selling Records*

The Billboard Music Popularity Charts

**TOP COUNTRY &**

**National Best Sellers**

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

This Week		Weeks Last 1 on Chart
1.	JAMBALAYA—Hank Williams Window Shopping—MGM(78)11283; (45)K-11283—BMI	1 13
2.	INDIAN LOVE CALL—Slim Whitman China Doll—Imperial(78)8156; (45)X8156—ASCAP	2 16
3.	BACK STREET AFFAIR—W. Pierce I'll Always Take Care of You—Dec(78)28369; (45)P-28369—BMI	4 7
4.	DON'T LET THE STARS GET IN YOUR EYES—S. McDonald Big Family Trouble—Cap(78)2216; (45)F-2216—BMI	8 3
5.	OLDER AND BOLDER—E. Arnold I'd Trade All of My Tomorrows—V(78)20-4954; (45)W-4954—ASCAP	3 4
6.	SETTIN' THE WOODS ON FIRE—Hank Williams You Win Again—MGM(78)11318; (45)K-11318—ASCAP	5 6
7.	DON'T LET THE STARS GET IN YOUR EYES—Slim Willet Hudacel Corners—Four Star(78)1614; (45)M-1614—BMI	— 2
8.	OUR HONEYMOON—Carl Smith Sing Her a Little Song—Cok(78)21008; (45)M-21008—BMI	7 4
9.	MIDNIGHT—Red Foley Dec(78)28420; (45)P-28420—BMI	— 1
10.	I WENT TO YOUR WEDDING—Hank Snow Boogie Woogie Flying Cloud—V(78)20-4909; (45)W-4909—BMI	— 7

**Most Played in Juke Boxes**

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

This Week		Weeks Last 1 on Chart
1.	JAMBALAYA—H. Williams MGM(78)11283; (45)K-11283—BMI	1 11
2.	BACK STREET AFFAIR—W. Pierce Dec(78)28369; (45)P-28369—BMI	2 7
3.	INDIAN LOVE CALL—Slim Whitman Imperial(78)8156; (45)X8156—ASCAP	3 13
4.	OLDER AND BOLDER—E. Arnold V(78)20-4954; (45)W-4954—ASCAP	6 4
5.	I WENT TO YOUR WEDDING—Hank Snow V(78)20-4909; (45)W-4909—BMI	4 8
5.	SETTIN' THE WOODS ON FIRE—Hank Williams MGM(78)11318; (45)K-11318—ASCAP	6 4
5.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS—K. Wells Dec(78)28232; (45)P-28232—BMI	8 15
8.	DON'T LET THE STARS GET IN YOUR EYES—S. McDonald Cap(78)2216; (45)F-2216—BMI	10 3
8.	FORTUNES IN MEMORIES—E. Tubb Dec(78)28310; (45)P-28310—BMI	5 8
10.	DON'T LET THE STARS GET IN YOUR EYES—R. Price Cok(78)21025; (45)M-21025—BMI	— 1
10.	YOU WIN AGAIN—Hank Williams MGM(78)11318; (45)K-11318—BMI	— 1

**Most Played by Jockeys**

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week		Weeks Last 1 on Chart
1.	JAMBALAYA—Hank Williams MGM(78)11283; (45)K-11283—BMI	1 14
2.	SETTIN' THE WOODS ON FIRE—Hank Williams MGM(78)11318; (45)K-11318—ASCAP	8 4
3.	DON'T LET THE STARS GET IN YOUR EYES—S. Willet Four Star 1614—BMI	3 8
4.	I WENT TO YOUR WEDDING—Hank Snow V(78)20-4909; (45)W-4909—BMI	4 7
5.	BACK STREET AFFAIR—W. Pierce Dec(78)28369; (45)P-28369—BMI	2 6
6.	DON'T LET THE STARS GET IN YOUR EYES—S. McDonald Cap(78)2216; (45)F-2216—BMI	— 3
7.	FULL TIME JOB—E. Arnold V(78)20-4787; (78)W-4787—BMI	6 18
8.	INDIAN LOVE CALL—Slim Whitman Imperial(78)8156; (45)X8156—ASCAP	7 15
9.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS—K. Wells Dec(78)28232; (45)P-28232—BMI	10 18
10.	FORTUNES IN MEMORIES—E. Tubb Dec(78)28310; (45)P-28310—BMI	9 10



... for Week Ending November 8

# WESTERN RECORDS

## Territorial Best Sellers

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

### Dallas-Ft. Worth

1. Midnight  
Red Foley, Decca
2. Jambalaya  
H. Williams, MGM
3. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
4. My Heart's Broken in Three  
S. Whitman, Imperial
5. Back Street Affair  
W. Pierce, Decca
6. I Went to Your Wedding  
H. Snow, Victor
7. Keep It a Secret  
S. Whitman, Imperial
8. Country Church  
W. Pierce, Decca

### Houston

1. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
2. Back Street Affair  
W. Pierce, Decca
3. Jambalaya  
H. Williams, MGM
4. You Win Again  
H. Williams, MGM
5. Keep It a Secret  
S. Whitman, Imperial

### Cincinnati

1. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
2. Back Street Affair  
W. Pierce, Decca
3. Older and Bolder  
E. Arnold, Victor
4. Indian Love Call  
S. Whitman, Imperial
5. Jambalaya  
H. Williams, MGM
6. Settin' the Woods on Fire  
H. Williams, MGM
7. Wedding Ring Ago  
K. Wells, Decca
8. Tennessee Tango  
York Bros., King
9. Keep It a Secret  
S. Whitman, Imperial

### Nashville

1. Back Street Affair  
W. Pierce, Decca
2. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
3. Midnight  
R. Foley, Decca

## Territorial Best Sellers to Watch

Records listed under "Territorial Favorites to Watch" have appeared for the first time this week on any of the city charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Dallas-Fort Worth... **KEEP IT A SECRET**  
Slim Whitman—Imperial 8169  
**COUNTRY CHURCH**  
Webb Pierce—Decca 28431
- Houston... **KEEP IT A SECRET**  
Slim Whitman—Imperial 8169
- Cincinnati... **A WEDDING RING AGO**  
Kitty Wells—Decca 28432  
**TENNESSEE TANGO**  
York Brothers—King 1135

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

THE CHILD'S SIDE OF LIFE  
Johnny Horton (Mercury #70014)

Words and Music by  
JOE NIXON AND THOMAS THOMAS

**DUCHESS MUSIC CORPORATION (BMI)**  
1270 SIXTH AVENUE NEW YORK, N. Y.

# FOLK TALENT AND TUNES

By JOHNNY SIPPPEL

## Artists' Activities

Frank Page, KWKH Shreveport, La., reports that Hank Williams was married October 19 at the New Orleans Municipal Auditorium. . . . Glen Hixson, WJAG Norfolk, Neb., reports that Rod Morris (Capitol) and his Missourians have started on the station. . . . Wayne Thomas, KBRQ, Portland, Ore., has put together a Western string band featuring Bob Russell as vocalist, which works at Wagon Wheel Park Camas, Wash.

Carl Shook, WKYW, Louisville, reports that Jimmie Logsdon, fellow Louisville spinner, cut his first Decca sides October 8 in Nashville. . . . Dal Stallard, KCMO Kansas City, Mo., reports that Milt Dickey's "Neon Love" on Sho-Me, the new label, looks like a hit in St. Louis and Kansas City. . . . Carl Swanson, WRUN, Utica, N. Y., reports that his wife Jane, has returned to the act and they are back doing harmony vocals. . . . Tex Clark, WDOK, Cleveland, needs more new releases as he is returning to his heavy fall daily sked of spinning country music. . . . Tommy Sutton, WING, Dayton, O., reports that the first h.b. edition of their live auditorium show at Memorial Hall went so well that they plan a monthly show of traveling guests. He does his shows remote from his own home now. . . . Paul Simpkins, WGIC, Centerville, Miss., reports that the station's two other country jockeys, Aubrey Felder and Bill Hollingsworth, intend to do personals this winter.

Al Terry, KVOL, Lafayette, La., has cut new sides for Champion, a Jackson, Miss., diskery. Terry is heard on three other Louisiana stations and is doing half-hour week-end shows over KANE, New Iberia, La., from the Club Casablanca with his own band.

Jim Wilson, WHOO, Orlando, Fla., has started promoting a disk jockey dance night at a local ballroom. At intermission, he plays from his own hit parade. A live band plays for the regular dancing. . . . Slim Lay, WFMH, Cullman, Ala., reports that his first contest to choose the top favorites of his listeners lasted a month and uncovered the following in order of their popularity: Charlie Monroe, Roland Johnson, Hank Snow, Ernest Tubb and Hank Williams. . . . Shorty Long, WPAZ, Reading, Pa., has closed his Santa Fe Ranch, near Reading, for the winter and is starting square dancing weekends at the Santa Fe Inn, near the ranch. . . . John Utley, WFMY, Greensboro, N. C., wants disks from MGM, Columbia, King and Mercury. . . . Phil Linn, Coquille, Ore., needs any kind of country and western release.

Jim Denny, WSM, Nashville, talent chief, reports that the station's talent is booking 10 per cent more persons than a year ago. . . . Ernest Tubb has returned from a two-week vacation with his family in Arizona and played dates in Missouri and Nebraska late in October. . . . Carl Smith played late October dates for Marty Landau in California, while Hank Snow and Jimmy Dickens worked one-nighters thru Texas.

Rockey Porter (Columbia), WLS, Chicago, and his manager, Bill Lowery, d.j. at WGST, Atlanta, have started a new BMI pubbery. . . . Boots Woodall and his TV Wranglers from WAGA, Atlanta, drew 6,000 payees at \$1.10 for adults and 60 cents for kids October 22 at the Atlanta Arena to celebrate their third anniversary of shows at the arena. . . . Tom W. Cowman Jr., prexy of Peach, the new Atlanta label, has inked the Southland Trio, G. J. Baker, the country music promoter in Atlanta, has a November 2 show at the Tower Theater featuring Ernest Tubb,

Del Wood, Kenny Marvin and Big Bill Lister.

Smiley Wilson has been working a Saturday night show, called the Midway Jamboree, at the City Auditorium, Gadsden, Ala. The show is promoted by Lee Banda and Chester Studdard, and features Kitty Carson, Little Rita Fay, Bill Roberts, Sonny Sims, Bobby Cox, Larry Garmon, Jack O'Neal, Charley and Joyce and others. They use traveling names when available. Wilson has a release coming out on Republic. The jamboree is carried over WGWD, Gadsden, Ala.

## Disk Jockey Doings

Carl Shook, the WKYW, Louisville, veteran, reports that he did a little private research. Between May 8 and October 8, 1952, Shook received 440 new country and western records, or a total of 880 sides, which averages out six new sides per day. Shook feels that this over-releasing isn't giving the d.j. a chance to air all the good tunes sufficiently to really give them a public test. . . . Ev Huddleston does live singing with his own guitar backing in addition to disk spinning on his three shows daily at WVCA, Gary, Ind. . . . Tom Livesey, WKAP, Allentown, Pa., tries to break local news about h.b. happenings in his area as a feature of his daily shows. . . . George Popkins, WKGL, is now doing three hours per day over the Richmond, Va., outlet. Popkins is not receiving any service from Capitol Records. . . . Cowboy Bill Potter has settled in Houston, where he is doing a daily TV show and daily radio shows over KNUZ. He just recorded four sides for Shamrock Music, which the pubbery is trying to peddle to a label.

Eddie Zack, WHIM, Providence, R. I., reports he and his Decca band are doing their weekly Saturday NBC regional show from the stage of the J&P Coats Auditorium, Pawtucket, R. I., featuring a well-known guest each week. . . . Don Davis, WLW, Cincinnati, reports that he has moved from his late-night time to a 5 a.m. show for the station. The station is mixing records and live segs in the morning. . . . Wayne Schram, who does live hours per day over WNDR, Syracuse, reports that he is getting a terrific reaction to a tune, "Ella the Ella" on Dome records.


Lee Sutton has moved from KMA, Shenandoah, Ia., to KFH, Wichita, Kan. . . . Joe Allison, formerly with WSM, Nashville, and KOLA, Pasadena, has started with WONE, Dayton, O. . . . Harry Rodecy, the yodeler, who has been working thru a series of Japanese and Korean military installations, entertaining G.I.s for the past two years, has joined the cast of Cliffie Stone's Hometown Jamboree.

Sheriff Tex Owens, WLOW, Norfolk, Va., reports that he gives out "junior sheriff" badges at personals to boost his program following. . . . Hi Pockets, KSEL, Lubbock, Tex., reports that Hank Williams, Al Rogers, Vin Bruce, Skeets McDonald and Wayne Raney worked the town in a single week. . . . Mark Sanders, KFBI, Wichita, Kan., reports that four big h.b. and Western packages played the Forum there during October. . . . Chester Smith, KTRB, Modesto, Calif., has added Kenny Cannon, ex-Willis and Rasmussen sidemen, to his band for personals. . . . Shel Horton did a marathon show for 48 hours over (Continued on page 61)

## GET ON THE IMPERIAL FOLK RECORD WAGON



**BILL MACK**  
"AIN'T IT A SHAME"  
"WHEN THE SUN GOES DOWN"  
IMPERIAL #8167



**BILLY STARR**  
"IF ONLY I HAD YOUR HEART AND DARLIN' YOU HAD MINE"  
"I'M GONNA PLAY THE FIELD"  
IMPERIAL 28170



**ED LAWTON**  
"THEN YOU'LL KNOW"  
"HAVE MERCY ON ME"  
IMPERIAL #8171

## IMPERIAL RECORDS

6425 Hollywood Blvd.  
Hollywood 28, Calif.

(Before You Know It)  
**CHRISTMAS WILL BE HERE**  
By  
ELTON BRIT  
and the  
Seaver Valley  
Sweethearts  
SCA VICTOR 16-1918

**3 Hot Hillbillies!**  
SO CLOSE TO ME  
By CLAUDE KING #708-45  
EVERYBODY WANTS ME  
BUT YOU  
By BIFF COLLIE #709-65  
YOU CAN'T GET THE  
COUNTRY OUT OF THE BOY  
By SHOT JACKSON #710-45

**Specialty records**  
8508 Sunset Blvd. Hollywood 44, Calif.



The Billboard Music Popularity Charts

... for Week Ending November 8

# TOP RHYTHM & BLUES RECORDS

## National Best Sellers

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		1	1. MY SONG—J. Ace Follow the Rules—Duke 102—BMI	
2.		1	2. YOU KNOW I LOVE YOU—B. B. King You Didn't Want Me—RPM 363—BM	
3.		3	3. JUKE—Little Walter Can't Hold On Much Longer—Checker 758—BMI	
4.		4	4. FIVE LONG YEARS—E. Boyd Bluccoal Man—Job 1007—BMI	
5.		9	5. HEY, MISS FANNIE—Clovers I Played the Fool—Atlantic (78)977; (45)45-977—BMI	
6.		5	6. GOODBYE, BABY—Little Caesar If I Could See My Baby—Recorded in Hollywood 235—BMI	
7.		7	7. OOOH, OOOH, OOOH—Lloyd Price Restless Heart—Specialty 440—BMI	
8.		6	8. LAWDY, MISS CLAWDY—Lloyd Price Mafman Blues—Specialty 428—BMI	
9.		9	9. ROCK ME ALL NIGHT LONG—Ravens Mercury (78)8291; (45)8291X45—BMI	
10.		8	10. RESTLESS HEART—Lloyd Price Oooh Oooh, Oooh—Specialty 440—BMI	

## Territorial Best Sellers

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.

City	Rank	Title	Label
New York	1.	My Song	J. Ace, Duke
	2.	Join' Home	Fats Domino, Federal
	Los Angeles		
	1.	Hey, Miss Fannie	Clovers, Atlantic
	2.	My Story	C. Willis, Okeh
Chicago	1.	Five Long Years	E. Boyd, Job
	2.	Rock Me All Night Long	Ravens, Mercury
	3.	I'd Be Satisfied	Dominos, Federal
	4.	Let's Talk It Over, Baby	J. Lee, Modern
	Detroit		
1.	My Song	J. Ace, Duke	
2.	Ooh, Ooh, Ooh	L. Price, Specialty	
Philadelphia			
1.	My Heart Belongs Only to You	B. McLauren, Derby	
2.	Port of Rico	I. Jacquet, Mercury	
3.	Moonrise	Royals, King	
4.	Oooh, Oooh, Oooh	L. Price, Specialty	
St. Louis			
1.	Hey, Miss Fannie	Clovers, Atlantic	

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		1	1. FIVE LONG YEARS—E. Boyd Job 1007—BMI	
2.		2	2. JUKE—Little Walter Checker 758—BMI	
3.		3	3. YOU KNOW I LOVE YOU—B. B. King RPM 363—BMI	
4.		4	4. ROCK ME ALL NIGHT LONG—Ravens Mercury (78)8291; (45)8291X45—BMI	
5.		7	5. PORT OF RICO—I. Jacquet Mercury (78)8003; (45)8003X45	
6.		5	6. MY SONG—J. Ace Duke 102—BMI	
7.		9	7. HEY, MISS FANNIE—Clovers Atlantic (78)977; (45)45-977—BMI	
8.		8	8. OOOH, OOOH, OOOH—Lloyd Price Specialty 440—BMI	
9.		1	9. I'D BE SATISFIED—Dominos Federal 12105—BMI	
10.		6	10. I'M GONNA PLAY THE HONKY TONK—M. Adams Pescoc 1583—BMI	

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

The Mesner Brothers, heads of Aladdin Records, and Intro Records (a c.&w. diskery) have formed a new r.&b. firm, Seven-Eleven Records. Manager of the new firm is clemmer Rudy Toombs, who has a string of r.&b. hits over the past six months, including the current "Greyhound," "Daddy, Daddy," "One Mint Ju-ley" and many others. (See complete story)... Savoy Records has parted three new blues singers, Dollie Cooper, Henry Manse and Willie Johnson. Don Elliot and his All-Stars, a modern jazz group, has also signed with the label.

The George Shearing Quintet goes into the Philadelphia Rendezvous, November 26, four days after the crew winds up its current tour with Billy Eckstine-Count Basie unit. After the Philadelphia engagement, the Shearing group will leave the States for a three-week Caribbean tour, January 7-20... Shaw Artists will send out a new jazz package during the Christmas season. The package will consist of Stan Getz, with a five-man group, and Charlie Parker, with a five-man unit, with Al Hibbler as vocalist.

Lil Green will wax for RCA Victor next week... The Five Royales, Apollo recording artists, have signed a term contract with Universal Attractions... The Joe Morris-Lowell Fulson Blue Cavaleide plays a one-nighter at the Belmont Club in Toledo, November 19. After that, they play the Top Hatter, Dayton November 20-23... The Five Keys will receive gold keys and gold chains in honor of their excellent Aladdin Record sales during 1952. Leo Mesner of Aladdin will present the awards.

Norma Carson, lady trumpeter formerly with the Sweethearts of Rhythm, has her own band at Philadelphia's Powelson Cafe... Norman Joyce, of the Jolly Joyce

Agency, Philadelphia, has taken over the booking of the Flamingo in that city, with T.N.T. Tribble Quartet first musical unit set... Stove Gibson and the Red Caps return to Chubby's, North Collingswood, N. J., for another four-weeker on Monday (17)... The Top Notes, Jubilee Records artists, take in a six-week return trip to the Castle Inn, Jenkintown, Pa., starting December 8. They are booked by the Jolly Joyce Agency, Philadelphia... Chaz Powell and the Blue Flames made it the second time this season at Bucknell University, Lewisburg, Pa., on November 15... Sonny Thompson is back at Philadelphia's Show Boat, with Billy Hope taking over the Red Rosster stand in that city, and Johnny Sparrow and his Bows and Arrows at Club Bill & Lou.

King Records, Cincinnati, has assigned Fred Weismantel, veteran arranger and composer, as assistant to Henry Glover, r.&b. n.&r. chief for King. Weismantel will operate out of the New York office. Sydney Nathan, King topper, and Henry Glover leave this week on a three-week talent-scouting jaunt thru the South.

The Five Royales, new Apollo vocal group, was in New York last week to see the sights and cut some disks... The Chamber of Commerce of Columbus, Ga. will present a trophy to r.&b. deejay Bill Jule of WPNX for his public service work on his deejay segs... The Joe Morris-Lowell Fulson package starts at the Sportsman's Club, Louisville, for a week on November 10... The Al Grey ork is now touring the Southwest on one-night stands. Gatemouth Brown is featured with the crew... B. B. King and Gatemouth Brown will stage a battle of guitars and blues at the Municipal Auditorium, Houston, Thanksgiving Day, November 27.

### RED HOT IMPERIAL R & B RECORDS



**FATS DOMINO**  
"HOW LONG"  
"DREAMING"  
IMPERIAL #5204

**SMILEY LEWIS**  
"GUMBO BLUES"  
"IT'S SO PEACEFUL"  
IMPERIAL #5208

**LIL' SON JACKSON**  
"ROCKIN' AND ROLLIN' #2"  
"JOURNEY BACK HOME"

**IMPERIAL RECORDS**  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

A Juke Box Nafur!  
**BOUNCIN' THE BOOGIE**  
by THE ROYAL KINGS  
Specialty

One reason why advertisers in THE BILLBOARD get all they pay for.

## This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Philadelphia...	MY HEART BELONGS ONLY TO YOU	Betty McLauren—Derby 804
	MOONRISE	The Royals—King 12088
Los Angeles...	MY STORY	Chuck Willis—Okeh 6905
	V-8 FORD	Willie Love and Three Aces—Trumpet 175
Chicago...	LET'S TALK IT OVER, BABY	Julia Lee—Modern 885

**For MORE RECORD SALES USE "TODAY'S TOP TUNES"**

50 COPY TRIAL ORDER ONLY \$1

Fill in and mail the coupon today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes, here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once.

Name \_\_\_\_\_ (please print) 826

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Store Name \_\_\_\_\_

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes: "Yesterday we had an example of the power of The Billboard's Today's Top Tunes... A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off Today's Top Tunes which we had enclosed with her purchase."



**Rhythm & Blues**

Continued from page 48

**JANE TURBY**  
**Be My Baby**.....77  
 DECCA 28436—Miss Turby projects a bouncy tune very brightly. Ork sets a jumpy beat with heavy brass and saxes. Ork should like it.  
**Ain't It a Cryin' Shame**...75  
 Side is given a lot of r. & b. flavor via an ork backing that is definitely in that idiom. Miss Turby punches out the vocal nicely. Background clapping helps disk move along.

**THE SWALLOWS**  
**Please, Baby, Please**.....77  
 KING 4578—A substantial rocker in bold with spirit and a strong beat by The Swallows over a quiet ork backing. Group's fans will like.  
**Where Do I Go From Here**...72  
 The boys sound smooth and dreamy on this slow blues item, with the lead taking the melody thrust and the group humming in the background.

**TINY BRADSHAW**  
**Soft**.....75  
 KING 4577—Restrained blues opus hops along pleasantly as read here by the Bradshaw ork. A good instrumental.  
**Strange**...72  
 Moody ballad is banded a warm reading by Bradshaw. Could do okay in softly-lit juke bistros.

**ZILLA MAYB**  
**Pick-A-Dilly**.....74  
 CORAL 65102—Ork leads a gangling vocal on this side for a smart rocker which could grab some coin in many locations.  
**I'll Keep Singing My Song**...70  
 CORAL 65103—Miss Mayb impresses as a good singer, but on the strength of this side she's nothing more than that. Neither the sound, style, nor phrasing are sufficiently different or striking to make her a star.

**Country & Western**

Continued from page 48

**Talain' to the Wall**...76  
 The object of his love doesn't respond and the situation makes for a cute, the slight, musical effort. It's read with a happy bounce.

**ERNEST TUBE**  
**Somebody Loves You**.....86  
 DECCA 28448—Tubb's forthright warbling projects with its usual high appeal in this reading of the romantic oldie. A fine effort that should make its way up there in a hurry.  
**Don't Tink**  
**on Your Sweetheart**...80  
 Marital fidelity is the theme here. Another strong wailing by the chanter that should do right well in all categories.

**REX ALLEN**  
**No One Will Ever Know**.....79  
 DECCA 28446—Fogrant ditty about a remembered love in song with great charm by Allen. He has a side here which could attract a bundle of spins. Backing makes somewhat unusual use of an organ and strings.  
**Hoedie' and Hoedie'**...74  
 Rhythm opus about a coon hunt has some humorous lyrics which the chanter puts over engagingly. The ork joins in the fun. Deejays and juke can use.

**JIMMY WAKELY**  
**Rainbow at Midnight**.....79  
 CAPITOL 2772—Wakely has a strong piece of material here with this ballad about a soldier returning to his sweetheart. The warbler sells it strongly, reading it with meaning. A good wailing.  
**When It's Harvest Time**  
**Sweet Angelina**...75  
 The singer gives this slick rhythm tune an effective performance over some exciting backing by the Dick Stable band. Fine for juke.

**DELMORE BROTHERS**  
**I Needed You**.....77  
 KING 1141—An appealing country screamer is sold skillfully by the Delmore Brothers. Tune is melodic and should pick up c.w. deejay spins.  
**That Old Train**...72  
 Fast-tempo item receives an effective rendition from the duo. Train sounds add interest.

**L.F.E. BELL**  
**Let Me Love You**.....75  
 V 30-5024—New artist with the label projects well on a honky-tonk number which should find itself in many boxes. It moves along nicely with specific instrumentation to help it along. It's a good start for Bell.  
**I Get the Biggest Thrill**...71  
 Pleasant tune is warbled easily by Bell with the help of more pleasant music.

**HANK PENNY**  
**Makin' Love Tennessee Style**.....74  
 V 30-5023—Rural romance as described here sounds mighty attractive. Penny duets with a gal on this side in an arrangement that bounces along easily. Deejays should audition.  
**Sweet Mama Put Him in the Low**...71  
 Another cute side, this about a guy who has slowed down considerably since his marriage, is given an appealing rife by the warbler.

**LOYD WEAVER**  
**Heppin' Get and Sneakin' In**.....72  
 CORAL 64143—Singer projects this side with a big voice. It's got a good moral and good string backing as well.  
**One Wheel Draggin'**...69  
 Driving ditty is rendered nicely by Weaver with good string support.

**HARRY HOUSTON**  
**I Want Be Sorry Tomorrow**.....76  
 V 30-5025—Driving band backing, sparked by drum and piano, sets the pace for an okay vocal by singer. Good juke material.  
**I Want Gold in My Pockets**...68  
 Houston lays down his program for future happiness. Instrumentation again sparkles.

**LARRY WAYNE**  
**Louisiana Shuffle**.....78  
 ARCADE 108—Bouncy item should prove a fairly good coin catcher. Piano sets a boogie beat in spots and the guitar adds nice action. Vocal by Wayne is spirited.  
**Stella' on a Rainbow**...66  
 Wayne sings this one adequately. Backing includes an organ.

**THE WEAVERS**  
**Banks of Marble**.....68  
 RITA 101—Folk-style ditty with lyrics reminiscent of the depression days is given a strong and rhythmic performance by The Weavers. It's an effort they cut some years prior to their affiliation with a major label.  
**The Hammer Song**...64  
 Another early Weavers wailing is revived by the Rita waxy. Flip is the stronger side.

**FOLK TALENT AND TUNES**

Continued from page 59

**WHUN**, Huntington, Pa., for the cancer fund. **Art Barrett**, WSAP, Portsmouth, Va., wants biographical sketches of artists for his new record show.

**Happy Ison**, WYOW, Logan, W. Va., is leaving the station to take over the Orange Blossom Special at WORZ, Orlando, Fla. **R. D. Handon**, KREL, Baytown, Tex., has booked Johnny Horton to play his niterly. He uses his own band for backing. **Uncle Remus**, WILD, Birmingham, Ala., is promoting Charlie Ross and his daughter, Marie, who is winning local talent shows. **Smokey Smith** writes that **George Morgan**, **Minnie Paarl**, **Ken Marvin**, **Bill Eider**, **Del Wood**, **Red Garrett** and **Jerry Byrd** did 4,000 October 12 at the KRNT, Des Moines, radio theater. **Aunt Louise Foster**, KAND, Corsicana, Tex., reports that **Billy Walker's** "Back Street Affair" on Columbia is a best seller. **Jack Gardner** has returned to WBIP, Booneville, Miss., after a six-month absence. **Vernon Wroten**, manager of the station and h.b. plugger, married **Wynaz Gardner** September 21. **Bob McKeohan**, KCNA, Tucson, Ariz., reports that he usually takes his two children, **Bobby**, 10, and **Patricia**, 8, along on their dance dates. Dances are conducted for a family crowd, and kids under 12 are admitted free when accompanied by parents. **Red Jones**, KVET, Austin, Tex., reports that **Claude King's** Specialty recording of "She Knows Why" is going big.

**Sleepy Jeffers**, WTIP, Charleston, W. Va., reports that **Honey and Sonny**, the Davis Twins, 13-year-old **Pudgie Parsons** and himself have signed with Big Wheel Records, Charlotte, N. C. **Jeffers** and his troupe have played two weeks of personals thru the vicinity with **Hawkshaw Hawkins**. **Joe Taylor**, WGL, Fort Wayne, Ind., reports that **PeeWee Dickerson** has joined his group and that they have disked four sides for Your Record Company, Detroit. **Augusta**, Ga., reports that he is assisting **A. V. Bamford**, Nashville, in promoting local traveling name dates. **Faircloth's** new band includes **Sam Hobbs**, fiddle; **Smitty Pope**, guitar; **Smitty Smith**, rhythm; **George Davis**, piano; **Coy Paine**, steel, and **Faircloth's** drums. **Paul Simpkins** has another hour morning show at WGC, Centerville, Miss. **Tom Perryman**, KSJ, Glade-water, Tex., reports that **Lowell McManes** is fronting the Western Swingsters at the Reo Palm Isle there. **Frank Page**, KWKH, Shreveport, La., has cut a recitation, "Welcome to My House, Son," on 4 Star. **Sam Lillybridge** used a cute gimmick on his KCLW, Hamilton, Tex., show. He turned over 15 minutes of the show to **Jane Gentry**, 10-year-old, who spoke to her sister via the show. The twin sister is confined to a local hospital with polio and the two haven't seen each other since one of the twins was bedded with the ailment. **Ted Kirby**, WZOB, Fort Payne, Ala., is working shows with **Hamie Davis** band and his own as a package. **Art Barrett**, WSAP, Portsmouth, Va., is seeking a new station connection. He wants to work a station that also features live groups. **Tommy Carlisle**, WROL, Knoxville, reports that **Carl Butler**, last with Capitol, has gone with Columbia. **Joe Powers** has started an early morning show at WBMD, Baltimore. He formerly was at WNAV, Annapolis, Md. **Smokey Glover** has moved from KRCT, Baytown, Tex., to KREL, Baytown.

**LITTLE WALTER**

... He brought you the best-selling recording of "JUKE" ... and he brings you another great two-sided hit ...



**"SAD HOURS"**

and

**"MEAN OLD WORLD"**

Checker 764

CHECKER RECORDS 750 E. 49th Street Chicago 15, Illinois

**IT'S FLYIN'!**

A Billboard Pick . . . .

**'WE'RE GONNA ROCK THIS JOINT'**

VICTOR 20-5004

MALABAR MUSIC

6365 Selma Avenue

Hollywood 28, California

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY! see page 3 for rates

**"GREYHOUND"**

FOUR GREAT RECORDINGS . . .

**BUDDY MORROW**  
 VICTOR  
 20-5041

**ELLA MAE MORSE**  
 CAPITOL  
 2276

**VIC DAMONE**  
 MERCURY  
 70031

**AMOS MILBURN**  
 ALADDIN  
 3150

Published by

ALADDIN MUSIC PUBLISHING  
 431 No. Canon Dr. BEVERLY HILLS, CALIF.

IT'S GREAT!

HATTIE GREEN'S

"PAWN SHOP BLUES"

"LOVER MAN BLUES"

Atlas #1022 A&B

THE ATLAS RECORD COMPANY

IT'S COOL!

CHARLIE SINGLETON'S

"MY SONG"

"GOOD AIRE"

Atlas #1024 A&B

New York 27, N. Y.



CLOSING OUT  
 Distributor's Stock  
 78 RPM—NEW RECORDS  
**\$70 per 1000**

40 Different Numbers  
 1/2 with order, balance C.O.D.

VEDEX COMPANY

PLEASE NOTE NEW ADDRESS  
 734 10th Ave., New York 19, N. Y.  
 Circle 7-3499

Atlantic RECORDING CORP.  
 212 WEST 50th STREET NEW YORK 18, N. Y.

Their 3rd  
 Straight Smash!

**THE CLOVERS**

"HEY MISS FANNIE"

Atlantic 977

IT'S NEW!  
 IT'S DIFFERENT!

Savoy #870

"GOING DOWN SLOW" B/W  
 "IF I DIDN'T LOVE YOU SO"

By BILLY WRIGHT

IT'S BIG COAST TO COAST!

Savoy #857

"BACK BITER"

By T. J. FOWLER

SAVOY RECORD CO., INC.  
 52 Market St., Newark, N. J.



**MILLS MUSIC Presents**  
**A BEST SELLER -**

**HOLD ME,  
 THRILL ME,  
 KISS ME**

**AS SUNG BY  
 KAREN CHANDLER**

**CORAL RECORD 60831**

*Hugo Winterhalter's*  
**Exciting Rendition Of**  
**FANDANGO**

**R.C.A. VICTOR 20-4997**

*Leroy Anderson's* **WINTER CLASSIC**  
**SLEIGH RIDE**

*100% Recorded On All Major Labels*

**MUSIC FROM THE GREAT CATALOG OF  
 MILLS**

**YOUR RECORD PROBLEMS DISAPPEAR...**



when you team up with

**RCA VICTOR'S custom record service**

- ★ **RECORDING** your material and production ideas in the nation's best equipped studios.
- ★ **PROCESSING** your order with RCA's famous engineering know-how latest and soundest duplicating techniques.
- ★ **PRESSING** your records are precision-pressed, care fully inspected to insure uniform high quality.
- ★ **SHIPPING & HANDLING** your job is handled with care—delivered promptly.

**A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS**

**RCA VICTOR custom record sales**  
 RADIO CORPORATION OF AMERICA  
 RCA VICTOR DIVISION

<b>NEW YORK</b> A-110 120 5th Ave Audson 2-6011	<b>CHICAGO</b> A-110 445 N. LaSalle DRIVE WHitehall 4-2215	<b>HOLLYWOOD</b> A-110 1516 N. Sycamore Ave Hillside 5173
--	--	---


**RCA VICTOR . . . A SOLID NAME BEHIND YOUR LABEL**

**GOING . . . GOING . . . GOING . . .**

**"I'M GONE"**

**Shirley and Lee**

Aladdin No. 3153



**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

**NEW WRINKLE**  
**'Shopping' Turns New Bally Tricks**

NEW YORK, Nov. 8.—A new wrinkle will be applied to accepted forms of song and disk promotion next week when the public relations firm, Headley, Cook Associates, kicks off a drive that may attract an unprecedented number of performances for the new ditty, "I'm Gonna Do My Christmas Shopping Early." The song was written by Al Gamble and Ralph Care, published by Pollard Music and waxed by Cadillac Records.

**Retail Bally**  
 The flack outfit, tho, has tied together a campaign that has already enlisted the support of some 3,000 retail stores, according to Arthur Cook, exec. To promote the message of shopping early, these stores will air the ditty over their public address systems at frequent intervals. Broadcast Music, Inc., is also said to be backing the drive, and their efforts, together with those of stores whose advertising departments will contact station managers, are expected to hype radio plays. The National Retail Dry Goods Association is co-operating in the campaign and is urging member stores to go along.

The song, backed with "Give Me a Kiss for Christmas," will hit the dealer market as a regular disk release. Stores will get plastic platters, with the "Shopping" ditty on both sides, at 75 cents each.

**Coral to Push Christmas Set**

NEW YORK, Nov. 8.—Coral Records next week will set in motion a major push behind a new album featuring four of its top artists in new Christmas material. The set, called "Merry Christmas, 1952," will be offered in all three speeds and as 45 and 78 r.p.m. singles. Artists are the Ames Brothers, Don Cornell, Eileen Barton and Johnny Desmond.

While the holiday entry will be the target of Coral's heaviest promotional guns, the diskery is also prepping a drive behind a new album by Pearl Bailey. Tagged "I'm With You," the package contains the singer's current wax hit, "It Takes Two to Tango," plus two new sides and several older etchings.

**Plan British Bally For 2 U. S. Ditties**

NEW YORK, Nov. 8.—Rush Music has set a deal for the exploitation in England of two of its musical copyrights, "Jump Back Honey" and "Piece A-Puddin'." English rights to the rhythm ditties were sold to Leeds Music, for transfer to its British affiliate, for an undisclosed amount. There have been five waxings of "Jump Back" released here in the last few weeks, with three diskings of "Puddin'" issued earlier.

SSSSSHHHH—Listen to

**I Don't Care  
 IF YOU GO A  
 LITTLE FURTHER**

Recorded by  
**KEN MARVIN—Victor  
 KERAY REGAN—Aragon**

**MIKE PETTISON  
 QUARTET**  
 On 20th CENTURY  
**"I'LL ALWAYS  
 LOVE YOU SOME"**  
 AND  
**"MY HEART IS  
 BREAKING"**

TC 5006  
 MID. by GOTHAM RECORD CORP.

**TALENTED GANG 'GOES LIKE THIS'**

NEW YORK, Nov. 8.—Chet Atkins' new RCA Victor waxing of the Big Three oldie "It Goes Like This" features an unusual musical line-up. Atkins is featured on electric guitar, with Homer Haines, of the label's Homer and Jethro team handling the rhythm guitar and the lead vocal, and Jethro Burns, of the same duo, on mandolin. The fodder is provided by Dale Fiddler and just to keep it an all-RCA Victor group, Charlie Grean, former pop a.d.r. head for the label, played bass on the date. The Big Three intends to exploit the dishing as a pop item, in addition to the country push.

**2d Granz Unit Pulls Capacity**

DETROIT, Nov. 8.—The second Norman Granz show in two weeks pulled two capacity crowds, totaling 7,000 people and a gross of about \$16,500 after taxes at the Broadway-Capitol Theater last Saturday (1), marking the third week-end in a row that one-nighters of chiefly musical shows have drawn top money at downtown Detroit theaters. Heading the past week's show were Billy Eckstine, the Count Basie band and the George Shearing Quintet. Seats were scaled at \$2 to \$3.75.

Business was slightly under the \$17,000 reported two weeks earlier for Granz' "Jazz at the Philharmonic" unit, because the theater management decided not to sell standing room, in order to keep the crowd more quiet in the house. The result of the past month's experience is a decision to try longer stands, including four-day and full-week bookings, for the Broadway-Capitol, which is operated by the Saul Korman Circuit, according to house manager Sheldon Parsons. The Mike Falk agency, booker for the house, has already started dickering with various agencies for future attractions to fit into the new policy. It was emphasized that, at present, this will mean spot bookings only, and will still not give the city a consistent stage show policy in any local house, excluding three burlesque theaters.

**Meadowbrook Lines Up Orks**

NEW YORK, Nov. 8.—Frank Dailey's Meadowbrook, in Cedar Grove, N. J., continuing its policy of booking name orks and disk warblers, has set the following orks and singers for November and December at the club. The Ray McKinley ork is booked for three weeks starting November 11, with Jan Arden and Lily Ann Carol appearing with the ork on November 14, 15 and 16. Les Castle's new ork opens on December 2 for two weeks, with warbler Richard Hayes set for three nights starting December 5, and Alan Dean doing three nights starting December 9. The Ralph Flanagan crew plays the club for two weeks starting December 16.

**Regent Plans Classical LP**

NEW YORK, Nov. 8.—Regent Records, indie classical and pop label headed by Herman Lubinsky, will introduce a new seven-inch 33 1/3 r.p.m. disk containing classical music next month, which will contain up to 15 minutes of music, eight minutes per side. The disk will retail for \$1 to \$1.25, depending on the selections on the platters. The move will be in the nature of an experiment. The first Regent seven-inch LP will contain selections from Tchaikovsky's Nutcracker Suite and First Piano Concerto.

**Mahalia Jackson Pulls Copenhagen Sell-Outs**

COPENHAGEN, Denmark, Nov. 8.—Mahalia Jackson, the gospel singer, after drawing advance sell-outs for her two concerts at the Helligrand Church, was slated to head a big show at the K. B. Hall on Saturday (1) and was signed for concerts in Odense and Skjern, Denmark.

**CHANCE Records**

**"Al Benson Says  
 It's a Smash Hit" . . .  
 "DIDN'T I TELL YOU"**

b/w  
**"I'VE GOT A CRAZY BABY"**

DR. JO JO ADAMS  
 Chase 1127-43x1127

(151) E. 47th St. Chicago, Illinois  
 Phone: Kenwood 8-4813

**ARE YOU GETTING CLIPPED?**

Luce Press Clipping Bureau is now the largest in the country. Our LUCE offices are ideally located to insure prompt solution coverage of big city and great weekly newspapers, daily and weekly, national consumer and business publications—every periodical you use.

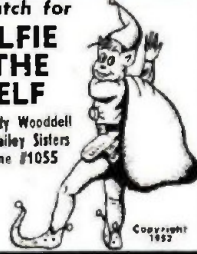
Write for Details of This New, Low-Cost Service

**LUCE PRESS CLIPPING BUREAU**

27 Thomas Street, New York 6, N. Y.  
 104 W. Lincoln Street, Chicago 27, Ill.

Watch for **ELFIE THE ELF**

Woody Woodruff & Bailey Sisters  
 Dome #1055



**COUNTRY MUSIC**  
 20 E. Jackson Chicago, Ill.

**LONDON RECORDS**

ffrr

"The finest sound on record"

**Sell**

**High Volume**

**FIRST CHOICE OF MILLIONS**

PERMO, INC.,  
 CHICAGO 26, ILL.

**WANTED**

Musical Singers, Dops, Trio, Quartets, Organized Trios only for location work in Cocktail Lounges and Night Clubs. Send photos, all particulars to

**JOHNNY COON AGENCY**  
 Merchandise Mart  
 320 Grand Kansas City 3, Mo.

**RECORD PRESSING**  
 Originators of the **NON-SLIP FLEX** (Pat. Pending)  
**Research Craft Co.**  
 1937 N. SYCAMORE ST.  
 LOS ANGELES 26, CALIF.

**PROMOTERS**

—Get on our Mailing List.  
 —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditions and arena. We can refer inquiries from your territory to you.  
 —Please state the date and time of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or assumed responsible underwriting. Write Arena-Auditorium Department, The Billboard, 128 W. Randolph St., Chicago 1, Ill.



LADDER OF Best Sellers FROM King AND Federal RECORDS Popular

THE DOMINES I'M LONELY YOU'RE FOREVER Federal 12106 and 45-12106

HOMER AND JETHRO GLOW WORM OVER THE RAINBOW 15203 and 45-15203

RUBY WRIGHT MONEY BABY HE'S SUCH A QUIET MAN 15205 and 45-15205

Folk/Western YORK BROS. TENNESSEE TANGO RIVER OF TEARS 1135 and 45-1135

MOON MULICAN PIPE LINE BLUES SUGARBEE 1137 and 45-1137

COWBOY COPAS I'VE GROWN SO USED TO YOU IT'S NO SIN TO LOVE YOU 1136 and 45-1136

HAWKSHAW HAWKINS I HOPE YOU'RE CRYING TOO I'M A LONE WOLF 1134 and 45-1134

Rhythm/Blues EARL BOSTIC FOR YOU SMOKE GETS IN YOUR EYE 4570 and 45-4570

SOMMY THOMPSON I'LL DROWN IN MY TEARS CLANG-CLANG-CLANG 4527 and 45-4527

LET'S CALL IT A DAY BLUES MAMBO 4541 and 45-4541

THE SWALLOW'S BESIDE YOU YOU LEFT ME 4525 and 45-4525

WOOD RHODES ROCKET 69 POSSESSED 4528 and 45-4528

TRYING SNUFF DIPPER 4556 and 45-4556

LULA REED MY STORY LET ME BE YOUR LOVE 4576 and 45-4576

Federal THE DOMINES I'D BE SATISFIED NO ROOM 12105 and 45-12105

HAVE MERCY, BABY DEEP SEA BLUES 12069 and 45-12069

THE ROYALS MOONRISE FIFTH STREET BLUES 12088 and 45-12088

LITTLE ESTHER SATURDAY NIGHT DADDY MAINLINER 12100 and 45-12100

THE FOUR INTERNES COUNT YOUR MANY BLESSINGS GOING BACK TO JESUS 12097 and 45-12097

DISTRIBUTED BY King RECORDS INC. 1540 Brewster Ave. Cincinnati 14, Ohio

So. Africa Airs Disks From U. S.

Continued from page 4 and "Patrick Dawlish, Detective"; General Tires, "20 Questions"; Caltex, Protex Oil, "Variety"; Personna Blades, "Sports Quiz"; Kelly-Springfield Tires, "I Love a Mystery"; Post Toastles, "The Hardy Family"; American Express, "Travel Talks"; Gillette, "I Spy"; Pepsodent, "The Adventures of Harry Lime"; Firestone, "The Firestone Orchestra"; Vaseline, "Dr. Christian"; Atlantic Refining, "Act or Fantasy"; Vim Cleanser, "The Leighton Story"; India Tires, "Africa Is Adventure"; Riso, "Brave Voyage"; Ellis Browne's Tea, "Cavalcade of the Years"; Colgate's "Adventures of Maisie"; Coca-Cola, "Radio Playhouse"; Bristol-Myers, "Consider Your Jerdick"; Palmolive Shave Cream, "Journey into Fear"; Ingram's Shave Cream, "Murder Trials"; General Motors, "Variety"; and O. K. Bazaars, "Merchandise Quiz." Disk jockey shows are sponsored by Coral Records, with its own new releases; Gramophone Company, new Capitol releases; Gallo-Africa, Decca and Galatone releases; Polack's Ltd., new HMV releases and Pepsi-Cola requests. Other platter show bankrollers are Decca, True-tone Records, Shell Oil, Andrews Lier Salt and Drene and Press Shampoos.

Allied Unveils New Kiddie Color Tunes

HOLLYWOOD, Nov. 8.—Color Tunes, a new moppet record firm, which features a new "color and re-color" process of kiddie pix on its single sleeves and in its albums, was unveiled this week by Allied Record Sales here. Allied is the first disk subsidiary of Allied Record Manufacturing, a top producer of custom recordings. Color Tunes' platters and albums feature an exclusive tie-in with Celco, a firm which has patented a set of washable, non-toxic crayons, called Crayoffs, which youngsters can use on Celco's color and re-color cards. The cards are made with a special laminated surface, which makes it possible to utilize the basic illustrations over and over if Crayoffs are used. Color Tunes' first release comprises a two-disk album and six singles. The line will be distributed to toy outlets thru manufacturer representatives.

Vox to Issue Set of 12 Corelli Concerti Grossi

NEW YORK, Nov. 8.—The complete set of 12 concerti grossi by Corelli has been recorded by Vox and will be released early next month by the LP diskery to mark the 300th anniversary of the composer's birth. It will be the first time all the works have been made available on LP. The performing group was the Corelli Tri-Centenary String Orchestra, formed especially for the sessions from musicians active in this area. The conductor is Dean Eckertsen. The set will comprise three 12-inch records.

PEARL RECORDS REAL MONEY MAKERS ORDER NOW FOR THE HOLIDAYS LIFE OF THE PARTY... #50 THE FRECKLE SONG #51 WONG SONG #52 FRANKIE AND JOHNNIE #53 I'LL NEVER LEAVE HER #54 GOLDIE PAPA #55 DOWN ON THE FARM #56 XMAS TREE SONG #57 OH HOW THE MONEY ROLL INI #58 TATTOOED LADY #59 CAVIAR SONG #60 BALLS, BANQUETS AND PARTIES #61 CLOCK SONG

CUSTOM RECORDING SERVICE LOIS RECORDING STUDIOS 1540 BREWSTER AVENUE CINCINNATI 7, OHIO

ARMY DELAYS SONG FINALS

NEW YORK, Nov. 8.—The Army Song Board's final meeting for reviewing potential official Army songs has been postponed until the middle of December. The meeting was originally scheduled for November 15. At this final meeting the board will select the four or five top tunes for further Army testing. Reason for postponement is to allow more time for tunes to be submitted.

Standard Radio Is Healthy, Says King

NEW YORK, Nov. 8.—Gerald King, president of Standard Radio Transcription Service, has sent the trade a note denying the rumor that Standard Radio is going out of business. King states, "Nothing could be further from the truth," and adds that the company's policy of selling library transcriptions instead of leasing them has been successful. King tells the stations, "We will remain in this business as long as you continue to support us... we will continue to sell our library... we will at the proper time produce new releases which will be offered to you as an outright buy."

Record Reviews SACRED

CLYDE MOODY - BROTHERS FERRY FOUR Through the Fiery Case... KING 1133 - Be not dejected by temptation or you'll miss the rewards of heaven... I Need the Prayers... HAWKSHAW HAWKINS - Heavenly Road... KING 1138 - The virtues of righteous living are attractively set forth in this melodious hymn... AN EMPTY MINDFUL... KING 1137 - Another attractive sacred item is read persuasively by the chorister.

COWBOY COPAS - Purple Robe... KING 1139 - The warbler tells the story of the crucifixion... SMOKE GETS IN YOUR EYE... EARL BOSTIC 4570 - A pleasant spiritual is read nicely by Copas over an enjoyable backing.

MAC ODELL - Life's Elevator... KING 1140 - Fast-tempo spiritual with a country flavor... THE KING OF BEHAVIOR... KING 1136 - A routine sacred item receives an okay reading from Odell... DANNY SUTTON - Little Foundling... KING 15206 - Tune inspired by Cardinal Spellman's favorite charity...

THE MARKET PLACE for the MUSIC-RECORD INDUSTRY CLASSIFIED ADVERTISING

Business Opportunities

CUSTOM RECORD PRESSINGS Specialists in Long Play Microgroove, 45 and 78 RPM pressings... ALLENTOWN RECORD CO., INC. Allentown, Pennsylvania Tel. 3-2405

Phonograph Record Manufacturing Plant for sale... Phonograph Record Manufacturing Plant for sale... Box 812, Billboard, 1564 Broadway, N.Y.C. 36.

Distributors Agents-Dealers

Christmas Records - 3 speed, promotional priced lines... Distribution Wanted - Fastest selling Polkas in the East...

SQUARE AND ROUND DANCE RECORDS

One of the largest folk dance lines available. Both with and without calls; instruction sheets with each record...

OLD TIMER RECORD COMPANY 3708 North Seventh St. Phoenix, Arizona

Face-Ming of the Mambo Records; also the finest in Rumbas, Tangos, Sambas and Boleros...

Ports-Products Services

Cole's Coin Machine Needles, premium first the finest needles at low as 29¢ each...

Record labels our specialty; LP covers printed fast service... 137 Manhattan Ave., Brooklyn 6, N. Y. ST-2-4709

The National Exchange for Music Record Personnel, Products, Services and Opportunities

WANTED SCRAP RECORDS LENAHAN ASSOCIATES, INC. Box 125, Pitman, New Jersey

SELL MORE RECORDS

Unique personalized promotion pieces push sales, keep customers flocking back, draw new prospects! Low cost, easy to use. Available weekly, bi-weekly or monthly.

Write for free samples TODAY'S TOP TUNES Box 762, Billboard 1564 Broadway, New York 36, N. Y.

The Record Exchange

For Sale—Old Records, collectors' items! send 15¢ for list. Jim G. Klein, Cumberland, Wis.

Operators, Dealers—If you need phonograph records, polkas, waltzes or in foreign languages, write to us. We are the only record company in the world specializing in language records...

POLKAS AND POLISH RECORDS

Top independent line in U.S.A. as rated in The Billboard's Annual Retail Survey. 78-45-33 rpm. Write for catalog and distributors.

Dana Records 344 North Ave. New Rochelle, N. Y.

Wanted—Jazz Records; surplus 78's or LP's any amount; cash, write for particulars. Seymour's Record Mart, 439 E. Wabash, Chicago 5, Ill.

PUT YOUR MESSAGE ACROSS WITH A DISPLAY AD

For just a little more than the "phonograph-style" ad cost you can use an attractive, attention-getting DISPLAY STYLE ad like this.

ADVERTISING RATES REGULAR-CLASSIFIED: 1st word 10¢, 2nd word 8¢, 3rd word 6¢, 4th word 5¢, 5th word 4¢, 6th word 3¢, 7th word 2¢, 8th word 1¢, 9th word 1¢, 10th word 1¢. MINIMUM \$3. DISPLAY-CLASSIFIED: Any advertisement using display make-up or white space, figure space between columns, etc., will be charged at 1.5¢ per line per word per space line.

DEALERS—OPERATORS—EXPORTERS XMAS COMES BUT ONCE A YEAR... ORDER NOW!! FOR ALL YOUR RECORD AND RECORD STORE NEEDS SHOP AT RAYMAR'S 1 STOP SERVICE... ONE OF THE OLDEST AND LARGEST COMPLETE RECORD SHOP SERVICES IN THE COUNTRY.

SOME OF OUR XMAS PLAYER SPECIALS ALL RCA LIST PRICE WITHOUT RECORDS WITH RECORDS YOUR COST YOUR COST 45J2 (attach) \$16.75 \$14.25 45EY2 (self-contained) 34.95 23.65 26.65 45EY26 (portable) 34.95 21.45 (spec'd) 24.45 45EY3 (children's) 44.95 33.00 35.15 45EY4 (table mod.) 49.95 35.00 39.10 9Y510 (radio-phonograph) 69.95 43.00 46.65 9Y511 (combination) 69.95 43.00 46.65

SAVE TIME AND MONEY BY ORDERING ALL YOUR RECORDS AND RECORD SUPPLY NEEDS FROM RAYMAR... ONE FREIGHT BILL COVERS ALL YOUR CHARGES. WHEN SPECIFIED, ORDERS WILL BE SHIPPED PARCEL POST, SPECIAL DELIVERY, OTHERWISE THEY GO RAILWAY EXPRESS. NEW ACCOUNTS—1/3 DEPOSIT WITH ORDER.

RAYMAR SALES CO. 170-21 JAMAICA AVENUE, JAMAICA 32, N. Y. TEL.: OLYMPIA 8-4012, 4013

TV IS ALL OF SHOWBUSINESS ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!



# Hocus-Pocus

By BILL SACHS

**TENKAI AND OKINO.** Japanese trixsters, and Florence Casan, escape artist, are features with the "International Revue" now on a 12-day stand in Honolulu under auspices of the local Mormon Tabernacle. San Antonio Assembly No. 52, Society of American Magicians, held its annual public show recently in the Corral Room of the Pearl Brewing Company, that city. On the program were George O. Jones, Assembly proxy; Ramsey and Goodenough, Wayne Ramsey (Mr. R.), and Ed Russell, who presented his "no-stooge"

hypnotic show. Station KONO, San Antonio, recorded Russell's turn and used it as the feature presentation on Bob Allard's pet program, "The Unusual. Members of the U. S. Air Force band played for dancing following the show. Charles T. Jackson (Jaxon) postals from Joplin, Mo., that school dates have been flourishing for him in that sector. Dr. Franz J. Polgar, hypnotist, will spend December at his home in New York. He has been playing auspices and theater dates in the Middle West and East the last several months. The Billboard's faithful reporter on things magic in Montreal, Arthur Schalek, recently celebrated his 70th birthday at the LaSalle Hotel, that city, and the "On and Off the Record" column in The Montreal Gazette recorded that he picked up the tab for the party with his first \$40 pension check. Sam J. Collins, the Hillsboro, O., magic enthusiast, mending from a lengthy illness, is back in Clearwater, Fla., for the winter. Lamar the Magician (William Franklin Myers), who for many years toured Ohio and neighboring States with his full-evening school and theater unit, died November 2 at his home in Cambridge, O. The Magic Desk holds an important communication for Myrus, the mentalist. Please shoot in your address. Doc Marcus, comedy magician, playing Canadian dates, is currently winding up at the Wonder Bar, Montreal.

**THE GREAT NORTON.** hypnotist, employed the old bally stunt, the window sleep, with a modern slant to herald his week's engagement at the Seville Theater, Montreal, concluded last week. As one of a dozen hypnotic items arranged by the hypnotist's press department and Archie Laurie, Seville general manager, Morton put a young woman to sleep in the window of Lindsay's, popular store located at one of Montreal's busiest corners. Modern angle was that he presented the hypnotic bit via remote control from the studio of a local radio station. The stunt pulled thousands of Montrealers who watched the young lady sleep around the clock without budging a muscle. Still asleep, she was taken by ambulance to the Seville, where Morton awoke her at the opening performance to a turn-away crowd. With prices scaled from 75 cents to \$1.25, final figures are expected to reveal that Morton established a new box-office mark in 30 performances in seven days. Morton appeared on virtually every local radio and TV program during his Montreal stand. Marquis the Magician, presenting a midnight spooker produced by Art Brown, played to two turnaway houses at the Lyric Theater, Indianapolis, October 31 and November 1. After winding up four stands for the Maitler Circuit in Indiana, Marquis laid off last week in Cincinnati to arrange for further spooker bookings in the Midwest area. His two assistants, the DeHaven Sisters, dancers, filled in the layoff week at the Cat and Fiddle, Cincy nitery. Mr. Zuko (Logan Pritchett), magician-vent, typewrites that he was featured entertainer at the recent National Wild Turkey Calling Contest, and that he also appeared recently before members of the National Postal Transportation Association. He fails to say, however, where either event was held.

# Ka-See's, Toledo

Continued from page 18

of what can be accomplished with brilliant material, lots of work, and sparkling delivery.

Needing little else to lure them in other than Lewis' top drawing power, operator wisely kept rest of show down to bare minimum: Jerry Gerard, husky tenor; Frederic and Tanya, adagio team, plus house line of Pauline Parks (Mrs. S).

The owlish Lewis charm and startling resemblance in looks and delivery to Harold Lloyd, put mob in his hip-pocket with his first throwaway, kept them there and made them howl for more.

Robert Q's a fortunate guy in having Freddy Elton, boyish, but surely one of the accompanist finds of this era. Lad directs house ork from piano with all aplomb and finesse of a Ted Shaplin, which he could one day turn out to be.

Act starts with a bit of kidding stuff on the famed Lewis glasses, interspersed with slick chatter and more of those wonderful yock-producing throwaways that seem to make all the difference in the world with top-fighters.

A tasteful bit in his association with Godfrey leads Lewis into a thing called "Substitute for Love" that rolled all present right into aisles.

His tie-ups of local gossip bits and familiar names won him hosts of ringside friends. Stand-out was his nostalgic bit on the early vaude days leading into a "Bye-Bye Blackbird" routine with Elton. From here it looks like RQL had best stick to his present formula of mixing old with ultranew and avoiding all questionable material. He'll go right to the top, and fast, if he keeps it up.

Customers were rocked solidly with the Lewis bit on his TV show, "What's My Name?" Pleasant note is that Lewis doesn't take unfair advantage in his material to cast plugs for his TV-er or for his Godfrey tie-up. Stuff just seems to flow naturally. After two callbacks he ended his 45-minute stint with a pleasing tagger: "Thanks ever so much, but I've always been told to quit if you think you're a bit ahead." It was the right tagger, for customers had laughed so long and loud that they were limp and could not have stood another moment of lad's magnetic personality. Show was expertly cut, as usual, by Jimmy Harry (6).

Jack Ellis.

# Jimmy Fazio's

Continued from page 18

she gave out with a half dozen numbers.

Opened with "Gonna Live Till I Die," followed with "When You're Smiling," and got a big mitt for her top Mercury dinking to date, "Pretty-Eyed Baby." Her best was a bouncy version of "Takes Two to Tango." Her nearest to special material was a meaningful working over of "A Good Man is Hard to Find" for all it was worth. Had to beg off with "Old Man Mose."

Tommy Sheridan Trio, a fixture here since the room opened, is very popular in town. Piano, bass and guitar, working together for several years, have developed a sensitive style equal to the best. Skillfully arranged library ranges from semi-classics to sophisticated jazz that keeps the floor filled with dancers. Group also supplies first-rate show cutting for visiting vocalists. Sheridan's 88 work is spotlighted, with the customers invariably finding it hard to get enough of his musicianship. Benn Ollman.

# Election TV

Continued from page 19

their prices early Election Day in anticipation of big business, played to empty seats. The Capitol and the Roxy, both opening that day with new bills had bare houses as the night drew on.

The legit houses, except those with big advance sales, were also empty looking affairs. "Wish You Were Here" had a capacity house, while "King and I" had bald spots in the ork as well as in the balcony for the first time since it opened.

The Broadway location which did business late into the night was Lindy's. The restaurant was jammed with non-regulars, most of them celebrating the Eisenhower victory.

# Burlesque Bits

By UNO

Linda Scott, featured in the Lewis-Price unit on the Hirst wheel, is still receiving congratulatory mail over the birth of a son, Mark, born July 24 in Baltimore. Her husband is Jack Raymond, a Westinghouse industrial engineer. Bob Lee has been appointed back stage chief for Frank Bryant at the Howard, Boston, where his wife Florida Fuller is one of the chorus. Jessica Rogers, after her October 27 week at the B. & B. Club in Providence, left for her Tampa home for a rest until November 20 when she headlines at the Grand, St. Louis, for four weeks and then proceeds to the Roxy, Cleveland; Casino, Pittsburgh, and other circuit houses. The old Gayety, Philadelphia, once a famous burly stop, is being torn down. Roxanne, a new strip-talker on the Hirst circuit and headed for a feature berth next season, comes from the parade girl ranks at the Grand, St. Louis. She's a Billy Koud graduate. Before that Roxanne appeared in two pix in Hollywood, one called "White Sirens of Africa" for Action Films, Inc., under the name of Jean Smyle and one called

"Ding Dong" for Quality Pictures. Oliver Guimand and Effie Mack opened with their own burly revue for a run November 3 at the Theater, Kenosha, Ottawa. Tompest Storm opened at the New Follies, Los Angeles, last week where she joined Harry Clegg, Letha Lee, Johnny Mahoney and Jo-Ann Faye. Bobbie Bruce finished four weeks at the Rialto, Chicago, to join a Midwest circuit unit. Ruth Joyce, acrobatic exotic, bowed at the Yacht Club, Atlantic City, for a return engagement as the feature. Ravel and the Bubble Bath took over the midway show left vacant by Fred Sindell with Cavalcade of Amusements for the Rome, Ga., and Mobile, Ala., dates. Manager Harry (Eppie) Oakene of the Hudson City, N. J., has, for an added attraction this week (9), a chorus girl strip contest. Taking part in it are Connie Dawn, Joy Carroll, Ora May and Sandy McGuire, all tutored by Producer Paul Morokoff. Winners to be decided by audience applause will be rewarded with a chance to do a specialty turn at some future week and then become a principal on the circuits.

# Extra Added

## New York

Larry Adler was canceled out of the Mount Leone, New Orleans, before he opened. The management was warned by the American Legion the spot would be picketed if he went on. So it paid off the two weeks Adler was contracted for. The Fly-

## Thunderbird, Vegas

Continued from page 18

Miller and the Skyliners for the Mercurized lyric treatment of "Glow Worm." Both efforts got a fine response.

## Mar-Vels

The Mar-Vels, four boys and three girls, followed next, and bounced, rolled, flipped and tumbled their way all over the Thunderbird stage and immediate vicinity, springing from their tectored and frequently working among the rafters. The routine is highly effective, and the added danger of low rafters contributed to the audience appeal. The group worked to a fine mitt.

The spotlight reverted to the musical scene, and Anthony introduced his choir for its top-selling wax smash "At Last," then went into "Slaughter on Tenth Avenue," spotting brother Leo Anthony's bary sax for a tremendous hand from ringsiders. The band encored with the familiar "On the Trail."

Lloyd Shaffer took over the baton for the next 18 minutes as Capitol singer Arcesi went on. The boy opened with up-tempo "Old Man River," then went into current "Wild Honey." Next was a rhythm novelty, recounting the story of "Noah's Ark" that scored well. He then encored with "Lost in Your Love," spotting Shaffer's best arrangement of the evening, and bowed with a medley of old hits for a show-stopping hand.

Interesting feature of Arcesi's routine was sort of half-talk, half-singing inbros to several of the customers. One had feature of the act that Ray Gilbert is becoming a trifle too stylized in staging numbers; consequently, several Gilbertian gestures are becoming tired. However, Ray has done a good job of taking what was just a good band vocalist and turning him into a solo personality. Not that Arcesi is perfection yet, but he has lots of poise and personality, and sells a song in fine style.

Following this act was no cinch, so Larry Storch, holding the closing assignment, had to work hard to get a mitt. He finally scored with his cowboy bit. Then he went into his English prize-fight announcer turn, fracturing them. Storch ended big.

ing Ashtons got out of the Sonja Henle show, when they were offered 30 solid weeks with the Polack Brothers. The deal calls for \$1,750, plus all transportation for 10 people and starts January 1.

Victor Borge raises pheasants commercially on his newly acquired farm in Southbury, Conn. "Looks that bar," observed Alan Gale at his Celebrity Club. "Loaded with shells." Incidentally, Gale was offered \$5,000 for six days in Philly and \$1,000 club dates in town. He turned them all down.

Sam Levenson will start doing five columns a week for McCall Syndicate in the next few weeks. The pillar will have 150-200 words, dealing with Levenson's family life. The next Latin Quarter show will open November 17 and will have Marcel Le Bon, from French musical comedy; the Dagshnan Girl Pipers, from Scotland; the Caroll Brothers, French clowns, and Warren Easton and Sparks, British comics.

Alan Holmes, who just closed at the Columbia Room of the Astor, will become a dairy farmer in Florida. Albert Harris, sole prop of Investor Service, has hired a press agent to get buying interest in Harris for club dates. Harris, according to his p.a., does a 15-minute skit—does marvelous take-offs on Victor Mature, Jimmy Stewart and others.

Rosario Imperio, ex-20th Century-Fox dancer, just wound up at Frank Danley's Meadowbrook and is now at the Baybrook Club, New Haven. Amru Sami, MCA's new Indian singer, gets Cairo's next. Harold Sandler's combo is the newest addition to the Warwick's Raleigh Room. Lee Carroll does the intermissions. Jack Fletcher and Bill Sheidy are added to Bonr Soir show. Bernice Parks will do her first San Antonio date when she opens at the St. Antonio, December 16.

Kurt Hofmann, press agent, has a new gimmick, Allied News Service Bureau. It offers resorts publicity in hometown papers of guests of hotels. Timmie Rogers' new show, "Harlem Blackouts," will work across the country after the Apollo Theater date. David Shapiro now handles Billy Gilbert and Donald Richards.

**LATEST COMEDY MATERIAL**  
For MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL sketches, monologues, dialogues, comedies, etc. Written by show biz top gagsmen. Or send \$15 for \$30 worth of above. Money back if not satisfied.

**Laughs Unlimited**  
106 W. 45 St., N. Y. N. Y. JU 3-8372

**Want 20 Exotic Strips-20**  
Full Season's Work  
**SID WHITE AGENCY**  
1613 Alton Road #207, Miami Beach, Fla.  
Est. 1933  
ACVA No. 12, of N.  
Tel. 5-6447-5-6448-Nights 66-5221

# DANCERS AND VARIETY ACTS

Of all kinds will be used at our FRENCH CASINO at IDLE HOUR PARK, PHENIX CITY, ALA. Remember fair time is over. State winter salary. All replies in detail to

A. A. McCOY

General Delivery  
Phenix City, Ala.



## SELAN'S

Wearers Largest  
Creators of  
Hair Styled Pieces

Write for FREE CATALOG Our Hair Goods are all expertly made of the finest quality HUMAN HAIR. Write for our FREE CATALOG and WHILE THE PRICE LIST on latest style Hair Pieces

SELAN'S HAIRGOODS CO.  
32 N. State St.  
Dept. 1  
Chicago 2, Ill.

# HOTEL FLORIDAN in Jacksonville, Fla.

Home of Name Bands and Show People

## COMMERCIAL RATES, CREDITS.

Ask bands like Tex Beneke and Vaughn Monroe.

## When in BOSTON

It's the HOTEL AVERY  
Avery & Washington Sts.  
The Home of Showfolk

## FOR SALE

Switchboard, portable. Containing nine 6 kw. interlocking plate dimmers. Perfect condition. Hardly used. Reasonable. Write

J. FINE

IMPERIAL THEATRE  
E. 142 & Kinman Rd., Cleveland 20, O.

## Manhattan-New York-Chicago

## PETER J. STEELE

Representative International  
P. O. Box 647, Hollywood  
London-Paris

## ALL ACTS

Playing New England territory at corporate info, contact

Gordon's Entertainment Bureau  
631 Main St. Sta. 1000, Conn.  
Phone 2-6667 or 22-2151

## FOR SALE

Drive-in Cafe, Milk Club, Liquor Store, Eight Room Apartment, etc. Situated on 2-acre lot. Doing thriving business. Location—large building. Good Middle Army Air Base—on Highway 62—edge of city limits—out of Madison, 30-minute riding to Ill. health. No. 100—deal. Write or contact—

F. L. WERNER  
Madison, Missouri, Telephone 83 or 2013.

## Be a Booster for MILTON SCHUSTER

WANTED  
100 Excellent Party Clubs and Carnivals. Contact  
Jack Montgomery, Mgr.  
Club Dept.  
127 N. Dearborn St., Chicago 2, Ill.

## SANTA CLAUS HEADQUARTERS

Circulars—Free  
Dance—COSTUMES—Clown  
Special costumes made to order

The Costumer  
DESIGNERS and RENTERS

238 State St., Zone 5  
Schneelady, N. Y.





### NEWS NUGGETS

## Youngstown Arena Opens; 1st Knoxville Expo Clicks

**YOUNGSTOWN, O., Nov. 8.**—The new arena here will open officially Thursday (13) with the Cavalcade of Stars, Manager Lou Croff announced. Package includes Woody Herman and his orchestra, the Mills Brothers and Dinah Washington. City officials and war veterans will take part in dedication ceremonies.

### LYNN ROLLER RINK SOLD; WILL CONVERT TO ICE...

**LYNN, Mass.**—Larz J. Anderson has purchased the Webster Square Roller Skating Arena here and will convert it into an ice rink for a 1953 opening. Purchase price was reported to be \$130,000. Remodeled building will seat 1,500 and include an 82 by 185-foot ice surface. Anderson operates the North Shore Sports Center here also.

### NEW PACKAGE BOOKED AT CLEVELAND ARENA...

**CLEVELAND.**—"Show of the Year," with singer Al Martino, Henry Busse and his orchestra and the Jerry Murad Harmonicats, will play the Cleveland Arena Sunday (16). The new package also includes Vince and Gloria Haydock, dance team.

### WESTERN SHOW CLICKS IN EASTERN CANADA...

**NEW GLASGOW, N. S.**—Smiley Burnette Show recently closed a week's tour of the Maritime Provinces, during which the unit racked up good business, according to Otto Stevenson.

### KNOXVILLE HOME EXPO WINS BIG TURNOUT...

**KNOXVILLE.**—First Eastern Tennessee Home Show, promoted by National Home Shows, Inc., drew 17,000 persons in the first four days at Chilhowee Park's administration building. Total attendance for the seven-day run was expected to approach 35,000. Expo included John Brandon, hypnotist booked thru Music Corporation of America. The show had direct competition with Ringling-Barnum circus.

### "DON JUAN" PULLS 6,000 AT DETROIT MUSIC HALL...

**DETROIT.**—Three-day stand of "Don Juan in Hell" drew about 6,000 people at the Music Hall (1-3). Turnout was reportedly disappointing to Promoter Irving Teicher. Vincent Price subbed for Charles Laughton.

### "JAZZ," "SYMPHONETTE" PLAY PORTLAND, ORE...

**PORTLAND.**—"Jazz at the Philharmonic," with Ella Fitz-

## CAPSULE COMMENT

Continued from page 15

its frontier. The story was far from exciting and was written on a juvenile level. The two leads, as mentioned, were the best part of the program. The Lucky Strike commercials were well done, as a whole. (See full review this issue.)

Jason and the Golden Fleece (Radio), NBC, Wednesday (5), 10:30 p.m. EST.

This adventure series is built around the experiences of an intellectual adventurer who owns a yacht and a bar in New Orleans. Macdonald Carey underplayed the narration and the leading role. The plot of the show caught was rather tortuous, the subject matter, the treatment and the atmosphere were suave, adult and quite gripping. (See full review this issue.)

## PROMOTERS

See our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one past event you have promoted in the past, specify whether or not you were financially responsible or secured responsibility. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

gerald, Gene Krupa Trio and Oscar Peterson Trio, filled Public Auditorium at grossed \$6,844 here Saturday (1). Longine Symphonette grossed \$3,000 in the same building Sunday (30). Jaroff's Male Chorus played the aud Tuesday (4).

### GENE AURTY PACKAGE PLANS ONE-NIGHTERS...

**WICHITA FALLS, Tex.**—Gene Aury will open a unit here Saturday (13) for a string of two one-nighters, closing in New Orleans.

### FORT WORTH TO HOUSE 3 EVENTS AT ONCE...

**FORT WORTH.** The Star-Telegram's first Farm and Ranch Show opens at Will Rogers Memorial grounds here November 20 for four days. The Shrine Circus, produced by John Andrews, opens a day later in the Rogers Coliseum for a 10-day run. Dallas Symphony concerts, November 22 in the Auditorium, will put three major events in the buildings at the same time. Tex Beneke is booked for November 8 and Ted Lewis November 30.

### COPENHAGEN FORUM TO BE ENLARGED...

**COPENHAGEN.**—A record-breaking attendance of 169,599 persons at the Danish Textile Industries Exhibition, which closed Sunday (28) after a 10-day run in the Forum, caused the arena's directors to speed plans for building a large addition to the exhibition-sports arena.

The architect's plans for a multi-floored addition, which will double the arena's floor area, have been completed, and as soon as a building permit can be obtained, work will get under way. Cost of the project is estimated at \$780,000.

## Board to Mull Appointment At Milwaukee

**MILWAUKEE, Nov. 8.**—Milwaukee Auditorium & Arena board members will meet in mid-November, it was announced this week, to hash over applications received for the vacated managerial post at the big facilities.

William Maas, veteran manager of the buildings, resigned recently when he reached the compulsory retirement age.

Also resigned is Don Griffin, assistant manager, who recently entered private industry. The board will take no steps to fill the assistant manager's post until after the manager has been named, it was stated.

Members of the committee in charge of filling the vacancies are Elmer Krahn, Clyde Fuller, Joseph Krueger and Frederic Sammond.

## Trial by Jury

Continued from page 17

and eye. Ella Halman and Lillian Murphy are vocally and histrionically fine, and there are Robert Eckles and Joseph Macaulay to provide nice contrast of the jolly-good and devilishly-mean.

### Production

Scene-wise, Ralph Alswang's sets in both pieces strike this reporter as being neither scenic nor wise, but perhaps the budget in his department has to be skimped for the talent. Chortock handles matters on stage with adroitness, and Lehman Engle does likewise in the pit. Peggy Morrison seems to have measured her thread and buttons pretty carefully on the costumes, but they are showy and serviceable.

In sum, "Pinafore" and "Trial" are a double-barreled delight and another step on the way to establishing the Chortock troupe as the first in the land. The spirits of W. S. Gilbert and Arthur Sullivan, who feuded so during their lifetimes, ought to shake hands over these happy revivals.

Dennis McDonald.

## PROMOTERS SOUND OFF

# Auds Overwork Extra Tariffs; Shows Overlook Crossroads

By TOM PARKINSON

Shows should set their prices according to the size of the town they are in, according to promoters who took part in a survey conducted by The Billboard. They declare that attractions playing auditoriums and arenas are pricing themselves out of the market, largely by expecting the smaller spots to come up with the same kind of guarantee that the major cities give. And guarantees in general are lambasted.

Furthermore, these promoters state that, while in some cases auditorium-arena rates are too high, in more cases the buildings lack on too many extra charges for equipment or facilities which should be included for the basic price.

M. A. Duxbury of Colidoris, Minn., voices a typical opinion when he says that some agents don't know they can get money in a small town. Only the dance bands have recognized this, he states. Duxbury complains that attractions will play to 1,000 in a larger town rather than take a 2,400-seater in a small spot. And he feels certain the shows don't only lose money in the substitute but also pass up a profit in the small town.

O. P. (Jack) Scott of Monahans, Tex., thinks more attractions would be working regularly and taking home more money if their prices were in keeping with what they can and will do in the places they play. He suggests that promoters stop paying prices that are unjustifiable.

Scott charges, too, that buildings ask more money than their facilities are worth. But in other cases, he says, building managers supply ticket takers and ushers who turn out to be amateurs. Sometimes they come in old clothes. Sometimes the required number isn't on hand.

Charles Silvia of San Jose, Calif., outlines a further complaint that attractions are too costly.

### Favors Percentage Basis

"When you book an attraction at \$3,500 against a 60 per cent privilege, and then add 10 per cent for the auditorium rental plus costs of promotion, there is very little left—providing you have sold out the house. If not, you're stuck for plenty," Silvia points out.

When buildings demand 10 per cent rentals, a 60-40 split is too great, he states. Silvia favors a return to the former basis of a strict percentage, perhaps 50-50 from the first dollar, and no guarantee.

Most name attractions won't bother with one-nighters under the present tax structure, Silvia reasons, and this leaves in the lurch those promoters who gave them their start. Even with taxes in mind, asking prices are too high, he charges. Attractions he promoted two years ago for guarantees of \$1,000 and \$1,500, now are asking \$3,000. Some promoters will pay it, he admits, but after the night is over there is nothing left for those promoters.

From Robert G. Walter, Altoon

Pa., comes the observation that attractions which put stardom some time ago are still making money because they bring their prices within range of the small operator on occasion. As a result, according to Walter, they are booked in small and big places year after year.

On the other hand, he says, new stars zoom in popularity.

(Continued on page 44)

## DEE TOURS

# Keeps Multiple Facilities Busy

By DAPHNE (DEE) POLI

**OKLAHOMA CITY, Nov. 8.**—Municipal Auditorium here has had one of its biggest fall schedules in many years, reports Manager Dee Fuller, who is in his second year in the post. Now the winter season is following suit, with bookings extending into the spring, Fuller states.

There has not been an unlighted night in the auditorium's many units since early September. The units include the auditorium itself, the Little Theater, the Zebra Room, the Exhibition Hall and ballrooms.

Currently, Polack Bros. Circus, under Shrine auspices, is holding forth in the Auditorium. It closes a four-day stand on Saturday (8). Prices for it have increased this year, with reserved tickets scaled at \$3.20, \$2.20 and \$1.70 and general admissions at \$1.20 and 60 cents.

Wayne King showed to a capacity house in the Auditorium proper on Sunday (2). The two-hour show was scaled at \$1.22 to \$3.66. An elaborate dealers' show for Plymouth automobiles used exhibition rooms and the Zebra Room at the same time. Luncheon was served to 700 persons. The Oklahoma Symphony Orchestra was active in the Little Theater during the same period.

"Carmen," presented by Charles L. Wagner, comes to the Auditorium Sunday (9) and advance sales have come close to selling out the house. Scale is \$1.22 to \$4.85. Cast includes Russell George, Armand Cosentino, Maria Russo and Beverly Sills.

Olsen and Johnson—"Skating Vanities"—plays the Oklahoma City building November 18-23. The schedule calls for one Sunday matinee rather than the usual three weekday matinees. Tinker Air Force Base has chosen this show as its annual entertainment for civilian and military personnel. Show management is arranging discount tickets. Regular top tickets on the "Vanities" show go for \$2.95.

"South Pacific" with Janet Blair and Webb Tillon moves into the Auditorium for six nights starting December 8. Two matinees are set. The ticket top is \$4.88.

## WANT ACTS

14 WEEKS IN CANADA  
With large ice show playing indoor arena. Open Dec. 29th. Want for Stage: Doug Downs, Wire Arts, Arena and Wrestling. In Jan. Clyde Beatty, Beatty Girls. Write details to: photo, attractions, ROY CROGER, ICE FANTASY OF '51, 27 McComb St. Chicago, Ill. 23.

## Auditorium Managers:

Here we build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The complete availability of local attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of an complete list of local names of promoters in your area. Send us the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

## Spokane Vote Approves Bonds for New Coliseum

**SPOKANE, Nov. 8.**—Spokane voters, Tuesday (4), approved a \$2,000,000 bond issue to finance construction of a 9,000-seat Coliseum.

Approved by a vote of 44,678

## Dramatic & Musical Routes

- Anonymous Lover: (Auditorium) Rochester, N. Y. 12-13
- Bagels & Yox: (Davidson) Milwaukee 10-12
- (Auditorium) Louisville 14; (Cox) Cincinnati 15
- Bell, Book & Candle: (Civic) New Orleans. Call Me Madam: (Shubert) Detroit.
- Carroll, Katherine: (Her Majesty's) Montreal, Canada.
- Country Girl: (Lyceum) Minneapolis.
- Don Juan: (Philadelphia, Pa.) 12-14; (Allentown) 15
- Paris Follies: (Biltmore) Los Angeles.
- Four Poster: (Buckston) Chicago.
- Girl: (Belwyn) Chicago.
- Ogys & Dolls: (Wilson) Milwaukee.
- I Am a Camera: (American) St. Louis.
- I've Got Suspense: (Shubert) New Haven, Conn. 12-15
- Jazz: (Rex) Alexandria Toronto.
- Maid of the Oaks: (Windsor) Philadelphia.
- Miles: (Irvin C. Brown-Skin Models) Jefferson Newport News, Va. 14; (Capitol) Portsmouth 15; (Booker T.) Norfolk 16; (Hippi) Richmond 17; (Civic) Petersburg 18
- Mr. Roberts: (Rialto) Joliet, Ill. 12; (Davidson) Milwaukee 13-14
- Nina: (With E. E. Horton) (United National) San Francisco.
- Oklahoma: (Columbia) Regina, Can. 10-12; (Capitol) Saskatoon 13-15
- Pain, Your Wagon: (Trif Auditorium) Cincinnati 15
- Rise By Six: (Shubert) Washington.
- See the Jaguar: (Parsons) Hartford, Conn. 12-13
- Seven Year Itch: (Wilbur) Boston.
- Shirley: (The Playhouse) Wilmington, Del. 12-15
- Sinner: (Columbia) Okla. In Paris '50; (Tower) Atlanta 11-13; (Star Aud.) Montgomery, Ala. 14; (Murphy St. & Aud.) Mobile 15; New Orleans 17-23
- South: (Orpheum) Kansas City, Mo. 12-15
- Staley 17: (Kilgore) Chicago.
- Time Out for Ginger: (Locust St.) Philadelphia.
- Top Banana: (National) Washington.
- Two Drows in Brooklyn: (Shubert) Chicago.
- Two Is Company: (Nixon) Pittsburgh.

## Skating Shows

- Rena, Sonja, Ice Show: (State Fair Coliseum) Detroit 12-30
- Hollywood Ice Revue: 1953 Denver 14-23
- Ice Capades of 1953: (Maple Leaf Gardens) Toronto 10-14; (The Forum) Montreal 15-22
- Ice Follies of 1953: (Cincinnati Gardens) Cincinnati 12-19; (Wiles Arena) Washington 18-24
- Skating Vanities-Olsen & Johnson: (Metropolitan Coliseum) Park Wayne, Pa. 11-14; (Municipal Auditorium) Oklahoma City 18-23

to 19,791. It will be built as soon as possible, city officials said. Clearing of the initial parking area will be started immediately.

The structure will resemble a horseshoe type football stadium. It will be two stories high, and its semi-circular front will be mostly glass.

The arena floor will be quickly convertible from ice to maple or tan bark for all types of activities and shows. Main floor facilities will include a large stage, dressing rooms, exhibition rooms, first-aid room, offices and storage rooms. On the upper deck will be meeting rooms, lounges and concessions. Press boxes and lighting galleries are designed. Provision is made for a future expansion. Initial parking space will accommodate more than 2,400 cars. The Coliseum will be managed by a board named by the city council.

## Deep Blue Sea

Continued from page 17

puzzled husband she has shed, from James Hanley as her weakened lover and from Herbert Berghof as the bitter ex-doctor. Other good contributions stem from Betty Sinclair and Felix Deebank.

### Fine Production

Producers Alfred de Lagre Jr. and John Wilson have put together a fine production. Frith Banbury, who performed the same chore for the London troupe, has been imported for the direction here. His pacing is satisfactory in the leisurely British manner. Likewise satisfactory is the setting of a London flat. But the biggest thing Messrs. de Lagre and Wilson have done for "Sea" is to persuade Miss Sullivan to play in it. Without her, everyone would be in over his depth.

Bob Francis.

## FOR SALE

OLD BIRD FOOTBALL STADIUM—"A5 IS" COLLEGE PARK, MARYLAND—SEATING CAPACITY APPROXIMATELY 5,000  
For further information, contact: BUSINESS MANAGER, University of Maryland, College Park, Maryland Bids due Nov. 28, 1952.



## ROLLER SKATER A SHOW CLICK

PORTLAND, Ore., Nov. 8.—A roller skater received more applause than the Woody Herman orchestra or singer Dinah Washington at a variety show here October 19.

The skater, Harold King, appeared in the Cavalcade of Stars show at the public auditorium. King had danced on roller skates and was a marvel of endurance in that his first round ran 20 minutes. Climax was a blindfold dance atop a tiny table, which brought the house down.

## WE BUY and SELL

**NEW and USED RINK ROLLER SKATES**

**Largest exclusive distributor in the country**

**Lowest prices**

By buying and selling—repairing and renovating—legally pay the highest—sell for less. Write for quotations. One Day Service.

**JOHNNY JONES, JR.**  
 CHICAGO ROLLER SKATE CO.  
 57 CHATHAM ST., PITTSBURGH 19, PA.

**WE BUY and SELL**  
 all kinds of secondhand roller skates

**MADAME RENEE'S**  
 DONNY SKATING TIGHTS. \$11.50 doz.

**SPECIAL**  
 LADIES' CLOSED-TOE SHOES WITH WOOD WHEELS. \$10.50 a pair while they last

All merchandise guaranteed. Write for complete price list. 1/3 down, balance C.O.D.

**JACK ADAMS & SON, INC.**  
 1221 South 88th Street, N. W. Dayton 5, OHIO

**\$1,000,000 FIRM**

Now too large to service SKATING RINKS will SELL approximately 100,000 Custom-Made SKATING RECORDS (14,000 sold in the past 30 days) at a Small Fraction of the Original Cost. Write

**BOX A-134**  
 The Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

**RINK SUPPLIES**

Complete Line of Roller Skate Supplies and Accessories for the Rink Operator

**WRITE FOR PRICE LIST**  
 (Sold to Dealers Only)

**L & L PRODUCTS**  
 1012 N. Glenwood St., Chicago 34, Ill.

Factory Representatives:  
**RICHARDSON ROLLER SKATES**

**CURVECREST RINK-COTE**

The skating surface for wood and masonry floors. The ultimate in cleanliness and traction.

**PERRY S. GILES, Pres.**  
 Curvecrest, Inc., Muskegon, Michigan  
 We invite you to bring your skaters to Curvecrest and see for yourself!

**"CHICAGO" MADE IN U.S.A.**

**Shoe Skates**

**For the Coming Season**

**A large variety from Beginners' Low Price Outfits to Custom Built Dance Skates.**

Keep Your Shoes White With  
**CHICAGO SHOE SOAP—25c Per Jar or \$1.80 Per Doz.**

**CHICAGO ROLLER SKATE CO.**  
 4427 W. Lako St. Chicago 24, Ill.  
 Manufacturers of all kinds of Roller Skates



## West Farnam Party Draws Capacity Biz

OMAHA, Nov. 8.—A capacity crowd attended a recent Halloween costume party at Mr. and Mrs. Floyd Taylor's West Farnam Roller Palace here, reports Jack L. Browne, professional. The rink was decorated for the occasion and all employees were costumed, including Browne, who performed a comedy hula act he formerly did when he appeared in a professional skating act.

Other features were costume contests for boys and girls. First place winners each received \$5, with runners-up awarded four free admissions to the rink. Next event on the rink's schedule is a November 29 Sadie Hawkins party.

Class work at West Farnam is progressing well and pupils are showing enthusiasm, with more than 40, all under 14, in the beginners' class. Browne is now teaching dancing and free-style skating, the first time such skating has been taught at the rink. He is grooming them for entry in Nebraska-Iowa spring competitions, and hopes to have contestants in novice and juvenile divisions for men and women.

## Set Marathons At Det. Arena

DETROIT, Nov. 8.—The second annual Marathon roller race has been scheduled by Arena Gardens, managed by Fred A. Martin and Earl King, for January 8. The event is run for 26 miles and 385 yards—the classic Marathon distance in Grecian days. There will be three classes in the race—senior, intermediate and junior boys.

Arena is participating in the series of speed derby nights scheduled virtually weekly by Michigan rinks on a joint basis, with the events moving from rink to rink on nights. Arena's next events of this type will be December 9, following one last Tuesday (4).

Martin, in stressing the maintenance of adequate standards for speed derby and other skating events, has made two points emphatic in his announcements to skaters this year: (1) Neat standards of dress (no jeans allowed on the floor) and (2) "It is up to the speed skater to help develop and promote this night," emphasizing especially the matter of promoting the attendance of spectators thru the special prices and team competition offered.

## San Antonio Club Elects

SAN ANTONIO, Nov. 8.—Bill Harmon has been named president of the Starlighter Roller Skating Club at North St. Mary's Roller Rink here. Other officers are Rocky Tovey, Nicki Verales, Jerry Barrett, Ray Carpenter, Robert Turner and Candy Spillman.

## Speed Bow Big At Bladensburg

ELIZABETH, N. J., Nov. 8.—A record crowd, twice as big as the one that attended the previous Saturday night, turned out for the opening of racing in the America on Wheels chain's Southern division October 18 at the Bladensburg (Md.) Arena, reported Jack Edwards, AOW director of speed.

Fifteen races were offered, including two feature events—a three-mile relay for women and a five-mile relay for men. Over 70 contestants entered the first meet and applications are still coming in, said Edwards.

Paterson (N. J.) Arena leads the league in AOW's Northern division with 135 points. It is followed by Twin City, Elizabeth, with 86 points; and Siding (Pa.) Rink, 47; Mount Vernon (N. Y.) Arena, 40; Boulevard Arena, Bayonne, N. J., 35; Capitol Arena, Trenton, N. J., 21; Florham Park (N. J.) Rink, 15, and Peekskill (N. Y.) Arena, 13.

Edwards has prepared a "fluorescent" skate case sticker with a racing theme for league contestants.

## Big Richland Tie-In, Party

HARTFORD, Nov. 8.—Irving Richland, of Hartford Skating Palace, made an exploitation tie-up on the 20th Century-Fox film, "Monkey Business," with Lou Cohen, manager, of Loew's Poli Richland, in return for a lobby display stressing relaxation of roller skating, gave the movie extensive plugging at the rink. Richland has resumed extensive newspaper advertising, with stress on afternoon skating programs.

One of the most extensive campaigns in the history of the Palace was handled by Richland in conjunction with the rink's 12th anniversary Halloween party Friday (31). Richland billed the program as "the biggest and best Halloween party in town," combined with the rink's "official fall opening."

He distributed fancy hats, favors and noisemakers to all patrons attending the affair, which he called the "Hartford Skating Palace Fun-Festival." The program running from 7:30 to midnight, included audience-participation prize contest and exhibition skating. He gave away more than \$100 in prize money. Music was under direction of Jimmy Morgan.

## Free Car Card Ads By Chicago Skate

CHICAGO, Nov. 8.—A new car card promoting roller skating has been prepared by the Chicago Roller Skate Company. The 11 by 28-inch card is lithographed in three colors and is furnished free to rink operators who wish to become car card advertisers. Space for imprinting the local rink name has been allowed.

In furnishing the cards, the Chicago firm feels it will enable many rinks to become car card advertisers who otherwise would not do so due to initial high production costs. Rink operators are invited to write Chicago Roller Skate Company for details.

## Webster Square Sold

LYNN, Mass., Nov. 8.—Lutz J. Anderson has purchased Webster Square Roller Rink here and will convert it into an ice rink for a 1953 opening. Sale price was reported to be \$130,000. Anderson also operates the North Shore Sports Center here.

## Clone at New Haven

NEW HAVEN, Conn., Nov. 8.—Eli Rollie Skating Club, Inc. has opened at 384 Davenport Avenue here. All activities are under the direction of Roland Clone, assisted by George Miller.

## 'Vanities' Starts Slow

CHICAGO, No. 8.—Olson and Johnson's "Skating Vanities" opened at the Chicago Stadium Wednesday (5) to a light house. The show continues here thru Sunday (9), with a good advance sale reported for the week-end.

## Roadshow Rep

ERNEST BRADSTREET has his spook show playing to good business in Northern New England. . . . Mr. and Mrs. F. H. Cairns report from New Columbia, Pa., that their novelty and puppet show is doing good business in that area. They are en route to Florida from Western Canada. . . . Wilbur Fuller has some amateur sponsors booked for his fair and hobby show in the Ardmore, Okla., sector. . . . After a summer with religious books and subscriptions, Clifford Roarke writes from Sedalia, Mo., that he has gone into the amateur promotion business. He'll work his way South where he plans to winter. He worked Arkansas most of the summer to only fair returns because of the extreme heat. Roarke says that he will use amateurs in his dates but that he will play the lead parts. He would like to know if any members of the old Bubby Miller's Comedians are still active. . . . Dr. J. G. Collins, after a summer of platform work, has his solo show in Central Mass. He plans to go into halls and schools and also pick up a few sponsors for indoor fairs.

L. B. SHEPHERD is promoting L. hobby shows around Eugene, Ore. . . . Wallace D. Connell is placing amateur shows in Rock Island, Ill., for a St. Louis office. . . . George Slater, old-time 10-20 performer, asks from Cohoes, N. Y., if any members of the Ethel Tucker rep show are still active. . . . Tater and Lovering are working on amateur minstrel show dates around Baton Rouge, La. . . . Ernest E. Dyer reports good business with his new spook show in the Rhode Island and Connecticut sectors. He's playing under auspices of local juvenile groups. . . . J. G. Frowne reports from Haskell, Tex., that he chalked up fair business the past summer with his museum small

animal show. Current plans call for him to take on some school dates. . . . Mr. and Mrs. Charles D. Curtis are in Western Canada, having gone there from Carson City, Nev. They are playing sponsored dates with their Swiss Bell and Musical Show and are headed for Tampa where they will winter.

F. H. MURPHY writes from Foughkeepsie, N. Y., that he read with interest recent items carried here concerning Leon Washburn's Tom Shows and says that his father left Rondout, N. Y., when he was a lad to go with Washburn's Circus many years before Washburn had his Toms. Murphy adds that he was with Tom Finn when Finn had his Tom Show playing Vermont and New York. "I went with I. W. Marshall's Minstrels in 1907 and opened with this show at Gloucester, Mass. We had a smart lineup," Murphy says. Murphy is retired and spends his winters in Florida. . . . "I've had a good summer and fall with my solo show and I'm mulling a trip East, even to New England where I first entered show business," pens George H. Brownell from Denver. "My first crack at the game was a small bit with 'Lorne Elwyn' and I doubled as a property man. After that I was with Lincoln Carter's 'Fast Mail' and from there went to a good part in 'Uncle Josh Spruce,' a money-making road show. Then I took the same style role with a roadshow called 'Eventide,' which was written by E. F. Hansen. I recently read in the column where someone was using it in the East. They couldn't do better. I also was with Tom Waters for a season and with the Marks Brothers in Canada. After leaving the business for several years I returned with a three-act show and now am doing a solo show."

## Drivin' 'Round the Drive-Ins

BUTTERFIELD THEATERS, operating 100 indoor theaters in Michigan, have asked for zoning of property west of Grand Rapids for construction of a new drive-in. . . . John Wagner, manager of the Ford-Wyoming Drive-In, Dearborn, Mich., is the owner of the newly opened 300-car capacity Cheboygan Drive-In, Cheboygan, Mich., with Boyd Crist as active house manager. Wagner also is planning to build a new 500-car drive-in at Petoskey, Mich. To be called either the Northland or the Vacationland. . . . Management of the Paramount Auto-Vue Theater, Burnaby, B. C., is applying to a change of operating a Sunday show and was given a minimum fine of \$50. Counsel for the theater company told the court that patrons had been sold boxes of candy which entitled them to become members of a movie club. As members they were allowed to see films on Sunday.

of its employees, officers, agents or attorneys from conveying, transferring or mortgaging any of the real estate it now owns or in which it has any interest except in the ordinary course of its business. Plaintiffs in the action in the County of Chancery who seek an accounting are Harry W. Alfred S. and Ella Mae Maclary, while the defendants, in addition to Pleasant Hills, Inc., are Robert P. Maclary, Bessie M. Donovan, Emma S. Maclary and Rebecca M. Turner. The properties in question include an eight-acre tract now leased to Pleasant Hills Drive-In Theater, Inc. . . . Bruce G. Freed, president of Northeastern Theater Company, which operates the Alpena, Mich., Drive-In, has announced plans for a 400-car drive-in to be built at Petoskey, Mich., making two drive-ins to be built at this popular Northern resort for 1953. . . . Four Connecticut drive-ins in the area shuttered for 1952. They are the Torrington and Sky-Vue drive-ins, Torrington, and Lake and Pine drive-ins, Waterbury. Those remaining open in the State plan to close between now and December 1.

## AC Confab Hall Names 3 to Staff

ATLANTIC CITY, Nov. 8.—Three new assistant managers were named for the resort's Convention & Marine Hotel. Receiving the new appointments were Frank McCue, John Pitale and George Keets.

## Calif Aud. Opened

NEWHALL, Calif., Nov. 8.—A \$540,000 auditorium with 1,004 permanent seats and 200 additional chairs has been opened here as a part of Hart High School. The aud is equipped with a stage.

## OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! 1500' 8" Mascoite & Marquise Lettering. \$250. 8" 10' 10' 6" 10' 10' 6" INEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.



# Scandinavian Parks, Clubs

Continued from page 19

Cabaret is the money spot but uses only three acts per month. Niles and Nadyne, and Harrison and Fisher played that spot this year. The latter duo got very close to \$1,000 a week.

Stockholm is a good vaude spot during the summer months, with the China Theater and the two amusement parks, Grona Lund's Tivoli and Nofesfallet, all using good acts. From May thru August, the China Theater, headlined by Gypsy Rose Lee, Niles and Nadyne and Bruce Low, and the Bernard Brothers, Harrison and Fisher, and Frank Cook. Karl Gerhardt's International Show's all-summer run in Stockholm used Saul Grauman and Company, Ross and La Pierre, Hammond's birds and Larry Adler. Besides which, Gothenburg, Sweden, is almost on a par with Stockholm as a summer vaude center. The big Cabaret Hall, in Lisberg, Sweden, presents real big-time shows from early May to mid-September. In fact, amusement parks in Scandinavia are heavy bookers of all types of entertainment. Sweden has only three well-known amusement parks but has a huge number of folk parks, nearly all of which use music and acts. At present there are 230 such parks, but they increase in number at the rate of five per year. Many book good acts to nearby taverns, but the majority are taken care of by units which play stands of from one day to a week. American acts which have played the spots can fill in a full second season by signing up with one of the higher-price bracket folk park units.

### Parks

Finest amusement park in Sweden is Lisberg, in Gothenburg, which in the next few years will be expanded to nearly twice its present size. In addition to its Cabaret Hall vaude theater it has two open-air stages, a big concert hall, a legit theater, and three dance halls. The biggest of Stockholm's parks is Grona Lund's Tivoli, which has two open-air stages, a revue theater and dance halls. Nofesfallet, Stockholm, is a small park adjoining the Tivoli, but it splurges on names, bringing in Gene Krupa, Flip Phillips and Teddy Napoletan, for example, on a two-week stand as free attraction. The park undoubtedly had to pay their fares from America in addition to high salaries. The Folkets Park in Malmo, Sweden, also uses good acts. Linnamaki Amusement Park in Helsinki, Finland, is also a heavy booker of vaude and outdoor acts, but was unable this season to procure as many American acts as it probably would have liked, due to difficulty in getting the okay on paying out U. S. dollars.

Denmark had only three amusement parks which offer a regular field for big time American acts. These are Tivoli, Copenhagen; Lind Brothers' Karolinelund Tivoli, Aalborg, and Zoo-Tivoli, Odense. There are other parks which use some acts for shows and special events.

The Tivoli, Copenhagen, a top amusement park in Europe, uses three good circus, thrill or vaude acts every month during its four-month season, plus concert singers, instrumentalists and conductors in its concert hall. The Lind Brothers offer split weeks at their two parks. As these parks are booked by Tivoli's impresario, Ernest Sahlstrom, who also provides most of the outdoor acts for Liseberg and Malmo, acts can line up the summer season with a one-month date in Copenhagen and split weeks in Odense and Aalborg, so arranged as to make it possible to arrange to Liseberg without loss of time. The Folkets Park, in Malmo, can be played before or after the other dates. This still leaves an act with Stockholm and other good spots for a second season. Managements and bookers co-operate in making it possible for acts to make the jumps by allowing them to start a day late or quit a day early when necessary. And with the British Isles and other countries making good use of U. S. acts, a year's work is not impossible.

Norway has a few good parks which use talent but the difficulty in fitting them into a feasible route results in few American acts playing them.

### Tax Situation

More American vaude and circus acts could have found bookings with Scandinavian cir-

cuses, parks and cabarets the past year, but the newer generation seems to hesitate on accepting dates over here. Conditions of work are good, with most engagements in cabarets, vaude houses and big parks being one month and circuses, from one month to full season. Good standard acts usually draw slightly better than their regular salary in America, plus part or all of their travel expenses. There are no taxes to pay in Denmark, but Sweden is skedded to put in force, January 1, a tax hike of 10 per cent, making the new rate 20 per cent of act's salary. The tax question should be taken up with booking agents before a contract is signed, as some spots take care of taxes—or did. Few acts have any trouble in getting permits to take out of the Scandinavian countries at least half of their salary in U. S. dollars, but it is advisable to have this stipulated in the contract.

As the situation stacks up at present the outlook for American acts of all suitable categories should be particularly good in Denmark, especially as regards cabaret and circus or park bookings, as bookers in these fields were not stampeded by prospects of an Olympic bonanza into signing high-priced American acts, which means they were not obliged to make abnormal demand for permits to pay out U. S. dollars. This policy proved wise, as cabarets, parks and clubs benefited from heavy tourist influx without upping their talent budget or spending dollars. As there is now a scarcity of good European acts, not already played out here, this makes for good prospects.

### Agencies

Several American and British agencies are capable of booking American acts into Scandinavian cabarets, clubs and parks, but they must book thru agents of the different countries, which means split commissions. The principal drawback to this is the correspondence between agents, which leaves the act on the fence while negotiations are under way. For acts with some knowledge of foreign travel, it is preferable to deal direct with a good Scandinavian agent, as such agents keep fully abreast with changing regulations in their countries and can help acts avoid red tape and delays. As most of the work, in any case, falls on the Scandinavian bookers, they are much happier when not obliged to work for a split commission. By scanning the nightclub and circus reviews in The Billboard acts can get a good idea of the type of acts that click over here and also who the agents are that book these spots.

Attractive costumes, props or aerial riggings are a big asset. Performers should consult their agent or a reliable electrical firm in regard to electrical equipment, and if using special lamps, carry a few spares. Acts can also save time and trouble by ascertaining the weight of the heavy baggage in kilograms as well as in pounds. They will also be wise in listing all their props or riggings, with weights, and having this list checked and stamped by custom officials of the American port of airport, from which they leave.

# Marriages

**ALLEN SEARS**—Henry Allen, of the Smith and Allen team, and Dorothy Sears, of the Vernon Trio, dancers, October 1 in Baltimore.

**EVANS-THOMAS**—Meriv Evans, bandmate of Ringling Bros. and Barnum & Bailey, and Nina Thomas, secretary to the president and general manager of the show, at Herndon, Va., October 18.

**KARPER WYMAN**—Fred Karper, composer and film orchestra leader, and Jane Wyman, film actress, November 1 in El Monte, Calif.

**LITTLE RADUIS**—Jack Little and Jean Raduis, both of the Three Miles aerial act, October 22 in Chicago, Ill.

**MICHELLE LOGCHERY**—Guy Mitchell, singer, and Jackie Logchery, who was Miss United States in the recent Miss Universe contest, October 22 in Van Nuys, Calif.

**FRESHMAN-NOBLE**—Paul Roger Freshman, manager of the Music Box, New Haven, Conn., and Myrtle Noble, Bridgeport, Conn., Bridgeport, October 26.

**SHELTON-ROEL**—George Shelton and Sarah Roel, secretary to the Latica Palm Exchange, in San Antonio.

**AMBERSON-Gastline**—85, known professionally as Walkie, of the Amberson-Gastline duo of a beat alignment. He had the Walkie Trio with Ringling-Barnum and other circuits and for the past six years had an aerial act, "Aida, the Girl in the Moon," with his wife, Survived by his widow, two sons and a daughter. (Details in General Outdoor section.)

**CASSIDY-Mrs. Emma**—widow of William Cassidy, former dramatic and silent picture performer, who died in 1943. She is survived by a daughter, Irene Westcott, of San Francisco, Services, November 3 in Truth Church, Masonic Temple, Cincinnati, and burial in Oak Hill Cemetery, Glendale, O.

**DORRIS-Albert B.**—74, one of the pioneers of the motion picture industry, November 5 in Hollywood. He entered the business with the Vitaphone Company in Brooklyn, O., as assistant director and went to Hollywood with Jesse L. Lasky, later he joined Universal Studios as a producer in the company of his brother, Lawrence, M. of Los Angeles.

**EAGLE-Arden Montgomery**—20, rodeo performer and carnival employee, of carbon monoxide poisoning, while on a date with her husband, were asleep in a car on the Orange State Show lot at Macon, Ga. Services in Macon, November 1, with body sent to her home, Cleveland, Ala. for burial.

**EAGLE-Chief Olympia**—33, Wild West performer, and showman and carnival show operator, October 30 in Macon with the same cause as his wife. He was on Orange State Show lot at Macon, Ga. Services in Macon, November 1. Body was held at Memorial Chapel pending instructions from Bureau of Indian Affairs or word from relatives.

**EDWARDS-Raney**—69, stage actor and idol of Britain's silent movies, November 2 in Chesham, England. Among his stage appearances in New York were "Hamlet" and "Henry IV—Part I." He had been married 500 times. Edwards was also well known for his movie acting and directing of the Teddington Film Studios and director of Paramount British Productions.

**HAHN-Est M.**—70, schoolhouse operator for many years, No. 1 member of a heart ailment, burial November 3 in Beardstown, Ill.

**HILL-Gary W.**—33, Detroit film projectionist, October 22. He was with the Janus Motion Picture Co., commercial film producer, for about eight years and prior to that with the Tolson and Clegg theaters. He was survived by his widow, Joyce, and two daughters, Alice Joyce and Mary Ellen. Interment in Woodmont Cemetery, Detroit.

**HOOPER-Ethel M.**—67, Misses in shows as Woody Woodruff, November 4 in Christ Church, Cincinnati. She had been married 56 years. Her body was cremated November 3. Survivors are her daughters, Delia, Mattie and Ethel. Her son and son-in-law, James E. She was the widow of James E. Hoover, known as Crazy Horse, on Dutch with circus.

**JAMES-Jay**—61, Va. Nurs. Calif., rare doctor, November 6 in San Jose, Calif., of injuries in a race crash.

**JANLEY-Joseph**—74, of a heart attack, November 8 in New York. He was a well-known busy performer for 47 years. (Details in General Outdoor section.)

**NELLY-George J.**—63, lot man for the L. J. Beth Show, October 21 in New York. He was killed by an automobile in front of the Grand Central Station. He had been with the Beth Show for more than 20 years and previously had spent a number of years with the Johnny J. Jones Exposition.

**LAROSE-Joseph**—62, musician, producer and theater manager, November 3 in Detroit. He started in the age of 15 as drummer in a theater orchestra. He went to the Fox Academy of Music in New York as stage manager in 1913 and a year later with the late Samuel L. (Rocky) Rothfels as production manager, handling special motion picture shows. He worked at the Radio Theater while being built and subsequently productions at the Radio and Detroit. He was later stage manager to Hollywood as production manager for C. L. Chester, producer of the Robert Bruce Screen Pictures and the "Brooks' Mopoke" series. Larose then became managing director of the Fox Theater, Philadelphia, for six years and went to Detroit in a similar capacity for the Fox Theater in 1929. He subsequently managed the Grand and the Madison Theaters in Detroit, being manager of the latter for 20 years prior to his death. Survived by his wife, Ethel, who was formerly secretary to Rocky, and two children, Robert and Jean. Interment in Evergreen Cemetery, Detroit.

**LE PERE-Johnnie**—79, former vaudeville act, recently in New York. For many years he was with his late wife, Frankie M. John, a widely traveled variety performer. He was known as Le Pere and St. John. At one time played with some of the John Golden Attractions, Le Pere was a Shakespearean student and a writer of short verse. Burial was in Kenilworth Cemetery, New York where his wife was interred three years ago.

**LOYAL-Mrs. Amanda**—76, widow of the prominent dog act, October 10 in Scotch Hill, N. J. A daughter is also survive.

**MARNS-Margie**—67, former vaudeville act, recently in New York. She was with her late husband, Walter Marne, who was a prominent dog act, October 10 in Scotch Hill, N. J. A daughter is also survive.

**McKINNON-William**—57, former sports editor for the Columbus (Ill.) Dispatch and Chicago (Ill.) Post, October 12 in Mount Carmel, Ohio, October 12.

# The Final Curtain

**MYERS-William F.**—87, known professionally as Lamer the Magician, November 2 at his home in Cambridge, O.

**NEWLAND-Z.**—61, veteran circus and carnival man, October 10 of a heart attack in Sealife Hospital, Long Beach, Calif. Survived by his widow, Helen; two sisters and a brother.

**O'NEILL-Marie**—68, Irish actress who was one of Dublin Abbey Theater's original members, November 2 in Hampshire, England. The list of productions in which she appeared included "Playboy of the Western World," "General John Regan," "June and the Playboys," "The White-headed Boy," "A Tough and the King" and "Mr. Gilbeoley," all but the first of which had New York runs.

**PALOS-Ernest**—57, director of the "Hungarian Radio Hour," November 4 in Detroit. His program had been on WJLB, Detroit, for 11 years. Survived by his widow, Margaret, interment in Woodmont Cemetery, Detroit.

**PINDTORE-Michael**—64, banjo virtuoso and the only remaining sideman of the original Paul Whiteman band organized over 34 years ago, recently in Hollywood after a long illness.

**POPIN-T. E. (Tommy)**—67, 23 years an outdoor show electrician, November 1 in Detroit Hospital, Norfolk, from injuries suffered in an automobile crash in Norfolk, October 28. He had been connected with the Collins & Wilson Shows and such circuits as Miller Bros., King Bros.-Cristall, Cox Bros. and Alvin's Shows. Survived by his four brothers, Charles, Union, G. W., who is in show business; John, former showman of Washington, Lenore, Orlando, Fla., and Fred, Norfolk, and a sister, Mrs. Raymond Howell, of North Carolina. Services to Rocky Mount, N. C.

**ROTHIE-Ralph E.**—62, Detroit attorney who was a key figure in much of the important theatrical litigation of the past quarter century in Michigan, October 21, Survived by his widow, Florence, and a son, Ralph E. Interment in Woodlawn Cemetery, Detroit.

**SALTER-Robert J.**—69, October 11 in Detroit. He was father of Robert E. Salter, superintendent of the United Detroit Theater Circuit. One other son also survives. Interment in Woodmere Cemetery, Detroit.

**SINCLAIR-Jerry R.**—57, secretary of Columbia County Fair Association, Salem, O., for many years, November 1 in that city after short illness.

**SMITH-Robert D.**—6, son of Mr. and Mrs. K. E. Smith, October 20 in Cedar Key, Fla. Interment. Father is vice superintendent for the W. G. Wade Shows.

**STELKOBCH-Phebe**—64, former operatic soprano, November 7 at the Dorset Hotel, New York, after a long illness. Born in Stockholm, she made her debut at Trieste in 1899 as Marguerite in Faust. She had also sung at La Scala in Milan, at Copenhagen, and elsewhere on the Continent prior to her Metropolitan Opera debut in 1901. In 1910 she sang at the Metropolitan with "Cagliostro Rusticani," and in "Benvenuto Cellini" and "Andrea Chénier." She retired 30 years ago. A sister, Miss Lena Stelkobch, survives.

**STUART-Ralph Ramsey**—61, actor, theatrical director and play doctor, November 4 in New York. He had been a director of the Provincetown Playhouse. He supervised performances in Denver and in other theaters. He plays and silent films. He last appeared on Broadway in 1948 in "Come Along With Me." He had been married to his widow, Doris Rich, actress, survives.

**THALL-Hazel**—41, wife of Willis Thall, emcee on the WJY, Cincinnati, "Midwestern Hayride" and straight man on "Hubb" from AM-TV "30 Club" November 1 at her home in Cincinnati of a heart attack. Besides her husband, she is survived by two children.

**THORNE-George F.**—orchestra and band director, October 27 in Alhambra, Calif., survived by his widow, Naomi, known professionally as Sonia Pe Kate; a son, George Jr.; Alhambra, Calif.; three daughters, Mary Ann, San Jose, Calif., and Mrs. Ethel Nelson, Corvallis, Ore.

**TUTHILL-James M.**—67, former actor known as Jack Tuthill, October 31 in Elizabeth, N. J. He had frequently toured the United States and Canada as head of the Jack Milton Play-circus. His daughter, sister and a brother survive.

**VENNINGO-Mrs. Katherine**—mother of Penny Pruden, of the Penny Pruden Home Cooking show, and other cooking programs on WLW-T, Cincinnati, October 26 at her home in Long Beach, Calif. Other survivors are an only daughter, Mrs. Katherine Slickman, Tulsa, Okla., and a son, Harry, Ingleside, Okla. Burial in Forest Lawn Cemetery, Glendale, Calif.

**VENEUIL-Louis**—58, French playwright, found November 3 in Paris. Author of more than 40 plays, most of them comedies, he worked with "Affairs of State" in 1936 and was the author of the Olinger Rogers starry, "Loy and Let Love." A leading French dramatic figure, he also performed in many of his plays. His first American hit was "Jealousy" in the 1920's and he also authored "Daniel" for the late Sarah Bernhardt, and a biography on the actress. "The Fabulous Life of Sarah Bernhardt," in 1940 he came to the U. S. to write film scripts. There are no immediate survivors.

**WARD-W. J. Jr.**—64, operator of the Station WJLB, Pikeville, Ky., October 15.

**WAYTE-Stanley George**—43, suddenly in Regina, Sask., October 12. One-time manager of J. J. O'Brien's "The Great Escape" and Regina and later Saskatchewan manager, he had handled the Regina Exhibition Association

account for several years. Survived by his widow, his parents, and one brother in Regina, and a sister in Oshawa, Ont. Burial in Regina cemetery.

**WEBER-Mrs. Lee**—61, wife of Rex Weber, veteran ventriloquist and national treasurer of the American Guild of Variety Artists, October 20 in Hollywood, of cancer.

**WELAN-Les M.**—38, in Arlington, N. J., October 13. He was for many years a member of the Four Happy Wheelers, vaude team. After returning he became a stagehand in Bridgeport, Conn. Survived by his widow, Laura, Arlington, N. J., and four sisters. Burial in St. Michael's Cemetery, Stratford, Conn., October 18.

**WILLIAM-Mrs. Frits**—84, an actress who performed on the stage under the name of Katherine Proteus around 1908, October 23 at River Crest Sanitarium, Astoria, N. Y., where she had lived since 1938, she was the widow of Frits Williams, an actor who, at the time of his death in 1930, was shepherd of the Lambs. Mrs. Williams made her stage debut in 1883 in "The Girl I Left Behind Me." Her presentation at the Empira Theater, Oshawa of her plays were "Sweet Kitty Bellairs," "The Amosson" and "The Prisoner of Zenda."

**WITKIE-Mabel**—singing and dancing principal on Broadway during the 1920's, known in private life as Mrs. Mabel Witkie, P.O. November 3 in New York. Beginning in 1910 she appeared in a number of musicals, including "Sings and Dances," "Dew Drop Inn," "The Cocoanuts," "Artist and Models" and "Bye, Bye, Bonnie." She was a sister-in-law of actress Fae Pock and actor Harry Puck. Her husband, who is Larry Puck, radio-TV producer and general manager of Unicorn Productions, a Columbia Broadcasting System subsidiary, survives, as well as a son and a brother.

In Loving Memory of **FRED G. MILLER** ARIALIST Who Passed Away November 15, 1951 Our Beloved Husband, Daddy, Grandpa, Father-in-Law.

We Miss You More Each Day. WIFE, EMILY DAUGHTER, EILEEN GRANDDAUGHTER, MARY JANE SON-IN-LAW, HERMAN

In Loving Memory of **MRS. AMANDA LOYAL** The wife of the late Alfred Loyal Passed away after a short illness on October 30, 1952. Sadly missed by daughters, Mrs. Nora Woolford, and her husband, Fred Woolford, and grandson, Alfred Woolford, and brothers Joe and Alfons Jansley.

ALWAYS IN OUR HEARTS—WE'LL NEVER FORGET YOU

In Loving Memory of **FRED G. MILLER** Died November 15, 1951. We miss you, little fellow. BILL & EMMA (ARR & YONNE)

IN LOVING MEMORY of Our Friend **FRED G. MILLER** Died November 15, 1951. Heaven must be brighter because of your presence here. JACK & VIRGINIA BARNES

In Memory of My Beloved Wife **SOPHIA** Who Passed Away NOV. 9, 1951 Gone but not forgotten. Your Loving Husband **VAL COGGAN**



## Metropolitan Buys 19 Flat Cars; McCarter Acquires 50% Interest

Pool Former Johnny Jones and Dailey Circus Units in Bid for 25 By Spring

FLORENCE, S. C., Nov. 8.—Officials of the newly formed Metropolitan Shows this week announced the purchase of 19 railroad flat cars from the Michael Railroad Salvage Company of East St. Louis, Ill. While no figures were announced, the deal is believed to have involved about \$40,000.

At the same time it was announced that B. C. McCarter, general representative and assistant

manager, who was originally reported to be "financially interested" in the formation of the new organization, had acquired a 50 per cent interest in the shows. McCarter and Shirley and Sam Levy, owners-operators of the Lawrence Greater Shows, a truck organization which will provide the nucleus for the new railroad-car, met here at the show quarters this week to formulate plans for the building and routing of the new show.

### All-Steel Units

Ten of the flat cars purchased were last used by the defunct Johnny J. Jones Exposition. The other nine were last used by Daily Bros. Circus. All units are 72-feet in length and constructed of steel. The cars, which are now stored in East St. Louis, will be moved here within 60 days. Re-decking is necessary and they will, of course, be repainted with the new show title. J. A. Matthews, Chicago, represented the seller.

McCarter said that the new shows would definitely go out on 25 cars in the spring. An extra five cars will be added for fairs, he said.

Johnny Brooks, a former trainer-master for the Cetlin & Wilson Shows, has been hired in a similar capacity for the Metropolitan unit, McCarter said. Negotiations are under way with other key railroad show personnel and the announcement of the complete staff is expected to be made not later than the Chicago outdoor meetings, McCarter said.

### Front End Open

The concession department is reported still open and no commitment has yet been made with any bingo operator. Negotiations for the operation of this department are expected to be concluded in the near future.

Negotiations are currently under way to sell most of the truck tractors and to purchase several caterpillar-type tractors for use on the lots. A few of the truck tractors will be retained to haul the show wagons between the show grounds and the train.

McCarter returned to Spartanburg, S. C., where he maintains a home and operates a children's specialty shop. He will remain there, except for booking trips, until he leaves to attend the outdoor meetings in New York and Chicago. The Levys will leave here for their New York home after all equipment is stored in quarters.

## Travers Ends Weapon Job With Navy

NEW ROCHELLE, N. Y., Nov. 8.—Harry Travers this week announced that he has concluded his participation in a two-year project covering the design and building of a new secret weapon for the United States Navy. This will enable him to concentrate on building Jeep kiddie rides, a unit introduced successfully at Playland, Rye, three years ago.

Travers has designed a new streamlined car for the Jeep, a trackless unit which, nevertheless, features controlled movement. Models of the new car will be exhibited at the outdoor conventions in Chicago in December. Travers said he hoped to be able to catch up with the demand for the new ride now that he is free to devote full time to its production.

## Swenson Thrillcade Reset for St. Paul

Vet Owner-Operator Plans to Hold To One Unit; Re-Inks Key Stunters

DALLAS, Nov. 8.—Aut Swenson, owner-operator of the Thrillcade, has turned from a long and highly successful season to booking for '53, and already he reports closing of one major contract— one to appear at Minnesota State Fair, St. Paul.

Closing of the St. Paul contract marks the third year in a row his thrill show has been signed by the Minnesota annual and the fourth successive year he will have presented a show at the St. Paul event.

Commenting on the booking outlook for '53, Swenson said

that early indications are that he could book two, possibly three Midwest routes, but says he plans to confine his operation to a single unit.

His '52 route, he maintains, was the strongest played during the season by any thrill show in the Midwest. He opened May 19 with a date at Oak Hill Downs, Austin, Tex., and did not ring down the curtain until October 19 at State Fair of Texas. The route, Swenson said, took his show into 11 States, as well as into Canada and Mexico.

Business generally was excellent, Swenson added, pointing out that polo in some instances nipped attendance.

The veteran operator disclosed that he will use '53 model Kaisers and Henry J. Corsairs next year for the automobile stunts and Harley-Davidson motorcycles for motor polo competitions.

Swenson already has signed some of his key performers. Included among them are Yvonne Lacosta, of New Orleans, who will be back for the fourth season and do precision driving and stunts, and Rocky Fisher, Indianapolis, veteran stuntman.

## Joe James Dead After Race Crash

SAN JOSE, Calif., Nov. 8.—Joe James, 27, Van Nuys, Calif., auto race driver, died here Wednesday (5) of injuries suffered when his car cracked up during the AAA 100-mile championship race meet here Sunday (2).

James, who finished 13th in the Indianapolis 500-mile grind this year, suffered a fractured skull when his car flipped over four times while he was leading the race.

## SOUNDS LIKE A QUILTING BEE

SYDNEY, Nov. 8.—Tex Hoinville, 61-year-old lion trainer, was mauled for the 50th time recently when a 14-year-old lioness pinned him against the cage bars during a performance. Claw wounds on his right arm and legs required 22 stitches.

In the 36 years that he has been presenting cat acts, Hoinville has needed 1,200 stitches to close wounds received from lions, tigers and leopards he has exhibited. Undaunted by his latest mauling, Hoinville returned to work his act in the next show.

## N. Y. Slates New Hearing On Safety Law

ALBANY, Nov. 8.—A further public hearing on the proposed Industrial Code Rule 41 (Safety Code) relating to aerial performers will be held here at 11 North Pearl Street, Room 1802, Thursday (20) at 1 p.m. The announcement was made by William H. Roberts, chairman of the State Board of Standards and Appeals, a division of the Department of Labor.

The fifth draft of the controversial law has been sent to all known interested parties. Additional copies can be secured by contacting the board here.

Hearings on the law, which holds producers or show managers criminally liable in case of accidents, to performers working 20 feet or more above the ground, were suspended shortly after the start of the outdoor season. The law was passed before any of the interested parties operating in the State were aware of its proposal. Since literally dozens of contracts calling for the appearance of acts which work without nets, or other obvious safety devices, had been consummated prior to passage of the law, the enforcement of the law after it went into effect on July 4 of this year was not regarded as too strict. State police are charged with its enforcement.

The law is not regarded favorably by any booking agent, outdoor show producer, circus, fair or park manager, since they are charged with assuring the personal safety of any performer working on an aerial rigging 20 feet or more above the ground, stage or platform. The performers are also opposed to the legislation since it has already resulted in fewer bookings in New York and will undoubtedly curtail the booking of thrill attractions of this type even further.

Since the language of the law is specific and even a liberal interpretation would make it difficult to live with, agents operating in New York are generally agreed that every effort must be made at the next session of the Legislature to secure its repeal.

## Gooding Signs Atlanta Fair Midway Pact

Sets Rides, Shows; Lipsky Contracts For Concessions

ATLANTA, Nov. 8.—Gooding Amusement Company, headed by Floyd Gooding, this week closed contracts to provide rides and shows at the 1953 Southeastern Fair-A-Ganza here.

At the same time, Morris Lipsky, representing the American Midway Concessions, signed to provide the concessions.

Under the terms of the contracts, the Gooding organization will bring in 40 rides and shows to supplement the permanent ride and show installations on the grounds, and Lipsky will have concession footage of approximately 1,200 feet.

Gooding and Lipsky came here to sign. On hand to close for the fair were Mike Barton and Joseph J. Fine, president and general manager, respectively, of the fair.

The date, a new one on its schedule, marked the second the Gooding organization has contracted in Georgia since founding of the Gooding operation. This year the Columbus, O., based show played its first date in the State when it showed at the Athens Fair.

## Walkmir Dies; Worked Perch, Aerial Turns

CHICAGO, Nov. 8.—Gualtiero (Walkmir) Ambrose, 49, originator of the Walkmir Trio, perch act, and "Aida, the Girl in the Moon," aerial act, died in a hospital here Sunday (2). He had been ill six weeks and had been hospitalized most of that time. On Sunday (26) he had returned home, but he was taken back to the hospital Saturday (1).

Ambrose was born in Trieste, Italy, and appeared with major European circuses prior to 1936, when he came to this country with the Walkmir Trio. The act was on Ringling Bros. and Barnum & Bailey for about six years. Thereafter, he played dates for Hamid-Morton, Barnes-Carruthers, Orrin Davenport, Frank Wirth and Poleak Bros. About 1946 he created the aerial sensation act in which his wife, Aida, appeared.

He is survived by his widow; one son, Nicoletto, 8, in this country; another son, Gualtiero, 18, in Italy, and a sister in Italy. Services were conducted in Chicago Thursday (6). The body is being flown to Trieste for burial.

## Weather Smiles On Winkley's Race Season

MINNEAPOLIS, Nov. 8.—Auto Racing, Inc., hurt by bad weather breaks the past two years, wound up its '52 season after registering the best business in its six years of operation. Frank Winkley, general manager, announced. And the weather man was an ally this year, washing out only one of the organization's 81 race meets.

Final race of the season was run at the Oklahoma Free State Fair, Muskogee, and since that time Winkley, assisted by his wife, Verna, has been mapping plans for next year. Already lined up for next year are three auto race matinees and one program of motorcycle races at the Minnesota State Fair.

Top driver on the Winkley big car circuit this year was Deb Snyder, who won 32 feature events and was second in four others. Dominic (Shorty) Perlick was awarded top honors in the stock car division.

According to Winkley, most of his '53 drivers have signed to again drive the ARI circuit for next year.

## Jamborees Net Miami Club \$5,200

MIAMI, Nov. 8.—Donations and receipts from jamborees staged on various member shows totaled \$5,200, members of the Miami Showmen's Association were told at the first regular meeting held in the clubrooms here Tuesday night (4). The returns are not yet complete, and it is possible that other contributions may yet be added to the total, it was said.

About 100 attended the meeting which was presided over by Leo Bistany, president. Also on the dais were William Cowan, first vice-president; Carl Hanson, secretary; David B. Endy, president emeritus; and Phil Cook, executive secretary.

The membership and the board of governors officially approved the purchase of a 224-grave plot at the Southern Memorial Park. This section will be officially known as the Miami Showmen's Rest.

## BOOKERS, ATTENTION!

CHICAGO, Nov. 8.—All booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses, and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1.

## Kiddie Wagon Builder Adds To Facilities

MOUNTAIN VIEW, Mo., Nov. 8.—Opening of a second building by the Midget Circus Wagon Manufacturing Company here has increased production capacity, and the N. R. Frank firm expects to make a greater pitch for sales, including those to amusement parks and Kiddielands.

The company has sold a number of its assorted types of pony wagons for use as kiddie rides. Among recent buyers have been the Chicago Zoological Society, Brookfield, Ill., and Merryland, Inc., Whiting, Ind. General Manager James H. Carter said numerous other wagons had been sold to non-amusement companies for advertising uses.

The company now is behind schedule for deliveries, he said, but the new facilities, giving the firm a second building, were expected to permit it to catch up soon.

## Crafts Expo's Business Best Since 1947 Peak

PHOENIX, Ariz., Nov. 8.—Crafts Exposition Shows' 1952 tour, which winds up at the Arizona State Fair here Sunday (16), has been the best experienced by the org. since 1947's peak postwar year. Manager Roger Warren announced this week. This year's jaunt, which lasted 38 weeks and covered 5,392 miles, included 24 weeks of fairs and celebration dates and many of these have been contracted for next year, said James Lantz, assistant manager, as the shows rolled in here to set up as the midway attraction for the 10-day run of the local fair.

Concessionaires reported good business on the season. Al Cecchini constructed four new concessions and purchased a new truck to take care of the added business this season. Among others adding to their equipment were

Eldon Short, who built four extra stands and acquired a truck and trailer, and Ray and Sid Leefe, who added three stands and a stock trailer to their derby game operation.

Manager Warren pointed out here that the average worker has been on the shows eight years, with Mack Doman leading the parade with 30 years of continuous service. Doman, who is winter quarters superintendent, joined the shows when they were known as the ONC Shows. New to the fold this year were W. D. Jones, chief electrician, and Capers Cummings, fleet mechanic. Other veterans with the org include George Bryant, Arcade, 27 years; Jose Duran, Merry-Go-Round, 25 years; Luther Norman, Tilt-a-Whirl, 19 years; Warren, manager, 17 years.

(Continued on page 78)



### 3000 BINGO

No. 1 Cards, heavy white, black back \$4.75. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 25 cards, \$2.00. 100 cards, \$4.50. 100 cards, \$4.50. All cards from 100 to 1000, per 100. Calling Numbers, 25, Wood Calling Numbers, 57 Printed Tally Card, 100 Colored Heavy Cards, 25 same weight as 100. Green, Red, Yellow \$1.00 per 100. 200-1000 CARDS, No. 1 size, \$14.00, 100 per set.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. For sets of 100 cards, tally card, calling markers, \$2.50. LIGHT WEIGHT BINGO CARDS: White, Green, Yellow Card, postal card thickness. Can be retained or discarded. 1000, size 8 1/2, per 100. 1000, size 10, \$1.00. 1000, size 12, \$1.25. Set Numbered Ping Pong Balls, \$12.00. Reboundless, Numbered Balls, 30 numbers, Per 100, \$1.25. Middleweight Cards, 100, 1000, 10000, Green, Red, Salmon, Yellow. For 100, \$1.00. 3000 Small, Thin "Brother" Bingo Sheets, 5 colors, loose only, \$1.50. Plastic Markers, Red or Green, round or square, 1/2 diameter, \$1.50. Scalloped Edge, Green only, \$1.00. Smaller Size, 1/4 diam., Red or Green Plastic, \$1.50. Adz Display Posters, size 24x36, 10 Cardboard Strip, 10 x 1/2, 100 Rubber Covered Wire Case with Chain, Wood Ball Markers, Marker Board, Scoreboard for \$15.00. Thin, Transparent Plastic Markers, Brown, 1/2 inch, \$1.00. Featherweight Thin Bingo Sheets, size 8 1/2, 1000, 10000, 5 colors, loose, not folded, \$1.25. Round white No. 1 Card 60 x 60 Markers, 1/2 inch, 1000 to 10000, \$1.00. Capelli Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, \$10.00. Send for illustrated circular for 100. All these prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
122 S. Dearborn St. Chicago 5, Illinois

### PLAN FOR 1953!!

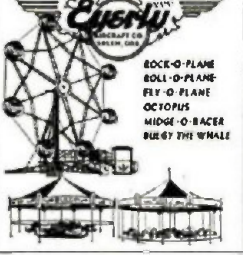
It is not too early to plan for next year's operations. We must plan ahead to be successful. Do your plans for 1953 include a modern approach? BIG ELL Wheel Drivers? Hundreds of BIG ELL Wheel Drivers are now on the market that a BIG ELL Wheel is top, a good investment—a sure money-getter. Orders now being accepted for 1953 delivery. Assure yourself a good 1953 plan. Contact a 1953 Model NOW. Full particulars sent immediately upon request.

**ELI BRIDGE COMPANY**  
Builders of Bessemer products  
300 Case Avenue Jacksonville, Illinois

### NEW KIDDIE RIDES!

- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

KING AMUSEMENT CO.  
MT. CLEMENS, MICH.



ANY SIZE ANY CAPACITY  
MINIATURE TRAIN CO.  
RENSSELAER, INDIANA

## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

**Pansy the Horse, and Bobby Whaling and Yvette, cyclist,** closed a week's engagement on the stage of the Chicago Theater, Thursday, (8).

**Gladys Smulder, wife of Jack Smulker,** and partner in the Original Michigan Rubes, was guest of honor recently at a baby shower given by friends in Detroit. It will be the first youngster for the Smulkers.

**George Chico, rope slide performer,** pens from Japan that he plans to return to the United States in the near future after living for almost a year in that country. Chico had retired from show business and was making his home in Yamazuchi, where he has relatives.

**Fedi-Fedi, dancing doll act,** has been signed for the '53 outdoor season by Ernie Young, Chicago agent. Also contracted for next year are the Juvelys, balancing, and Adams Duo, bicycle-chimp act.

**The Flying Melzors, four-person flying trapeze,** were subjects of a half-page feature story in a Saginaw, Mich., newspaper upon their return there following a busy outdoor trek. Included in the story were four photos showing the troupe unloading and including shots of Mr. and Mrs. Raymond Thomas, topper of the act, and Barry Miller and William Lake who were newcomers this season. Mentioned in the yarn were retired members of the act, Melzer (Buster) Thomas and Mrs. Jane Thomas.

**Leon Smith of Leon and Eleanor's Great Dan Circus,** were recently on the "Big Top" television circus and report they are booked to play Tom Packer's circus dates in both Baton Rouge and New Orleans. The act recently placed an order for a new truck that will be designed to carry their animals and also double as living quarters.

**Leo Couture, high diver,** recently wound up his longest outdoor season when he finished his 27th week at Dothan, Ala. Following his stint at the latter spot, he headed for Florida to "warm up" and visit some of the State's major elites to renew acquaintances with friends. He will spend Christmas at his home in Montreal.

**Ed Widaman, of elephant act note,** was a Chicago visitor Monday (3) following his close with the Hollywood Circus Corporation at Racine, Wis. Widaman left Chicago the following day for St. Louis to pick up a new Fruehauf semi-trailer to haul his built. The act has several winter dates lined up by the Hetzer Agency.

**George Hubler, of Glenn Martin and Company, bars and trampoline,** spent a few days recently at his Dayton, O., home polishing up routines before opening his winter season at Azusa, Ia., November 1. Due to an auto crash this summer the act was forced to cancel its Barnes-Carmen's dates and Charles Sweeney, who was driving at the time, is still recuperating in Los Angeles. Don Hewell, who was in the Orient with E. K. Fernandez this summer, recently joined the Hubler troupe.

**Bob and Roger Monahan, of the Amazing Monahan, Risley,** have been spending a few weeks at their Los Angeles home but have been far from idle. The duo recently made appearances on two television shows "Dixie

**Showboat" and "Bandstand Review"** and are skedded to work several other dates for the Bert Lavey office. Later in November they will head east to fill several commitments there.

**Miss Luxem, high pole,** was held over an extra week at Coney Island Park, Havana, and was skedded to close November 2. The act may return to the park later this winter to play week-ends. **Sonny Moore,** who has his dog act with the Polack Eastern unit, suffered an arm injury recently when attacked by one of the elephants on the show.

**Talent line-up for the E. K. Fernandez revue under Mormon auspices in Honolulu** included the Hoosier Hot Shots; Beth Baker, emcee-acrobatist; Ruby Ring, acro dancer; Tenka and Okumu, magicians; Florence, Caran, songs; and Russell James, songs, and Chico Dell, monkeys. The show runs thru November 11.

### Out in the Open

**Author William Gresham** has scheduled a lengthy yarn on Jack Kochman and his Hell Drivers with True magazine. Gresham interviewed Kochman at the North Carolina State Fair, Raleigh. To make sure that he got the proper feeling into his story, Gresham had daredevil Neil Hamilton ride him thru some of the precarious routines.

**Harry Stahl, manager of Jefferson Beach Park, Detroit,** is back on the job following a major operation.

**Ernie Young Agency, Chicago** outdoor booking office, has moved to a new and larger suite in the same building where it has been located for a number of years. The offices are now in room 1306. Billy Williams and Gladys Lee, who operate Williams and Lee Attractions, St. Paul, returned home recently after a five-week vacation and business trip to the West Coast and Mexico. While on the jaunt, the duo signed several new acts for the '53 outdoor season.

**Art Briese, of Theatre-Duffield Fireworks Company,** was back at his Chicago office last week following a plane trip to Miami where he completed arrangements for the Orange Bowl show and to Tampa where he closed contracts to provide fireworks at the 1953 Gasparilla Day.

**MERRY-GO-ROUND FOR SALE**  
50-ft. Labezan Model park type Merry-Go-Round, completely renovated in very fine condition and operating condition. 100 seats and one thousand plywood roof, new custom-made heavy carriage interiors.  
**BOB-BERN, INC.**  
5 Meadow Lane, Rockville Centre, N. Y.

### PROMOTERS

—Get on our Mailing List—  
Each week THE WHALE receives inquiries asking for names of individuals who might underwrite and promote attractions, for auditoriums and arenas. We can refer inquiries from your territory to you.  
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsibility. Underwriting. Write Arena-Auditorium Department, The Billboard, 182 W. Randolph St., Chicago 1 Ill.

GIVE TO THE RUNYON CANCER FUND

### PEANUTS · POPCORN · SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Size Boxes — Complete Line of Supplies — Midway Marvel Candy Floss Machine — Snowflake Snow Cones — All Makes Ice Shavers — Star Popcorn Machines — Cotton Candy Cones — Candy Apples Equipment & Supplies — Fresh Roasted Peanuts — Attractive Candy Bags — Candy Floss Circles. SEND FOR FREE CATALOGUE!

### CHUNK-E-NUT PRODUCTS CO.

VIC ZINDA 231 N. Second St. Philadelphia 6, Pa.  
TED VINES 2908-14 Smallman St. Pittsburgh 1, Pa.  
ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

Multiplex Faucet Co. Serving the Trade 47 Years

3 1/2% Profit on a 5% Sale! with a Multiple

### ROOT BEER BARREL

FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES

Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit! Capture volume business and profits with Multiplex **Exclusive!** Draws any size drink continuously without turning lever off—10 to 13 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side. Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

Other Dispensers for COCA-COLA, ORANGE GRAPE, DR. PEPPER, GINGER-ALE, PEPSI-COLA, VERMOS and Root Beer for MIKE RICHARDSON, ROCHESTER, SUCKETS, DAD'S, LYONS, CANADA DRY, TRIPLE AAA, MENLO, SOUVETS, HUNTER, NESBITT, STAINLESS STEEL, HOOPS, WURDY GAR

Manufacturers: **MULTIPLY FAUCET CO.** 4225-B Duncan Ave. St. Louis 10, Mo.

### The World's Greatest Amusement Rides Bear the Name ALLAN HERSHELL

KIDDIE RIDES: MERRY-GO-ROUND, SKY FIGHTER, LITTLE DIPPERS, KIDDIE AUTO, BUGGY, BOAT AND JEEP RIDES, ALSO MAJOR RIDES. Write for literature.

**ALLAN HERSHELL COMPANY, Inc.**  
North Tonawanda, N. Y.

### The TILT-A-WHIRL Ride

"Best Buy in Rides Today"

- ★ Very Popular and Profitable
- ★ Good Looking
- ★ Well Built
- ★ Economical and What a Repeater!!
- ★ Good Quality
- ★ Economical
- ★ Repeater!!

**SELLNER MFG. CO.**  
Faribault, Minnesota

### ONE STOP SERVICE

POPCORN MACHINES FLOSS MACHINES  
BOXES BAGS OILS COLORING SUPPLIES REPAIRS  
EVERYTHING FOR THE CONCESSIONAIRE

**CONCESSION SUPPLY COMPANY**  
3916 SECOR ROAD TOLEDO 13, OHIO

### CIRCUS SUPPLY AND HARDWARE CO. INC.

PHONE: RINGLING 4-1843 P. O. BOX 491 SARASOTA, FLORIDA

Performers: Ringling Bros. Shows, Wire Rope Slinging, Trade Signs, Stunts, Seaman's Covered Spanish Wagon, etc. Concession Equipment built and repaired. Cotton Candy Machines, new. All makes rebuilt. Phone: Ringling 4-1843, Sat. and Sun.: Wingling 2-4311. **EDDIE BILLETZ.**

MAKE \$100.00 A DAY On Candy Floss

Our new Super Deluxe new style head bowl, made in modern stainless steel, smooth running, Heizer's best in the world. FREE parts. Wonderful opportunity to start your own business—big money—write for literature TODAY. Old time toppers—send your machine in now for check-up.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
736 Benton Avenue Nashville 4, Tenn.

MAKE \$100.00 A DAY On Candy Floss

Our new Super Deluxe new style head bowl, made in modern stainless steel, smooth running, Heizer's best in the world. FREE parts. Wonderful opportunity to start your own business—big money—write for literature TODAY. Old time toppers—send your machine in now for check-up.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
736 Benton Avenue Nashville 4, Tenn.

Advertising in the Billboard Since 1906

### ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE  
SPECIALLY PRINTED  
CASH WITH ORDER PRICES --- 1000 \$10.50 --- ADDITIONAL 1000'S AT SAME ORDER \$2.00  
Above prices for any printing desired. For each change of wording and color add \$1.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

**STOCK ROLL TICKETS \$1.50**  
EACH ADDITIONAL ROLL SAME PRICE AT 40C PER ROLL

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Phone: Belmont 1-100. For New Shows Name of Show, Estimated Price, Top and Total, Send to: Weldon-Williams-Lick, 1001 N. 1st St., Fort Smith, Ark.

### LOOK! PARKER DOES IT AGAIN

We have added another model to our famous Baby "Q" Jumping Horse Carry-Us-Alls. Our new SUPERIOR 30 FOOT FERRIS WHEEL is more elaborate, has more flash and more equipment. Ideal machine for road and kiddie lands. Time sales arranged. We trade. Prices start at \$5,750.00. For particulars phone, wire or write

**C. W. PARKER AMUSEMENT CO.**  
Leavenworth, Kansas, U. S. A.

### SELLS MORE OF EVERYTHING THAT OUTDOOR SHOWBUSINESS BUYS!

Reserve advertising space now — or — let The Billboard prepare suggested advertising copy and layout for your approval. No obligation — wire, write or phone your nearest Billboard office TODAY in:

32nd Annual OUTDOOR CONVENTION NUMBER featuring the CAVALCADE OF FAIRS SUPPLEMENT

NOV. 19  
NOV. 24  
NOV. 29

New York  
St. Louis  
Cincinnati  
Detroit  
Chicago  
Hollywood



ASTRO FORECASTS

All Readings Complete for 1953
On hand in these sizes: 3 1/2 inch; 3 1/2 inch; 4 inch; 4 1/2 inch. Write for prices.
Single Sheet, 50 cts. 100 for \$40.00
Gold Fish Pamphlet, 4 page, 50 cts. 100 for \$40.00
Signs, Any Quantity, 10 cts. each
WHAT IS WRITTEN IN THE STARS...
Fading Booklet, 120 pgs., 50 cts.
Contains 101 Astrological Very well written, less \$5.00 per 100. Sample \$1.00
FORECAST AND ANALYSIS...
Fancy Covers, 50 cts. each
Samples of each of the above 4 items for 25 cts.
No. 1 65 Page Assorted Color Covers... 50 cts.

NEW DREAM BOOK

130 Pages, 2 Best Numbers, Clearing and
Palmer, 130 Dreams Found in Every
Guid Paper Covers, Good Quality
Paper, Sample \$1.00
HOW TO WIN AT ANY KIND OF SPECU-
LATION...
PACK OF 75 NAUGHTY NINE CARDS...
Answers All Questions, Each Num-
ber, etc. 600
Signs Cards, Illustrated, Pack of 122
Graph Charts, 101, Sample \$1.00
MENTAL TELEPATHY, Booklet of 21 pgs. 25c
Mystic Guide to Your Customers, Under-
stand Label No. checks accepted C.O.D. 25%
Deposit. Our name or ads do not appear
in any merchandise. Sample 10c
prices. Orders are P.P. Extra

SIMMONDS & CO.

525 E. Dearborn St., Chicago 5, Illinois
Send for Wholesale Prices

SPECIALS!!

LOWEST PRICES ANYWHERE!
CONSOLE SET—1 Bowl and 2 Candy
Holders, Lots of 24 sets... 38c tel
12-pc. PUNCH BOWL SET—
Lots of 4 sets... \$1.19 tel
9-pc. POPCORN SET— \$1.19 tel
Lots of 4 sets

AMERICAN POTTERIES CO.

60 E. 13th St., Chicago 5, Ill.
Phone: Harrison 7-0997

INSURANCE

WRITE FOR SPECIAL RATES
SAM SOLOMON
"THE SHOWFOLKS'
INSURANCE MAN"
5131 N. Kenmore Ave.
Chicago 40, Ill.
(Phone: Sunnyside 4-6866)

KEEP POSTED on the OUTDOOR FIELD

Concessioners, pitchmen,
bookers, performers, game
and ride operators, manu-
facturers and suppliers of
all kinds—you need The Bil-
lboard every week to get all
the important, timely news
of the outdoor amusement
field.

SAVE MONEY—MAKE MONEY

Subscribe Now to
The Billboard
The Billboard, 2160 Patterson St., Cincinnati 23, Ohio
Tel  Please send me The Billboard for one year at \$10
Foreign rates upon request. 825
Name .....
Address .....
City ..... Zone ..... State .....
Occupation .....

BUYING A NEW FLOSS MACHINE!

Then be sure you get the new WHIRLWIND, the only vibra-
tionless cotton candy machine made. All floss machine
machines are eliminated with the Whirlwind—there is no
other machine even close to it when it comes to production,
ease of operation and freedom from breakdown. You will
buy the Whirlwind some day, so why not buy it first and
save money. Remember—it is guaranteed to please you or
you get your money back.
GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 1, OHIO

Roll and Machine
TICKETS
SPECIAL PRINTED
PRICES
2,000 ..... \$4.95
10,000 ..... 7.80
100,000 ..... 26.70
KANSAS CITY TICKET CO.
Dept. 109 West 18th St., Kansas City 8, Mo.

32nd Annual
OUTDOOR
CONVENTION
NUMBER
featuring the
CAVALCADE OF FAIRS
SUPPLEMENT
NOV. 19
NOV. 24
NOV. 29
New York St. Louis Cincinnati Detroit Chicago Hollywood

Under the Marquee

Lem Behler, CFA of Stockton, Calif., was a recent guest speaker before the Lions' Club of Berkeley, Calif. He showed movies of the Ringling-Barnum circus... Donald Marcks' miniature circus made a November 7 appearance over Station KRON-TV, San Francisco.

Col. H. G. Coffey caught the Ringling stand at Bristol, Tenn., and reported the turnout compared with the big days of the John Robinson Circus there in the old days... Jake (Clown Cop Corrigan) Disch, Cudahy, Wis., caught the Home Show in Milwaukee recently, where George Bink, juggler, worked. Mrs. Diach remains in poor health, he states... Lindsay Wilson, former clown with corporation shows and others, has undergone a second operation at a Chicago clinic and is recuperating.

Miller & Woodcock elephants completed 23 weeks with Siebrand Bros. and Bill Woodcock returned to Hugo, Okla., with the bulls. Babe Woodcock returned to their Hot Springs home... Kelly-Morris Circus played to fair business at Prichard, Ala., Saturday (25).

Slivers Madison, who's taking over the Tom Packs elephants, was with Barnes, Floto, Robinson, Cole and Ringling shows before going with the MGM elephants and Polack Bros. in 1947... Johnny Fulghum, of Richmond, Va., caught Mills Bros. at Ashland, O., and Ringling at Richmond, visiting with Jack Mills, Lou Jacobs, Jimmy Armstrongs, Lewis Brown and Merle Evans.

Visitors on the King-Cristiani lot at Texarkana, Ark., included Mr. and Mrs. Tom McLaughlin and sons, Don and Jim, all of Cole & Walters; Wayne Sanguin, Hugo, Okla., canvas spool builder; Art

Miller, general agent for Kelly-Morris; A. Morton Smith and sons, Gainesville Community Circus; Lt. George Morrissey Jr., model building now stationed at Barksdale Air Force Base, La.; Tommie Randolph, Gladewater, Tex., fan, and the Jim Boyles family, also Gladewater.

A woman who had believed her husband was a victim of the Hartford fire in 1944 apparently found him recently—in jail at Northampton, Mass., according to a Boston newspaper.

Art Concello, general manager of the Big Show, and Pat Valdo flew into New York on business last week. According to Art, excellent weather in the South has pulled up the show grosses and the season will be a profitable one.

Joe Beach recently visited with Adela Nelson when she was in Springfield, Mass. He also visited at the Court Square Theater with Sam Stratton, manager of the Cornelia Oils Skinner "Paris '90" company, at Holyoke, Mass., he visited with Tommy Hanlon and Company, Three Glens, the London, King Appenolds and Chester Fredericks when they were showing the Valley Arena Gardens.

Vander Barbatie, ballet director, has been trouping with the Polack Western unit to study buildings the show will make next year when he is to have an aerial ballet with the unit... A Cole Bros' elephant was used by Olsen and Johnson on Chicago's State Street Wednesday (9) in an election bet gag staged in connection with their appearance with the "Skating Vanities" show in Chicago.

Emmett Sims, press agent, was recuperating this week from a head injury received when a hold-up man struck him. Sims was knocked out on a Chicago street and was taken to a hospital after he was discovered by a passer-by sometime later... George Cole, circus fan and operator of several marionette show units, was the topic of a feature story in the Chicago Tribune Thursday (6)... Vernon L. McReavy, agent for Barnes Bros' Circus, is wintering at Chicago, with offices in the Chicago Stadium.

A new edition of "Seventy Years a Showman," autobiography of the late Lord George Sanger, British circus owner, has been published in London by J. M. Dent & Sons.

Leonard Keeler, who recently returned from a season of clowning with the Clyde Beatty Circus, has opened a costume store in Bridgeport, Conn., and has named it "Clown Alley." The spot was formerly occupied by his step-daughter, Marguerite. (Continued on page 75)

Shooting Galleries

And Supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.

Every conceivable kind of EQUIPMENT SUPPLIES AND SERVICES has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write The Billboard 2160 Patterson Street Cincinnati 22, Ohio

Vivonas Add 2 N. C. Fairs To '53 Route

NEW YORK, Nov. 8.—Two additional fairs have been added to the Vivona Bros' Shows route for 1953, it was announced this week. They are located at Asheboro and Lumberton, N. C.

According to Owners Morris and John Vivona, the shows now have a total of eight fairs set for 1953. Not all contracts have yet been announced because of uncertainty of dates in some instances. The route of annuals for next year now looms as the longest and best in the history of their organization, the Vivonas said.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- (Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)
American Midway: Robinson, Tex.; Raymondville 17-20
B & H. Am. Co. (Fair) Sumter, S. C. Big State: Corpus Christi, Tex. Burdick's Greater: (Fair) Sanitrop, Tex. Central City: (Fair) Madras, Ore. Cresta Expo: (State Fair) Phoenix, Ariz. (Season ends)
Dion, Tex.; Parks, La. Dumont: Blackville, S. C. Florida Expo: Augusta, Ga. Hammond Bros: (Fair) Belaire, Tex. 10-23 Harrison Greater: (Fair) Whiteville, N. C. (Fair) Mullins, S. C. 17-22 Hayward: Seale, La. Holman United: St. Martinsville, La. Houle, Buff: Cornington, La. Jollyster: (Fair) Rhome, Ga. Kite, Floyd O.: Mamou, La. Lane Star: Tifton, Ga. Marton Greater: (Fair) Cheraw, S. C. (Fair) Alken 17-20
Ozark Empire: Montgomery, La. Page Am. Co.: Warsaw, N. C. Peppers All-State: (Fair) DePue/Ark Springs, Ill.
Pret's Broadway: (Fair) Valdosta, Ga. Rainier Am. Co.: Youngsville, La. Royal Expo: (Colored Fair) Fair Daytona Beach, Fla. Belle D'Ar: J.C. Stephens, C. A. (Fair) Wauchula, Fla. (Fair) Plant City 17-22
Rivers James E.: (Fair) Jacksonville, Fla. Tassell, Barney: Savannah, Ga. Clermont, Wis. 17-22
Wallace J. K.: (Colored Fair) Rock Hill, S. C.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Jacobs, Terrell: (Fair) Jacksonville, Fla. 10-15
King Bros.-Christians: Brewton, Ala. 10; Chapley, Fla. 11; Tallahassee 12; Live Oak 13; Gainesville 14; Ocala 15; St. Petersburg 17; Bradenton 18; Lakeland 19; Daytona Beach 20; St. Petersburg 21; Palatka 22; Hazlet, Ga. 24. (Season ends)
Packa, Fm.: Baton Rouge, La. 17-18; New Orleans 21-20
Page Bros.: Franklin, Ky. 12; Russellville 13; Clinton 14; Gallatin, Tenn. 15
Polack Bros. (Western): (Auditorium) Huron, S. D. 12-18; (Armory) Springfield, Ill. 20-23
Ringling Bros. and Barnum & Bailey: Birmingham Ala. 11; Selma 12; Montgomery 13; Columbus, Ga. 14; Albany 15; Jacksonville 16; Ft. 17; Orlando 18; West Palm Beach 19; Fort Lauderdale 20; Miami 21-23; season ends.

ELECTRO-PITCH

THE TIRELESS PITCHER for Steady Operation and More Profit
LOW INVESTMENT, battery of under \$2000... HIGH PROFITS. 9 balls per minute for as many hours a day you wish... SAFETY factor in all amusement devices... LOW MAINTENANCE fool-proof mechanism
ELECTRO-PITCH CO., INC.
6030 Ross Street, Phil 44, Pa. Phone Tennessee 9-2773

NEW! Firebrite LUMINOUS COLORS
Amazing!
NOW AVAILABLE AT HALF PRICES!
POSTERS
CARDS-CIRCULARS-FIRE-BANNERS
Send for FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
902 S. WEST ST., INDIANAPOLIS, IND.

BIG PROFITS WITH SOFT ICE CREAM
Sani-Serv DIRECT DRAW DAIRY FREEZER
WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
902 S. WEST ST., INDIANAPOLIS, IND.

WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
902 S. WEST ST., INDIANAPOLIS, IND.

TENTS
ALL SIZES—ALL TYPES
Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.
WRITE TODAY
S. I. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
2515-21 W. Huron Chicago 12
Chicago's Big Tent House Since 1870

SERVING SHOWMEN IS MY BUSINESS...
FOR OVER 29 YEARS SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE
CHAS. A. LENZ
The Showmen's Insurance Man
1492 Fourth St. N. St. Petersburg, Fla.
Phone: 7-5914

SHOW TENTS
CENTRAL Canvas Company
516-518 EAST 18th ST.
Kansas City 6, Missouri
Phone: Harrison 3928
HARRY SOMMERVELL

SELECT CREATORS GIANT MODEL #1 for bigger popcorn profits
Creators Corp.
Nash Sales Office
Pancon V. Mass., Nashvillo, Tenn.

SPECIAL DISCOUNT For the Month of November
Write Today
BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE
We also handle snow supplies.
P. O. Box 7263, Fair Park, Dallas, Texas
GIVE TO THE RUNYON CANNON FUND







## Houston Opens Big For Davenport Unit

1st 5 Days' Attendance Up 10%;  
Beatty Acts, Hannefords Appear

HOUSTON, Nov. 8.—Orrin Davenport's circus package, back here for the Shrine date after a lapse of several years, opened strongly Wednesday (29) and stayed ahead of last year's show for the first five days. Thru Sunday (2), the show was reportedly 10 per cent ahead in the attendance column. Show continues here thru Tuesday (11). Most of the acts then will hop to Kansas City. Meanwhile, Davenport's No. 2 unit will play at Wichita, Kan., starting Sunday (9) and continuing for a week. The three dates wind up Davenport's schedule until January 13.

## Weather Chills Ringling-Barnum Va., N. C. Takes

NORFOLK, Nov. 18.—A sag in business that hit Ringling Bros. and Barnum & Bailey at Roanoke stayed with the show thru the week ending here Saturday (1). Cold weather took the blame, and football, including college and high school tilts in Norfolk, also was a factor.

The Norfolk stand got underway Friday (31) with a one-quarter house in the afternoon and a three-quarter score at night. The second day (1) brought out three-quarter crowds for each performance while the Oyster Bowl grid game attracted 27,000. The stand was not sponsored.

A high school horse, Hercules, used by Roberto de Vasconcelos, died Saturday.

Like Norfolk, Roanoke, Lynchburg and Richmond produced only mediocre crowds in cold weather.

Dropping further South for Alabama, Georgia and Florida towns, the Ringling show has two weeks more to go before ending the season at Miami with a three-day run (21-23).

## Crash Injuries Fatal to Poplin

NORFOLK, Nov. 8.—Final rites for T. R. (Tommy) Poplin, for 35 years an electrician with outdoor shows, were held recently in Rocky Mount, N. C. Poplin died November 1 in DePaul Hospital here from injuries suffered October 25 in an automobile crash.

He had been connected with the Cedon & Wilson Shows and such circuses as Biller Bros., King Bros.-Cristiani, Cole Bros. and Ringling-Barnum. (Details in Final Curtain.)

## Hollywood Unit Ends Fat Tour

VAIL, Ia., Nov. 8.—Jacobson Bros. Hollywood Circus Corporation closed as scheduled at Manitowoc, Wis., Friday (30) after a successful tour. Co-Owner Charles Jacobson stated this week.

He said Manitowoc gave two full houses. Earlier stands included Sheboygan, full and half; Appleton, two full houses; and an extra show: Oshkosh, two overflow houses the first day and two one-third houses the second, and Fond du Lac, two three-quarter houses.

## Barnes Units on Move

PERU, Ind., Nov. 8.—The Barnes Bros. Circus unit from the World of Mirth Shows was scheduled to arrive at the Barnes-Cole winter quarters and another unit was leaving to make the Orrin Davenport show at Wichita, Kan., opening Sunday (9).

Davenport's schedule until January 13.

Program here included Irv Romig, table rock; George and Kay (Hanneford), trampolines; Clyde Beatty's elephants and ponies; Beatty's lions and tigers; John Gibson Sky Revue; La-Blonde Trio, wire; Shyretos, undicycle; Tiebor's seals; Helen Haag's chimps; Nelson's trained pigs; Ernie Wiswell's Funny Ford; Unus, finger stand; Harry Haag's dogs and ponies; Ruby Haag's dogs; Milonga Cline, dogs; The Martells, rollo-bolo; The Bekara Troupe, teeterboard; The Kurts, balancing; Ely Ardity and web number; Francisco and Dolores, balancing; Antaleks, perch; Orantos, perch; George Hanneford Family, bareback, featuring Kay Francis Hanneford; Beatty Elephants, with Richard Shipley; Les Kimris, serial motorcycle; and the Flying Malkos and the Flying Harolds, flying return.

Staff includes Orrin Davenport, producer and director; Preston Lambert, announcer; Izzy Cervone, guest bandmaster; Charles Jones, props; Charles Marine, assistant on props; Harry Haag, transportation, and Hattie Shipley, wardrobe.

George LaSalle is producing clown. Others include Jackie Le Clair, Jack Kilpel, Romig, Oscar Lowanda, Percy Rademacher, Ernie Burch, Roy Barrett, Duky Anderson, Phil Escalante, and Joe Lewis.

## Terrell Jacobs Plans 2d Unit, January Dates

DE LAND, Fla., Nov. 8.—The Terrell Jacobs circus unit, this season with the Strates Shows, will go into quarters at the air base here Saturday (13).

The Jacobs unit will hereafter move on trucks and will start winter dates in January. Four new lions will be broken for the act. A second unit also will be operated next season, it was announced.

Bob Ensworth, business manager, conferred with Jacobs last week. Clown Bill White will return to Sheridan, Wyo. Mr. and Mrs. Phil Wirth will go to Miami. Nick Ouellette will be in charge of cats in quarters, and Dave Fleming will be in charge of maintenance and stock.

## Packs Sets Up St. Louis WQ

ST. LOUIS, Nov. 8.—Tom Packs' Circus has arranged for winter quarters space at Jefferson Barracks near here. Slivers Madison, who will take over the Packs Elephants in December, will keep the bulls there. Show's equipment and trucks also will be parked at the new quarters.

Jack Leonini, Packs' staffer, said this week that several winter dates had been contracted for the elephants. Madison will replace MacDonald, who is moving to Polack Bros.

## Rivels Plays Cirque d'Hiver

PARIS, Nov. 8.—Cirque d'Hiver features the veteran clown, Charlie Rivels, and his three sons, the Charivels. Charivels work the same comedy routine they used on their American tour, with Rivels does his old Charlie Chaplin gag on the trapeze and works in the clown end of Maiss and Mimile.

Fattini does his show act on super post, and the Four Arri-gonis score in a good aerial number. Wazzan Troupe of Arab tumblers, Three Apollons, equilibrist, and Cirque Boulogne horse numbers round out the bill.

# CIRCUSES

## Cold Carolina Limits Crowds For Mills Bros.

SMITHFIELD, N. C., Nov. 8.—Mills Bros. Circus played here Monday (3) and pulled 345 persons for the matinee and 918 at night. Stand was sponsored by the Rotary Club, which reported a \$425 take for the turnout and advance sale. It was the second time the club had sponsored the show here. Weather was clear but cold.

Suffolk, Va., on Saturday (1) gave light crowds for both performances. Ringling and a major football game were attractions in Norfolk, only 20 miles away, on the same day. Elks Club was the sponsor.

Following Smithfield, the Mills show has exactly a week to go before calling it a season and starting the long jumbo back to Greenville, O., quarters.

## Kelly-Miller In Barn After Strong Finish

HUGO, Okla., Nov. 8.—At G. Kelly & Miller Bros. Circus, now packed away here for the winter, attracted good night houses right up to closing day.

The show ended its season Sunday (2) at Colgate, Okla., with a matinee and which filed the top. At Holdenville, Okla., Thursday (30), the circus had a half house for the matinee and a near-capacity score at night. Weather was cold in the morning and chilly thru the day and evening.

Okmulgee on Friday (31) produced a half house for the afternoon and a full one at night. Night business might have been straggled except for a Halloween event sponsored downtown by the Lions Club. As usual, the Kelly-Miller show used no sponsors for its stands.

Royale Bros., indoor circus using personnel and equipment most from Kelly-Miller, will open in Parsons, Kan., Monday (10).

## Capell Parks At Ruston, La., Fairgrounds

RUSTON, La., Nov. 8.—Capell Bros. Circus pulled into the North Louisiana State Fairgrounds here Tuesday (4) and began setting up winter quarters. About 10 trucks and horse trailers have arrived and more were scheduled to come in later.

Owner H. N. (Doc) Capell previously announced plans to troupe an animal unit on the Southern school circuit this winter.

Last winter the show was quartered in South Louisiana. In earlier years it was based at McAllister, Okla.

## Joe Jansley Passes at 74

NEW YORK, Nov. 8.—Joseph Jansley, for many years a member and manager of the well-known Risley act bearing his name, died at his home here of a heart attack Wednesday (5). His age was 74. He is survived by his wife.

Jansley, who was active as a performer for about 47 years, came to this country from Germany about 30 years ago. He gave up performing about 12 years ago because of his age. At that time his brother, Alphonse, took over and continued the act.

Jansley buried his sister, Amanda Loyal, only about a week ago. Mrs. Loyal was the widow of Alf Loyal and continued his famous dog act for some years after his death.

Funeral arrangements were incomplete at week's end.

## KING-CRISTIANI CLOSES NOV. 24

Season Termined Winner; Parade, Program Additions Seen for 1953

MACON, Ga., Nov. 8.—King Bros. & Cristiani Circus closes the season November 24 at Baxley, Ga., to make a home run of 152 miles to winter quarters at Central City Park here.

Co-Owners Floyd King and Louis Cristiani have termed the season "very successful" and announced considerable expenditure could be made for new equipment and rebuilding during the winter.

## English Queen To See Gautier, Chaludi Acts

LONDON, Nov. 8.—Cyril B. Mills of Bertram Mills' Circus here announced this week that Gautier's "Excess Baggage" dog act and the Chaludis would be among 22 acts appearing at a Royal Performance for Queen Elizabeth and the Duke of Edinburgh December 18.

The acts will comprise the Mills performance at the Olympia, December 19-January 31, he said. Fourteen clowns also are included.

The program will include:

Three Austins, Bob Gery Troupe, Carrouel, Caillini-Medina, Chaludis, Eduardo, Frank Conolly, Freddy Knie's high school horses, Gautier's Excess Baggage, Gindl's Arabian Horses, Harr and Merkey, Karl Kosmayer's Unrideable Mules, Knie's Norwegian Horses and Zebras, Knie's Sealions and Penguins, Knie's Baby Elephants, Mars Troupe, Mills Shetland Ponies, Raspinis, Five Talos, Wazzan Rif-Rabylin, Westbrooks and the Zavatras.

## Animals Cost Cincy Zoo 19G

CINCINNATI, Nov. 8.—The Cincinnati Zoo spent \$19,450 in animal additions this year. It was announced by E. W. Townsend, president, at the quarterly meeting of trustees Tuesday (4). The additions included mousie and spot nose monkeys and some rare fish.

Townsend voiced hope that funds would be available to improve the elephant house, which he described as being in "declining condition." He would like to have moats constructed around the house so as to eliminate bars.

Current funds on hand, totaling \$140,000, are sufficient to meet feed bills and wages until next May, it was reported. J. F. Heusser, zoo director, said that more than \$17,000 would be coming from profits of the 1952 food show at the zoo. It was reported that the zoo has repaid \$80,000 in principal and \$37,000 in interest on the \$500,000 councilmanic bonds advanced by the city for construction of the ape house and carnivora building.

## Medrano Features Solid Show Fare

PARIS, Nov. 8.—Cirque Medrano's November bill is good circus fare all the way thru. Otto Schumann—no relation to the Circus Schumann dynasty—is featured in a good high-school horse number, using three horses. Philippe Riceno does his usual trick riding and Usim presents a group of Circus Schumann's musical ponies.

Trevor Bale presents a careful of lions, tigers, leopards and bears from the Robert Bros. (English) Circus. Andree Jan, a trapeze artist, and Diana, in a web routine, work while cage is being set up.

Other acts in this line-up are the Four Fredians, tumblers and acrobats; Rayne, contortionist; Reynold, bike-balance on a pedestal; Vienna Boys, hand-to-hand; Olympiad Trio, plastic poses and balancing; and Fritchie, tramp comic and table-tilter.

Advance equipment will arrive at quarters Monday (10). Show will tour Florida for the 10 days immediately prior to closing, the owners stated. The stands will be practically identical in length to the 1951 trek.

King and Cristiani stated numerous changes in the performance could be made for next season with several new acts being engaged. The street parade inaugurated this season will be continued and enlarged in 1953, they said.

Meanwhile, in Arkansas the King show found itself in the center of the highly publicized forest fire area at Camden. Playing the town on Friday (31), the show had a handful for the matinee and a three-quarter house in the evening. No auspices was used, and the fires in surrounding countryside had no direct effect on show property.

At El Dorado, Ark., Saturday (1), the circus played to near-capacity houses under Jaycee auspices. The courthouse square was jammed with persons in town for the parade and performances.

## Polack, King, Showmen Club In 3-Way Visit

HOT SPRINGS, Nov. 8.—Personnel of Polack Bros., Western unit, King Bros. & Cristiani Circus and the Hot Springs Showmen's Association took part in a three-way exchange of visits when the two shows were here. King played the town Monday (27) and Polack opened at near-by Little Rock Wednesday (29).

Highlight of a party at the club's headquarters was a gin rummy game between Max and Carol Truzzi, King-Cristiani juggler, and Francis Brunh, Polack juggler.

The club gave an open house for circus personnel Sunday, with Harry Thomas and family, Mr. and Mrs. Arnold Maley, the Cristiani family, Ora Parks, the Great Manuel, the Tates, the Claussens and Truzzi among the guests.

Club members, not of town visitors and the following from Polack Bros. sought the King performance: Max and Carol Truzzi, King-Cristiani juggler, and Francis Brunh, Polack juggler. George and Opal Paige, Johnny Korcz and Bee and Gwen Carsey, Joe Sherman, Laurence Cross and Harry Dons, saw King-Cristiani at Arkadelphia the day before.

Among those from the club were Betty and Dwight Buzinet, Caroline Holt, J. C. and Sara McCaffrey, Paul Olson, the Clint Shuffords, Bill and Jackie Wilcox, Billie and Whitney Owens, Red Healer, the Harry Zimdars, Charles Weaver, Richard M. Ryan, Clayton Holt, Charles and Grace Guas, Walter Ebel, Max and Carol Truzzi, Max and Floyd Houlsey and family and Herb Savre. Among other visitors were Norman Anderson, owner of Wallace & Clark Circus; Frank Capps and Harry Anderson.

## King, Campa Borrow Bulls From Wallace

GONZALES, Tex., Nov. 8.—Three elephants from Wallace Bros. Circus will be with Campa Bros. Circus in Mexico this winter. Five other elephants are to be with King Bros. & Cristiani Circus for the final month of that show's tour.

B. C. Davenport, owner of the Wallace show, announced the bookings for the bulls.

At the same time he stated that his plans call for trouping the Wallace Bros. Circus next season.



# Dressing Room Gossip

## Clyde Bros.

On election day we showed the high school auditorium in Princeton, Ill., on probably the tiniest stage this show has ever used. Clowns dressed on a flight of steps, and there was a mad scramble over an obstacle course of big shoes, make-up cases and heaps of props. Somehow we all survived, and tho we were reduced to a one ring show, we packed them in for a kids' matinee and a good turnout at night.

One of the most beautiful arenas yet is at Kewanee, Ill. In Ottawa we were visited by Cal Townsend who recently closed with the Hollywood Circus Corporation. Raymond Duke, Billy Irwin and John Toy have quite a time finding small boys for the Vanishing Cream bit in the Fashion Parade number since the departure of Shorty Adkison.

Claudine Banta left in Gary, Ind. Freddy Conley and Jack O'Brien, formerly of this show, visited at that spot. Lee Virtue makes one of the quickest changes on record in the Devil Box gag.

Other visitors were Raymond Duke's wife and son, Lee; Stanley Book, aerialist; Bill Ward's mother, sister Shirley and her daughters; Toby Wells; Frank Graham of the CFA; Mr. and Mrs. Walter Lange and Don Kindelberger, friends of Bud DeVenney of the Hartley trio.—JOHN TOY.

## Polack Eastern

Oneonta, N. Y., was a new date for the show, sponsored by the Rotary Club. Show played at the State armory, which was small, but all the acts managed to get by.

En route from Utica, Bobby Harrison broke his trailer hitch and had plenty of trouble. Rossie Harrison celebrated her birthday before leaving Utica. Everyone is getting ready to go home to prepare for next season or to go on their winter dates.

Members of the company went into New York en route to our closing date in Baltimore. Henry Kyes visited his sister, Nina Holmberg, and niece, Nina Starkey, who is appearing in "Pal Joey." Others who went into New York included Babe Konyot, the Maxellos, Bob Lorraine and Red Carter. Several of our gang caught "The Gambler" in New York to see friend Conde Claussen in one of the leading roles.

The Alberto Zoppe Troupe has all new music for their riding act. Kyes arranged the score, which consists of 22 numbers.

Visitors included George Barlow III, James M. Cole and party, Mr. and Mrs. Harry De Mario, "Georgia," Mrs. Mike Healey, Carl and Heda Kemp, J. C. Carroll and party, and Joe Younger. Pop Hausman visited several times.—BOB LORRAINE.

## Polack Western

The Little Rock date was in the new location at the Livestock Coliseum. Prior to the Little Rock opening, many folks visited King Bros.-Cristiani show at Hot Springs and Arkadelphia. Laurence Cross enjoyed a visit with Tom and Lucy Arnez at their place near Benton, Ark.

Denms Stevens and Harry Dann staged their annual Halloween party with Chester Sherman, Rusty Benson and Rex Ronstrom as honored spooks. Skeeter Ward in a devil outfit was the hit of the show kids' Halloween capers. Gus and Betty Bell visited their ranch near Dallas to check on its progress. Karl and Carla Wallenda and Joe Lemke visited the Houston Shrine date. Joe Sherman has a new combination calorie and vitamin counter that's a dilly.

En route to Oklahoma City many of us had the opportunity to visit the Kelly-Miller show at McAlester and Colgate. Billy Griffin was host to a large gathering in his trailer. Chester Sherman proved that his concert series is a success even while presented on wheels.

Boyd Kimes has rejoined Soldier Longsdorf's prop crew. Recent visitors included George Davis, Mr. and Mrs. Red Reeder, Tom and Lucy Arnez, Bill and Jack Wilcox, Roy Sims, Grover O'Day and Earl Shipley.—HARRY DANN.

## Mills Bros.

The season's finale is fast approaching. With English clown Whimsical Walker leading the race, prospects are that the cook-house flag will go out of the U.S.A. for the first time in the show's history.

Where will you spend the winter? has replaced election as a chief contention topic. Uncle Mitty (Ike) Newman had his day to the chagrin of Max (Adlai) Gross. Billy Hammond, turning from Western acting to talent-spotting, has tabbed his latest find, Felix Brazon, the Cicero Kid.

Hugo Schmitt and his chimps, Eric and the Four Kentons will be on TV's "Big Top" November 15. Merle Evans and several others made our cookhouse at Richmond when we day-dated the Ringling show. We also followed them by a day at Raleigh, our cookhouse moving onto the State fairgrounds while they were still there. There also was plenty of visiting when they played Norfolk, and we were close by at Newport News and Suffolk.

The Kentons, Wang Schus and clowns made the veterans' hospital at Newport News. Lloyd Davis, of Colonial Heights, was guest in clown alley several days. Recent visitors included Harry and Babe Taylor, Charley Miles, Doc Holland, Spike Moore and John Weikle.—JACK LAPEARL.

## Ringling-Barnum

During our Richmond stand we day and dated with the Mills Bros. Circus, and many visits were exchanged. The two-day stand in Norfolk saw a lot of circus fans and friends visiting. Lot was again out on the Princess Anne Speedway.

Weather for the week was cold, with a few days of Indian summer thrown in. Movies got a big play on Sunday off in Rocky Mount.

Otto Griebing closed the season during the Norfolk stand to make his annual store dates. Mr. and Mrs. Paul Jerome celebrated their first wedding anniversary. Congratulations to bandman Boom-Boom Joe Browning and his wife on the recent birth of their heir. Bill Reynolds celebrated his birthday.

Agnes Stewart gave the annual Halloween party for the girls at the girls' car with the kitchen gaily decorated and refreshments with all the trimmings. While in Norfolk, Miss Fay and Miss Johnny May attended a big Halloween dance and outdid themselves with costumes.

Buzzie Potts looked well when he visited us. Mr. and Mrs. Everett Smith of the Christian Science Monitor, proved real circus fans when they made the long trip from Boston to Norfolk to visit the Big Show. Claire and Tony Conway, on their honeymoon, have been on the show the past week. Circus fans Mr. and Mrs. Yancey entertained a number of friends during our Norfolk stand.

Other visitors have been Mrs. Cline, Dr. Holland, Commander Baer, Walter Forbes, Edward Rupert of Baltimore, Lewis W. Cohoon, W. R. Hanks.—MARY JANE MILLER.

## King Bros.-Cristiani

Last route card of the season is out, and everyone is making plans for the closing and for winter activities. We are still in the cotton belt sections. The Side Show has been doing some of its best business here in the Deep South. Snack stands operated by natives are prolific.

Hot Springs was a big day for visitors. The Showmen's Club gave a Sunday night buffet for the personnel. Monday's delegation of visiting showmen was big and included Mr. and Mrs. J. C. McCaffery, Mr. and Mrs. Clint Shufford, Mr. and Mrs. Eddie Moran, Mr. and Mrs. Red Reeder, Noble Farley and Bill and Jackie Wilcox. Tom Rutherford, assistant manager of the Arlington Hotel, spent several days with us.

## Kelly-Miller

The big show and Side Show bands have played "Auld Lang Syne" and the goodbyes have been said for the season. A large delegation of Hugo people journeyed to Colgate, Okla., for our closing.

See Under the Marquee on Page 70

## Promotional Directors

Year round work. Tickets and advertising. Broadway and Larson, call me. We do make it! You pay your way, and I'll pay mine. Not a finance company.

**KEN MURRAY**  
Bloomington, Ill. Phone 2903-0

**ON WITH THE SHOW!**  
You're with it—comfortably—in a **LIGHTHOUSE 2700**

**COSTS LESS than the Down Payment** on a modest-size bungalow!

**LIGHTHOUSE—Your Guide to Better Living**  
There's no business like show business—especially when you follow your job with the carnival, show or circus, family and all—in a livable, Lighthouse home-on-wheels. Here's comfortable, homey living with no sky-high rents to pay. Lighthouse "2700" gives you so much—a spacious combination living-dining room; modern kitchen; bedroom; bathroom with separate shower. Write for name of your nearest dealer.

There's a Lighthouse Trailer Home for you in every price range.

**Lighthouse Trailer Company**  
5745 WEST TOWMY AVENUE CHICAGO 31, ILLINOIS

**WANT FIVE SALESMEN**  
(Prefer Men or Women With "Banner Sales" Experience, Circus or Carnival) DIGNIFIED, ALL WINTERS, WORE THROUGHOUT ENTIRE STATE OF ARIZONA, A. A. A.—MEMBERSHIP—A. A. A.

Highly respected international organization. 50th anniversary with good reputation. THE AMERICAN AUTOMOBILE ASSOCIATION (A. A. A.). Top commissions paid daily. No drinking—no dissipation—no smart boys. You must get clean (we know all the answers). Possible promotions for capable people as divisional managers. Must have an automobile, nice "front" and accustomed to \$200.00 weekly, which is easily possible here. Reason for this ad, we have increased the quota for the state and the entire State is practically virgin territory. This is the authentic AMERICAN AUTOMOBILE ASSOCIATION affiliation, strictly NOT A PROMOTION. Contact FRANK M. POTTER, General Manager, or J. BILL CARNEE, Divisional Manager, A. A. A. Headquarters, 115 Louisiana St., Little Rock, Ark.

**Wanted—\$1000.00 Reward WANTED Wanted—\$1000.00 Reward**  
**The Best Four Circus Agents in the Business**  
BILLY J. COLLINS, LARRY MOLAN, GICK AGANS, VERNON MERRAY (as ROY ROMA'S ROYAL BROS.), SHIRINE CIRCUS & THRILL HIPPODROME SHOW COMBINED. Currently Elkannah (Frank) Shirine Circus, Shreveport, La. Featuring world-famous Flying Roman Troupe, Aerial Royals Comedy, Bar Act, Valentine Duo, The Five Noble Horses—Thunderhead, Plarka, Smokey, Trigger, Hirabato's White Girdling and Devoy's Firebirds. Can use some Artifacts and Grand Stage Acts, Animal Acts, etc. This Circus plays 300+ sponsored dates only. Television and motion picture dates. COMMITTEES, AGENTS, ACTS, contact ROY ROMA, Royal Bros. Circus & Thrill Show, Elakubah Temple, Shreveport, La., NOW. Permanent address and winter quarters—Double B Dude Ranch, 6800 Block, South Flores St., San Antonio, Texas.

**Wanted CIRCUS ACTS Wanted**  
The Fire Fighters' Association of Evansville is now ready to contract Acts for its 5th Annual Indoor Circus, January 22-25-26-27, 1953. Aerial Acts, Ground Acts, Jugglers, Horse Acts, Animal Acts—nothing but the best. Fredal Troupe, Penito-Dei-Ore, Ardella, Corinne De'Ara, contact at once. Comedy Acts, Clowns that can do an act. All address: CARL "WILLIAMS" SAHLER, 737 Sweetser Ave., Evansville, Indiana.

**REQUIRE PROMOTERS... PHONEMEN**  
With pleasing telephone voices. Solid year's work. Grand new show. Opening Dec. 1. Men who can stand opportunity to the extent of \$1500.00 weekly, only.

**R. J. McGUIRE**  
Suite 228, 705 Olive St.  
St. Louis 7, Mo.  
(Phone) CHestnut 6656

**OUTSTANDING OUTDOOR CIRCUS ACTS ATTRactions WANTED FOR 1953 SEASON**  
SHORT JUMPS GOOD SEASON HONEST REPRESENTATION CAN OFFER ROUTES COULD BE ABLE TO ANY OUTDOOR AGENCY

**Progressive Agency Seeks High Caliber AGENT BOOKER, PROMOTIONAL MANAGERS (2) With Phone Crews**  
Outstanding indoor shows. All year around.

**BOB NY-147, The Billboard**  
1864 Broadway, New York 26, N. Y.

**AL MARTIN AGENCY**  
Hotel Bradford, Boston, Mass.  
Hillbroad 2-0688

**PHONEMEN (2)**  
Sell special editions year round, plenty of referrals. 25% commission paid on the line. Free room in first-class hotel if you qualify. No collect calls. Write at once to:

**BEST PUBLISHING CO.**  
1119 Mission St., San Francisco 5, Calif.

**WANTED**  
Circus equipment—1,000 Folding Chairs, 25-Kw. Light Plant, Cable, 20 by 30 Tents, also 40 by 70 Tent and small Stake Driver. Answer

**JEROME O. WILSON**  
162 E. Oakridge Park 20  
New Orleans, La.

**PHONEMEN NOW**  
Top men U.P.C. Book. Office ready. SI Ruben deal. Lions' Club success. Paul Schmitz, Bennett, Bob Sterling, this is it. Phone CHAIRMAN, Miami 2-1663, 827 Seybold Bldg., Miami, Fla.

**PHONEMEN PROMOTERS**  
For New Haven, Providence, other major New England cities

**FRANK CRETELLA**  
185 St. John St. New Haven, Conn.  
Phone: University 5-5500

**ATTENTION ACTS**  
Am now contracting for Feature Acts for my 1953 Fairs and Celebrations

**ERNIE YOUNG**  
203 N. Wabash Ave.  
Chicago 1, Ill.

**WANT**  
Men capable handling promotions, also Phonemen. America's Newest Show Promotion

Book any U.P.C. Tickets. Strictly large cities and top sponsors

If you are capable, sober and reliable, want year-round work. Going Now.

Contact **SI RUBENS**  
Box 869, Fort Myers, Fla.  
Phone 52071—9 a.m. to 5 p.m. only. No collect call.

**2 PHONEMEN**  
Sell advertising for Railroad Dilect. Pay 20%—paid daily. Those who answered before, please reply again.

**H. R. MARTENEY**  
714 E. Locust St. Ottawa, Kansas  
Phone: 523-M

**GENERAL AGENT**  
For Truck Show Write or Wire

**BOX D-259**  
c/o The Billboard Cincinnati 21, O.

**PHONEMEN**  
Ad Men only. Book, Barnum, We have a surplus of Ticket Men. Xmas deal. Hollywood Stars Show.

Phone: 6-8317  
Nashville, Tenn.

**WANTED**  
Circus and Vaudeville Acts, all kinds, large or small, for coming Outdoor Season. Address:

**RUSSELL & WEIL ATTRACTIONS**  
Manchester, Iowa

**SELLS MORE OF EVERYTHING THAT OUTDOOR SHOWBUSINESS BUYS!**

Reserve advertising space now—or let The Billboard prepare suggested advertising copy and layout for your approval. No obligation—wire, write or phone your nearest Billboard office TODAY in:

New York St. Louis Cincinnati Detroit Chicago Hollywood

32nd Annual OUTDOOR CONVENTION NUMBER featuring the CAVALCADE OF FAIRS SUPPLEMENT

ADVERTISING BEGINS NOV. 19  
RESERVED NOV. 24  
CLOSED NOV. 29



## Varied Topics Set For IAFE Conclave

Attractions, Exhibits, Youth Talks To Highlight 62d Annual Meeting

BROCKTON, Mass., Nov. 8.—Attractions, exhibits, special events and youth programs will be principal discussion subjects at the 62d annual meeting of the International Association of Fairs and Expositions, December 1-3, Chicago's Hotel Sherman, Frank Kingman, IAFE secretary-treasurer, announced. The program, which includes a long list of practical fair executives as speakers, is subject to change, Kingman added.

All business sessions will be held in the hotel's Crystal Room and the formal meetings will begin on Tuesday (2) after the board of directors, the Ladies' Auxiliary and other related organizations meet on Monday. The Tuesday morning program

will emphasize youth participation. "School Promotions" will be discussed by J. Dan Baldwin, Jack Reynolds and Richard H. McIntosh while E. C. McCallum and Baldwin will discourse on "Teen Age Programs." The important subject of "Kiddielands" will have two qualified speakers in J. W. (Patty) Conklin, Canadian midway biggie and P. J. (Pete) Holand, of Austin, Minn. William H. Kittle and Leon H. Harms will lead the discussions on "Special Events" while T. O. Robinson will scrutinize fair operations in his address titled "A Layman Looks at Fairs."

**Name Attractions**  
Entertainment, exhibits and special events will theme the Tuesday afternoon session. Hubert W. Elliott will discuss the pros and cons of name attractions. Speakers for the panel on non-professional shows includes M. E. Twedell, Richard H. McIntosh and C. G. (Pete) Baker.

Discussions on exhibits will be broken down into several categories. Martin Zook and J. Dan Baldwin are slated to speak on sportsmen's exhibits while Doug Baldwin will discuss "Atomic Exhibits." The science engineering shows at Dallas will be described by James H. Stewart and J. Dan Baldwin will talk on "College Exhibits."

Under the subject of special events as attractions, Hubert W. Elliott will discuss "Rural Chores" and Doug Baldwin will address the session on "Hands Across the Border." Defense shows, which are becoming popular throughout the country, will be the subject of address by Willard (Bill) Masterson and E. P. Green. Other program highlights will include a discussion on recording artists by James M. Hare, "A New Use for Name Talent" by Hubert W. Elliott, and "Sports Events" by J. A. Theobald.

**Women Slated**  
The distaff side will take over the first part of the Wednesday morning program when Mrs. George B. Moore, of the Piedmont Interstate Fair, and Mrs. Carolyn Holloway, Indiana State Fair, review women's activities at their respective fairs.

Discussions on livestock and agricultural phases will take up the remainder of the afternoon. Louis Hitzhamp and Willard Masterson will talk on "Poultry Shows" and the relationship between show ring standards and commercial livestock will be handled by Prof. R. G. Knox, of the Ontario Agricultural College. Masterson will also describe Wisconsin's farm information center; Carl Tyner will speak on agricultural college exhibits and Harris Baldwin of the United States Department of Agriculture will also address the group.

Commercial space sales and management operations will be the main topics at the closing session on Wednesday afternoon. Experiences with exhibitors will be related by Clarence Harnden and Ira Woodhouse, while James H. Stewart will describe the big electrical show at the State Fair of Texas.

**Free Gates**  
"Free Gates" will be the topics of John Macinnis and W. R. Cannady, with James H. Snow and Carl Tyner slated to talk on anniversary celebrations. Robert G. (Bob) Finke will speak on "Grandstand Stages" and Doug Baldwin on "Modernizing." Baldwin also will discuss personnel problems along with James Paul.

Final on the program is the election of officers and directors for 1953. Present officers, in addition to Kingman, are Walter Jackson, Western Fair, London, Okla. president and Leon Harms, New Mexico State Fair, Albuquerque, vice-president. The '53 board of directors included Arthur B. Porter, Rutland, Vt.; Richard McIntosh, Birmingham; Carl Tyner, Indianapolis; C. G. (Pete) Baker, Oklahoma City; Robert (Bob) Finke, Minot, N. D.; E. P. Green, Sacramento, and S. N. MacEachern, Saskatoon, Sask.

## Savannah Clicks, Plans New Grounds

SAVANNAH, Ga., Nov. 8.—The young Coastal Empire Fair registered its best run here this week. The weather was fair and crowds grew throughout the week.

Officials of the sponsoring Exchange Club announced that plans are under way for purchase of a new grounds. Culmination of this plan would give the event its first permanent home. Permanent buildings are also included in the project.

Sale of exhibit space was the best to date, and earnings of the midway and other units were high. President Jack King and Hunter Lee, manager, reported that the World of Mirth Shows would return to the midway in 1953.

## U.S. Ag. Dept. Predicts Dip In '53 Farm \$

WASHINGTON, Nov. 8.—Farmers are expected to have less dollars in their pockets for amusement spending in 1953 than at any time in the past 10 years except 1950, according to Agriculture Department predictions. Increased farm production costs and living expenses may reduce net farm income by 5 per cent from the estimated 1952 net total of \$14.2 billion.

Altho 1952's record gross farm income increased slightly from 1951, higher production costs of nearly a billion dollars cut profits to a present average 38 per cent of gross income, compared with about 50 per cent of gross income retained as profit from 1942 thru 1947. Domestic demand for farm products is expected to remain high, but a decline in export of farm products may bring "slightly lower" prices next year, according to the Agriculture Department.

## END CONFUSION

### Eastern Fair Groups Set Meeting Dates

NEW YORK, Nov. 8.—The schedule of Eastern fair meetings was considerably revamped this week in an effort to avoid conflict and to provide the east-coast possible routing for the many showmen who annually attend all or most of the sessions.

The Pennsylvania group, which last week changed its original date to avoid a then existing conflict, this week returned to its original schedule.

The following dates will very likely hold without further changes.

#### Date List

The South Carolina association will meet at the Jefferson Hotel, Columbia, on January 14.

The North Carolina dates have been changed to January 15-16 at the Sir Walter Hotel, Raleigh.

The Virginia dates are unchanged and the meeting will be held at the John Marshall Hotel, Richmond, January 18-20.

The Pennsylvania association has returned to its original site and dates, the Penn Harris Hotel, Harrisburg, January 21-23. The Massachusetts association

has changed its dates to January 20-21 to avoid conflict with the Maine meeting which will be held January 14-15. The Massachusetts meeting will be held at the Hotel Kimball, Springfield, and the Maine sessions at the Falmouth Hotel, Portland.

The Virginia and Massachusetts meetings are again in conflict, a usual occurrence.

## Waterloo, Ia., Dairy Congress Grosses 270G

WATERLOO, Ia., Nov. 8.—The 1952 National Dairy Cattle Congress grossed \$270,875 and had expenses of \$206,458, according to the expo's financial report released here this week.

Net profit on the year's operations will not be available until the audited statement is made public at the annual meeting in December.

Of the total receipts, ticket sales produced \$186,083 with outside gate ticket sales totaling \$78,838 and hippodrome sales \$87,247. Disbursements included \$64,218 in premiums and federal tax amounting to \$14,643. Expenses for permanent improvements amounted to \$69,045.

## Estevan, Sask., Extends '53 Run; B Loop Sets Dates

ESTEVAN, Sask., Nov. 8.—With the Moose Jaw, Sask., Exhibition to operate three days instead of four next year, Estevan's show will be boosted to three days.

The decision was made at the recent semi-annual meeting of the Western Canada Fairs Association, held at Red Deer, Alta. Estevan's fair was originally three days but since the early 1930's it has operated on a two-day basis. A three-day fair had been sought for several years by the Estevan Agricultural Society.

In recent years, since the admission of Moose Jaw to the fair circuit, that city has used four days either immediately preceding or immediately following Estevan's two days.

Plans are being mulled for Estevan's three-day program, according to E. P. Rae, president, and they include making the opener a day for children and members of 4-H clubs.

Grandstand attractions on the Class B circuit will again be supplied by the Irving Grossman Sun Booking Agency, of Des Moines.

Dates of Class B fairs follow: Lethbridge, Alta., June 22-24; Weyburn, Sask., June 26-27; Moose Jaw, June 29-July 1; Estevan, July 2-4; Portage la Prairie, Man., July 6-8; Carman, Man., July 9-11; Yorkton, Sask., July 13-15; Melior, July 16-18; Lloydminster, July 20-22; Verulam, Alta., July 23-25; Vegreville, July 27-29; North Battleford, Sask., Aug. 3-5; Prince Albert, Sask., Aug. 6-8.

## Tupelo Net Takes Dip

TUPELO, Miss., Nov. 8.—The Dairy Show wound up its '52 run with a net profit despite lower attendance, James M. Savery, general manager, announced. The net, which was not announced, was lower than last year, he said, but was sufficient to pay for \$5,000 worth of plant improvements made this year.

The board of directors authorized Savery's trip to the Chicago outdoor conventions and also instructed him to contract for a rodeo and a carnival attraction for next year's fair.

## Ind. State Returns to Nine Days

INDIANAPOLIS, Nov. 8.—Indiana State Fair will return to its normal nine days of operation in '53 after running for 10 days this year, Earl Bailey, president, announced. This year's annual was extended to 10 days in commemoration of the fair's 100th birthday.

Extra attractions booked for the added day this year were AMA motorcycle races in the afternoon and a western and country music jamboree that evening in the Coliseum.

Most planning for next year's annual will be made following the reorganization meeting of the fair board in January.

## FAIR ASSN. MEETINGS

Oregon Fairs Association, Multnomah Hotel, Portland, November 12-14. Leon Davis, Hillsboro, president.

Western Fairs Association, Palace Hotel, San Francisco, November 18-20. Rose E. Links, 1015 24th Street, Sacramento, secretary.

International Association of Fairs & Expositions, Hotel Sherman, Chicago, December 1-3. Frank L. Kingman, Brockton, Mass., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. E. W. (Deak) Williams, Manchester, secretary.

Washington Fairs Association, Olympian Hotel, Olympia, December 12-13. Wendell W. Prater, Route 1, Ellensburg, Wash., secretary.

Minnesota Federation of County Fairs and the Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-8. Harold C. Pederson, 3531 22d Avenue, South, Minneapolis, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 5-7. William E. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-7. W. H. Eldridge, P. O. Box 288, Plymouth, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 8-9. Ray P. Weller, Shelbyville, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Craig, Piedmont

Interstate Fair, Spartanburg, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15. Roy E. Symons, Skowhegan, secretary.

Ohio Fair Managers Association, Deshler-Wallick Hotel, Columbus, January 14-15. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 15-16. Mrs. Clyde Kendall, Greensboro Fair, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 15-16. Rollo E. Singleton, State Office Building, Jefferson City, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Virginia Association of Fairs, Richmond, January 18-20. C. B. Ralston, P. O. Box 482, Staunton, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20. Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Hotel Canhusker, Lincoln, January 19-21. H. C. McClellan, Arlington, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 19-21.

Massachusetts Agricultural Fairs Association, Hotel Kimball, Springfield, January 20-21. Edward J. Carroll, Agawam, Mass., president.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 21-23. (Continued on page 75)

## Oregon Events Benefit By Mutuel Okay

PORTLAND, Ore., Nov. 8.—Oregon voters at the general election this week chose to retain pari-mutuel racing in the State and thus retained for fairs an important source of revenue.

By a generous margin the voters rejected a proposal that would have outlawed this type of betting. Approved by law since 1933, the statute provides the State to receive a percentage of wagers posted on horse and dog races. It has brought well over \$5,000,000 to the State since its enactment. Forty per cent of the State's share goes to fairs and exhibitions.

The election outcome thus kept alive an important item on the agenda of the Oregon Fairs Association at its annual convention here November 12-14. Equal division of State racing funds among the 36 counties in Oregon will come under question on the grounds that some counties do not conduct fairs, for which these funds are intended. Instead, a reclassification of fairs will be sought, either on a population or premium basis.

## Moose Jaw, Sask., Renames Officers, Cuts to Three Days

MOOSE JAW, Sask., Nov. 8.—Officers of the Moose Jaw Exhibition Company, Ltd., were re-elected at the org's annual meeting as follows: President, George M. Smith; vice-presidents, George M. Cooper, Oswald B. Fysh, Mrs. Verna Hyland continues as secretary.

The resignation, because of ill health, of Mervin E. York was accepted. York, a director of the Exhibition since its start, was named honorary president.

The Moose Jaw Exhibition will be three days instead of four in 1953. The move stems from the fact that the opener has always been more or less lost in the past, with late arrival of the midway and high operating costs.

Past season was regarded as successful in the report of President Smith.

## Dover, N. H., Maps '53 Plans

DOVER, N. H., Nov. 8.—Dover Agricultural Fair will be staged June 22-27 next year and plans to expand a number of its departments, William H. McCann, president, announced.

This year's fair, June 30-July 5, was the first one held since 1896 and was successful, McCann said. Looming larger for '53 are the 4-H Club program, exhibit space allotments and the horse show.



## Name Baldwin St. Paul Chrmn. Of Red Cross

ST. PAUL, Nov. 8 — Doug Baldwin, secretary of the Minnesota State Fair, was elected chairman of the St. Paul chapter of American Red Cross at its annual meeting here Wednesday (5).

Baldwin had been first vice-chairman. The fair board secretary has a long record of active service with the Red Cross. During World War II he went to the South Pacific theater as area director, serving there for three years.

He served as area director for the Solomon Islands, New Zealand, Australia, New Guinea and the Philippines and then was made director of Red Cross clubs and recreation for the General MacArthur command in the Pacific.

In 1947, Baldwin was awarded the Army's Medal of Freedom, the highest made to a civilian, for his service. Assistant to Raymond Lee for many years, Baldwin became Minnesota State Fair secretary two years ago.

## Richmond, Va. Switches Dates

RICHMOND, Va., Nov. 8.—The 1953 edition of the Atlantic Rural Exposition will be held September 26-October 3, Admiral Robert O. Grove, vice-president in charge of operations, announced.

Change in dates was made to "suit more patrons," he said. Commercial exhibitors also expressed a preference for the new dates.

## ATTENTION ACTS

Now contracting high-class acts for 1953 fairs. Give full details, price and photos.

## MARLO SHOW PRODUCTIONS

Wesley, Iowa

## WE CAN USE A FEW MORE TOP ATTRACTIONS

FOR OUR—1953—CIRCUIT OF STATE AND COUNTY FAIRS

WRITE—WIRE—PHONE  
GUY SUM BOOKING AGENCY  
Sun's Regent Theatre Bldg  
Springfield, Ohio

—OLDEST—  
—MOST RELIABLE—  
DES MOINES DETROIT

## WILLIAMS & LEE

WANT high-class Circus Acts for our 1953 Fairs. Singles, doubles and troupes, also good animal combinations. Give full details, price and photos.

WILLIAMS & LEE  
464 Holly Ave. St. Paul, Minn.

## DISPLAY FIREWORKS of Distinction

Whether your Fair, Celebration or Event calls for a 50 display or a \$5,000 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Write for our free catalog NOW. Write, wire or phone

CONTINENTAL  
Jacksonville, Fla.  
R. R. 26 Phone 4-912 or 1261

## PROMOTERS

—Get on our Mailing List  
—Each week The Billboard receives inquiries asking for names of individuals who might undertake and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to page.  
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write to: Advertising Department, The Billboard, 184 W. Randolph St., Chicago 11, Ill.

## Under the Marquee

Continued from page 70

Scott, who has long been a costumer for summer playhouses. Miss Scott has moved to a new location. Keeler will specialize in clown costumes.

Mickey Brennan, formerly in advance of Rogers Bros. Circus, is now in the insurance business in Kokomo, Ind. . . . Roy Romas recently presented his wife, Mary, with a new Cadillac on their 13th wedding anniversary.

Joseph H. Daley, Norwich, Conn. was elected president of the Circus Fans Association of Connecticut Thursday (30). Daley, first Norwich man to head the State organization since L. Perry Raymond held the post some years ago, has been affiliated with CFA since 1934.

Paul Eagles, Ringling-Barnum promotion manager, has returned to his Los Angeles home after completing his season. . . . Three English circuses now are operating with heating systems in their tents. . . . Charles S. Greffins staged an outdoor circus for personnel at Fort Meade, Md., with Emma Raymond among the performers. The troupe is working south on a route of Army posts.

Walter L. Main tent members of CFA visited Tony Diano's buffalo ranch near Canton, O., reports Norman Senhauser. They were escorted by Jimmy Karro and treated to a chuck wagon feed. Animals in quarters include seven elephants, a rhino, hippo, eight zebras, bears, monkeys, buffalo, eight-pony drill and six-mule act, all scheduled to be with Diano's new truck circus.

Circus fans are circulating a broadside printed by the Farmers' Bureau, Cooperstown, N. Y., to welcome the fans to a meeting there last summer. The broadside reproduced an 1813 newspaper ad heralding what was said to have the only elephant in the country.

## King-Cristiani

Continued from page 73

show, working in clown alley. Texarkana brought another big array of showmen. A. Morton Smith, president of the circus fans, headed a delegation from Gainesville, Tex. Also on hand were the Art Miller family, Albert C. Lindemann, the Tom McLaughlin family of Cole & Walters Circus, Bob Grubb, Chief and Tillie Kays.

Mrs. Eva Davenport joined in Monroe, La., for the balance of the season. Norma Davenport Cristiani and Jane Cristiani have arrived from Sarasota. Nolly Tale has added several new clown walk arounds. Frank Cain, who recently closed with the Kelly-Miller Circus, caught the show in Natchez.

Bud Geiss still plays request numbers on the steam calliope at twilight. He always has a big audience. There are 16 elephants in the street parade now.

## Fair Meetings

Continued from page 74

Charles W. Swoyer, 522 Court Street, Reading, secretary. North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-24. G. A. Ottinger, Jamestown, secretary.

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-26. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26. Vera McQuilkin, P. O. Box 974 Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. William C. Lynn, 1 West State Street, Trenton, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, January 29-31. Ted Overbey, Texas Oklahoma Fair, Iowa Park, Tex., secretary.

Arkansas Fair Managers Association, Hotel Marion, Little Rock, February 2-3. Sen. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Carey, State Office Building, Albany, executive secretary.

## Kelly-Miller

Continued from page 73

matinee Sunday (2). The Junior Chamber of Commerce presented Obert Miller, general manager, with a bouquet to welcome the show back to Hugo. The home run was made in good time and work of storing equipment has begun.

Billy Griffin entertained clowns from Polack Bros.' Western unit who stopped over en route to their Oklahoma City date. They included Laurence Cross, Harry Dann, the Sherman Brothers and Dennis Stevens. Jack and Martha Joyce also visited, as did Ralph (Jelly) Duke and Mac McDermott. Art and Marie Henry and Jimmy and Dolly Conners of West Bros. visited.

We were saddened to learn of the death of Carl Lindemann, brother of Al and Pete Lindemann on this show.

Destinations of the personnel include:

The Miller families, Tom King, Donnie McIntosh, Ione Stevens, Ted Rhea, Harry Rooks, Ed Wright, Pete Smith, Richard O. Scatterday, Camel Duten Narfski, Laura Enos and Red Compton, all to Hugo; Frank and Emma Francois, Dallas; Fred Jones, Mobile, Ala.; Joe Lewis, Los Angeles; Talla Tivoli Ray, Houston; Pearl Ferris, Huntington, W. Va.; Mr. and Mrs. Ira Watts, San Angelo, Tex.

Freddie and Shirley Logan, Royale Bros.' Circus; Chief Eagleman and family, Watonga, Okla.; Mrs. Eddie Murillo and children, Monterrey, Mexico.

Among those who will lay over a week in Hugo and then open with Royale Bros., to be operated by Dory Miller, Charlie Cuthbert

and Billy Griffin, are Peggy and Shorty Sylvester, Charley Palmer, Frankie Lou Woods, Tommy Bentley, Flo and Deacon McIntosh, Eddie Murillo, Eddie Murillo Jr., Pete Geller and family, Larry and Mary Carlton, Charles and Jean Kelly, Billy Griffin, Charlie and Alice Cuthbert, Russell Harrison, Bubba Goss and John McLaughlin, Grace and Dave McIntosh got to Orrin Davenport's Wichita and Kansas City indoor dates. Mr. and Mrs. Pete Lindemann and Al Lindemann go to Sheboygan, Wis. Frank Cain goes with West Bros. for two weeks and then to Tom Packs' Louisiana dates. Danny McNamee will go to Water Valley, Miss., and Tom Packs dates. Art Miller, general agent, with his wife and daughter, caught the closing. Herb Walters, Tom Mc-

## \$3,165 Profit For Ohio State

COLUMBUS, O., Nov. 8.—The 1952 Ohio State Fair showed a profit of \$3,165.30, according to H. S. Foust, State agriculture director. Total receipts amounted to \$709,926. Foust said it was the second consecutive year the fair ended in the black. Premium awards were \$24,458 higher than in 1951.

Laughlin and Dick McLaughlin, of Cole & Walters, and Wayne Sanguin, of Hugo, also were on hand.—FRANK CAIN.

Miss BeBe Says . . .



# FAIR OPERATORS SECRETARIES CONCESSIONERS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

## NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe Now—This Easy Way



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes! Please send me The Billboard for one year at \$10  
Foreign rates upon request. 826

Name . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .  
Occupation . . . . .

# ATTENTION! FAIR SECRETARIES!

AM NOW CONTRACTING FOR 1953 FAIRS  
TWO NATIONALLY KNOWN, STANDARD, RECORD BREAKING  
GRAND STAND SHOWS

## NO. 1 ERNIE YOUNG'S 1953 REVUE

THE MOST LAVISH NIGHT SHOW EVER OFFERED IN THE HISTORY OF FAIRS

## NO. 2 SAM HOWARD'S AQUA THRILLS

A NEW IDEA IN A WATER SHOW  
(CAN WORK RAIN OR SHINE, AFTERNOON OR NIGHT)  
ALSO THE FINEST LIST OF TOP FEATURE ACTS IN THE OUTDOOR SHOW WORLD. EVERYTHING NEW, DIFFERENT AND OUTSTANDING.

WHY WAIT? — BUY NOW!

## ERNIE YOUNG AGENCY

203 N. WABASH AVE. CHICAGO 10, ILL.  
WERNER BLDG. 1697 BROADWAY  
PITTSBURGH, PA. NEW YORK, N. Y.  
JIMMY FINNERTY, Rep. EDDIE SMITH, Rep.



32nd Annual  
OUTDOOR  
CONVENTION  
NUMBER  
featuring the  
CAVALCADE OF FAIRS  
SUPPLEMENT

ADVERTISING ON LINE NOV. 19  
PUBLISHED NOV. 24  
DATE NOV. 29

New York St. Louis Cincinnati Detroit Chicago Hollywood

## SELLS MORE OF EVERYTHING THAT OUTDOOR SHOWBUSINESS BUYS!

Reserve advertising space now — or — let The Billboard prepare suggested advertising copy and layout for your approval. No obligation — wire, write or phone your nearest Billboard office TODAY in:



## WOM Ends Good Season With All Fairs Inked for '53

SAVANNAH, Ga., Nov. 8.—Frank Bergen's World of Mirth Shows wound up its 1952 season here tonight with its 1953 fair route booked solid.

The contract for the local event, Coastal Empire Fair, was awarded Bergen early in the week. Last week a contract renewal was set at the Augusta (Ga.) Exchange Club Fair and the week before that the show won a 1953 pact at South Carolina State Fair, Columbia.

Altho the show will go into its winter quarters at Richmond, Va., with its fair route intact, Bergen

said that one or two annuals might yet be added, either at the beginning or the end of the fair season.

Bergen termed the season very good on the whole. Rough weather throughout the still date season cut heavily into grosses and handicapped the organization as it headed into fairs. The earnings at annuals, however, often reflected sizable gains over 1951. In no instance did they fail to approximate the 1951 earnings, except when whole days were lost to rain.

The weather and steel strike affected grosses at Allentown (Pa.) Fair. At Rutland (Vt.) Fair only a couple of hundred dollars represented the difference in grosses despite the bad weather which cut earnings on Labor Day. A loss of only \$3,000 was registered at Ottawa, despite rain on one of the big days. Earnings at South Carolina State Fair were about on a par with last year despite cold weather and a \$100,000 fire which wiped out 57 concessions on the independent midway.

Other events were aided by better weather this year. Last week at the Augusta fair the shows registered a gross nearly double that of last year. A final accounting here tonight is expected to show hefty gains over last year.

While the weather at Southern fairs has been mostly clear, with the exception of Winston-Salem, N. C., unseasonable cold has hampered operations on the average of about two days each week. However, Bergen believes that much of the business lost on the

cold days was regained as the weather turned warm.

The Bangor and Presque Isle fairs in Maine; New Jersey State Fair, Trenton, and Brockton (Mass.) Fair all showed gains.

Bergen said that a number of changes in the attractions line-up would be made for next year. Tentative arrangements have been made for several main features, he said, but announcements would not be forthcoming until details are set.

Barnes Bros.' Circus, the big feature presented this year for the first time at fairs, was successful, altho it registered no big financial gains, Bergen said. A repeat performance would be set up around an advance crew that would concentrate on block sales, he said.

Bergen said that added kid days had paid off at Southern fairs. Initial announcements of extra sessions for children are not made until the originally scheduled kid's day is under way. The mops are then made aware of the fact that bicycles will be given to the lucky boy and girl attending a second special day scheduled later in the week, usually on Saturday.

Show equipment is scheduled to be taken down here tonight at the completion of the run. The tops, however, will stand until tomorrow afternoon so that they can properly dry. Several wagons will be held to load the canvas in. The train is expected to leave here late tomorrow night and to arrive in Richmond Tuesday.

## 20th Century Re-Inks Huron, Minot Fairs

Profits Top '51 Spring Business; Show to Barn

OTTAWA, Kan., Nov. 8.—The 20th Century Shows again have signed contracts to provide the midway attractions at the South Dakota State Fair, Huron, and the North Dakota State Fair, Minot, Al Martin, co-owner, announced here at the org's winter base.

Show moved here to its winter quarters following the Pasadena, Tex. Livestock Show and Rodeo, which wound up a 30-week season. During the trek, the show traveled from Baton Rouge, La., to the Canadian border and back to the gulf.

### Nota Profit

Despite a wet and muddy, spring, and considerable damage from a blowdown in Illinois, net profits should run ahead of both '50 and '51, according to Martin. Most of the increase was due to strong additions to the route and bigger grosses at a number of repeat fairs. New to the '52 route were the Steele County Fair, Owatonna, Minn.; Keokuk (Ill.) Street Fair and the Tulsa (Okla.) State Fair.

Altho full-scale winter quarters work will not begin until January 5, plans are being discussed and are already in the works. A new front arch is already off the drawing board and complete refurbishing of the lighting system, with the addition of cold tube lighting, is planned.

Other improvements will include a new truck-mounted front for the "Cotton Club" show, a new Kiddleland front, reconditioning of the Motordrome and an overhaul of the light towers.

## World of Today Inks 1st Fair, Austin, Minn.

AUSTIN, Minn., Nov. 8.—World of Today Shows has been signed to provide the midway attractions at the 71st edition of the Mower County Fair here next year, P. J. (Pete) Holand, fair secretary, announced. The present World of Today Shows is the result of a merger of Reynolds & Wells Shows and S. O. Lee Shows, which took place last month.

Holand also announced that this year's fair netted \$9,879.52, which was derived from receipts of \$88,833.49, the third largest on record. Top years were 1950 when the annual took in \$113,762.85 and '51 when receipts totaled \$93,678.25.

Plans for next year are already being formulated. According to Holand two kid days are scheduled and the present Children's Farmyard is being enlarged. New for '53 will be a Pioneer Day with the fair playing host to patrons over 80 years of age.

## Collins to Bring Out Second Unit

No. 2 Show Will Carry Eight Rides; Make-Ready for 1953 Already Finished

MINNEAPOLIS, Nov. 8.—William T. Collins, owner of the show bearing his name, will have two units in operation in '53, he announced this week at winter quarters here.

The second unit will carry eight rides, while the parent organization will have 12, Collins said. He reported that he purchased two rides since the close of the season and that these acquisitions lifted the number he owns to 20.

The new unit will open about May 1 and will stay out until early August when some of the equipment and personnel will merge with the bigger unit.

Collins plans a longer season than usual for his No. 1 show. It, too, will open early in May, but instead of closing in mid-September, as has been the custom, it will stay out until about October 1.

Collins will manage the No. 1 show, while Gus Pappas, a Collins staffer for several years, will head the second unit.

A number of dates already have been closed for the second unit, Collins said. He has made frequent booking expeditions since his show closed September 18 after a successful tour, and indications are that his No. 1 show

## Troupers Nominate Eisenman, Nathan

LOS ANGELES, Nov. 8.—Moe Eisenman and Larry Nathan were nominated for the presidency of Regular Associated Troupers. The election was set for December 13 in the clubrooms here.

Nominees for first vice-president are Maxine Ellison and Sunshine Jackson; second vice-president, Ed Butler and Eimer Hanscom; third vice-president, Myrtle Butt and Charlotte Warren; fourth vice-president, Hort Campbell and Pete Steinkeller. Ray Marrion is the sole nominee for treasurer and Helen Brainerd Smith is running alone for the secretary post.

The nominating committee included Nell Robideaux, Mrs. Babe Miller, Eve Scott, Fred Smith, Martha Levine, Josephine Lynch, Phyllis Daring, Elsie Brizendine and Lee Smith.

may break into some territory new to it.

Meanwhile work was pushed at winter quarters, which now consists of seven acres as the result of the recent acquisition of two additional acres. At the season's close, Collins retained his full crew and it immediately pitched into the task of reconditioning, repairing and repainting equipment.

By doing this, the major portion of the make-ready work was completed within a short time, whereas in past winters it extended through the cold months. Actually, Collins said, his show, except for finishing paint touches, is ready for the road.

## Prell Benefits Net N. Y., Miami Clubs Over 1G

BRUNSWICK, Ga., Nov. 8.—Showmen's clubs of New York and Miami will divide more than \$1,000 as a result of a benefit show presented Thursday (6) night by Prell's Broadway Shows during the local fair.

The benefit, which netted more than \$900, was presented under the direction of show publicity Director George Corwin, assisted by Owner-Manager Sam Prell; Pat Finnerty, legal adjuster, and John Hoffman, lot superintendent. Show officials also had scheduled a Friday night bingo which would add another \$100 to the kitty.

The local date has been a good one for Prell, business at mid-week being 20 per cent above grossed for the corresponding period last year despite chilly weather. All units were getting money. Thursday, Children's Day, was given a hypo by the appearance of Hopalong Cassidy, who, after circling the midway and mingling with the kids, made a talk from the Motordrome bally platform. The show loses its season next week at Valdosta, Ga., and goes to Kissimmee, Fla., quarters.

## San Francisco Club Elects Christensen

Charlotte Porter, Eddie Hellwig, Ralph Meeker Chosen As '53 Veeps

SAN FRANCISCO, Nov. 8.—Members of Show Folks of America picked Jack Christensen of the West Coast Shows for their 1953 president. Charlotte Porter was re-elected first vice-president with Eddie Hellwig and Ralph Meeker being named second and third vice-presidents respectively. Phil Sapiro was elected treasurer.

The election of Christensen and Hellwig gives the West Coast organization two members on the official slate. Christensen is a veteran concessionaire on the West Coast No. 1 unit and Hellwig manages the second unit, West Coast Exposition.

Meeker, second vice-president, is owner-manager of the Meeker Shows of Tacoma. Sapiro is the leader of the San Francisco Municipal Band and active in the Musicians' Union.

Other officers named at the election included Bonnie Townsend, recording secretary, Albert West, corresponding secretary, Art Craner, executive secretary, and Dwight Kane, auditor.

Directors named to serve for a year were Frances Seber, Marie Burke, Teddy Teixeira, Everett W. (George) Coe, Eddie Harris, Tony Ortega, Lola Krekos, Oscar Matley, Harry Myers, Charles Aitbright, Bill Coles, Nathan Cohn, Andy Anderson, Sammy Dolman, Joe Lamont, Arthur Unger, John Provenzale, Margaret McCluskey, Norman (Dutch) Schue, Josephine Blome, Nellie Baker Ramsey, Al Rodin, Pete DeCenzio, Tony Soares, Teddy Levitt, Jack Dalton, Harry (Polish) Fisher, Hunter Farmer, James McCaffery and Bobby Cohn.

At the Monday night (5) meeting, Charlotte Porter, first vice-president, presided. On the rostrum were Billy Hodges, Billy Stone and Bonnie Townsend, recording secretary.

James M. Ross was voted into membership.

Georgia McDonnell, chairman, reported on her committee for the Ladies Bazaar scheduled for November 17.

Jack Brooks reported that he is in his 23rd year playing the Santa Claus role and in his ninth consecutive year as Kris Kringle for local Hale's Department Store.

### ADD 10 YEARS

## Sherbrooke, Conklin Pact Good to '64

BRANTFORD, Ont., Nov. 8.—The Conklin Shows' contract to provide the midway attractions at Canada's Eastern Agricultural Exhibition at Sherbrooke, Que., has been extended until 1964 as a result of renegotiations between the fair and Frank Conklin, representing the Conklin organization, which has its headquarters here.

The contract with the Sherbrooke annual was not due to expire until 1954, but was extended an additional 10 years. The Conklin organization has serviced the Sherbrooke event for the past 21 years.

## Portemont Org Into WQ After Matching '51

GANTT, Ala., No. 8.—Johnny's United Shows is in winter quarters here after a season that produced a net profit comparable to that earned in '51. Johnny Portemont Jr. co-manager, announced. (Continued on page 78)

Jack Dalton, clubroom custodian, reminded the membership that the clubrooms are open daily. Edna Raiford sent word that her husband, Council, is still ill and that she was unable to be present.

## Wagner Denies Report He'll Sell 20 Cars

Could Spare Five Or Six, Cavalcade Owner Discloses

MOBILE, Ala., Nov. 8.—Al Wagner, owner-manager of the Cavalcade of Amusements, this week denied a report that he is going to sell 20 of his show's railroad cars. "I was approached to sell some cars, but I told the people who sought them that I could spare five, possibly six cars, but no more than that," Wagner said.

"All of the other railroad equipment I have I need for my shows," Wagner added. "And, as of now, I haven't sold the five or six cars that I could spare."

Since the Cavalcade closed its season Wagner has been busy routing his show for '53. He said that he already has closed some contracts, but declined to reveal what he had signed.

## Orange State Winter Show Gets Okay Bow

JEFFERSONVILLE, Ga., Nov. 8.—Leo Bistany's Orange State Shows moved here this week for the second stand of its winter route after a good week at the Middle Georgia Colored Fair in Macon. Cold weather hurt mid-week business at the latter fair, but Friday and Saturday (31-1) higher temperatures brought out record crowds and spending was good. Kid's Day, Friday, brought out an estimated 2,200 school children who kept rides busy throughout the day.

Bistany left Saturday morning for Miami, where he was to preside at a meeting of the Miami Showmen's Club and then tour several of the winter fair spots. Ted Lewis is managing the unit at the Twiggs County Fair here. After closing of the fair, org will move to Jacksonville, Fla., for opening of Florida State Colored Fair Saturday (15).

Before leaving, Bistany and C. W. Sellers, president of the Middle Georgia Colored Fair, made a contract to bring the Orange State org back to the fair in October, 1953.

Visitors during the week included Sammy Glickman, Ben Braunstein, Ben Weiss; J. R. McSpadden and wife, Myrtle; Mr. and Mrs. Charles Amerson, Charles Drill, M. (Slim) Wolfe; Sam Solomon, Chicago insurance broker; Mr. and Mrs. Bill Franks, Bill Barry, Art Reese, Sheriff Julian Peacock, and Deputy Tony Liorens, friend a friend to the outdoor showmen playing this section; Detective Chief Robert Miller, of Macon, and delegations of colored farm agents and home demonstration agents from neighboring counties.

Matinee activities on Saturday were delayed so that personnel could attend the funeral services for Chief Sylvania Eagle and wife, Avalon Montgomery Eagle, who died of carbon monoxide poisoning Thursday. The services were conducted by the Rev. W. M. Schell at Memorial Chapel at 4 p.m. Show personnel sent wreaths.



# Midway Confab

Sam Solomon has found a planned short visit to his boss, Charles A. Lens, the insurance man, at St. Petersburg, Fla., stretching into what may be a record long week-end (the gin rummy kind). Sam reports his extended stay has been made highly pleasant as the result of trimming Charlie in gin and also in fishing. Still winning at last report, Sam had postponed his leave-taking indefinitely.

Miami's West Flagler Street and the clubrooms of the Miami Showmen's Association are beginning to be well populated with returning showmen. Those seen recently include: Monroe Eule, James Snyder, Buddy and Billie Anthony, Harry Cohen, Sam Prell, Carl Hanson, Harry S. Nelson, Morris Weinberg, Leonard Ross, David E. Fineman, L. I. Thomas, Ed Seremba, Victor Link, Harry Weiss, Rip Weinkle, Frank Glynn, Ammon Kepler, Samuel (Bagels) Grosbarth, Harry Byus, Louis Cucco, Bill Tucker, Jack Bennis, Ep Glossor, William G. Lish, Bob Hunter, George Raser, William Bouches, Jackie Owens, Sydney Daniels, Eddie Owens and Sam Platts. Miami secretary Phil Coos is keeping tab on all new arrivals while checking on the expiration dates of their membership cards.

After a good season with Model Shows, Inc., Bobby Kork finished up as the annex attraction in George Wood's Side Show on the James H. Drews Shows. Eddie Grenno and Charles Eddington recently visited Kork.

Jay and Ruth Williams and Mrs. Williams' sister, Alma Pumphrey, closed a successful season recently with the Brown & Wallace Shows and returned to their home in Ocala, Fla.

Mrs. June Wood Butler, who has been working clubs in Mexico City and Acapulco, Mex., has returned to the States and plans to go on the road next season with a girl show made up of Mexicans. Mrs. Butler and her former husband at various times had girl and athletic shows on such shows as the Alamo, Dodson World's Fair and E. B. Reed shows.

Mrs. John T. Hutchens has recovered from a sprained knee and recently joined her husband at Bay Town, Tex., for the closing stand of Alamo Exposition Shows on which Hutchens operated a museum. Mr. and Mrs. Hutchens scheduled a few days of fishing at Aransas Pass, Tex., before returning to their home in Kansas City, Mo., for the winter.

Clifford (Stash) Gray reports he closed a spotty season with Prell's Broadway Shows recently in Columbia, S. C. He is sending Ralph Corey and Mo. Byers to Mississippi with a grab stand and kiddie ride. Gray's two boys were slated to return to school following a mortgage burning party in the Gray trailer November 3.

Penny Law, Le-Ola and Jerry Lipko, of Leo-La's Congress of Wonders, are spending two weeks at Myrtle Beach, S. C., after closing a successful season with the Ross Manning Shows.

Paul Georgia, veteran Canadian show agent, recently wound up a tour of Newfoundland where he surveyed prospects for the '53 season. Ben Ganter, advance agent for the Bill Lynch Shows is back at his St. John, N. B. home and will resume his winter job as an inspector of nursery stock December 1. Ganter has been with Lynch for close to 35 years.

Jack Lucas, old-time agent, writes from Mobile, Ala., that he had a successful season with his jewelry store on Al Wagner's Cavalcade of Amusements. After playing the Robertsdale, Ala., Fair with Eddie Young's Sterling Crown Shows, Lucas and his wife will work coupon sales in Alabama and Florida. . . . John B. (Jack) Baillie, widely known carnival concessionaire who died in Shreveport recently after being stricken with a perforated ulcer was born in Oelwein, Ia. in 1907. He is survived by his parents, two sisters and one brother of Rochester, Minn. At one time Baillie was a partner with M. G. Dodson in the operation of the Dodson & Baillie Shows. During his many years in the carnival field he was associated with numerous shows. For the past two years he was an independent concessionaire. Mr. and Mrs. Al Wagner, of Cavalcade of Amusements, sent a large blanket wreath to his funeral and other show members sent a wagon wheel wreath. Others sending flowers included Mrs. Ed. Hock and daughter, Charles M. Shoop; Mrs. Ann Thompson, Baillie's sister; Eddie Young and Mrs. Louie Berger. . . . Arthur Atherton, secretary of Cavalcade of Amusements, cards from Mobile, Ala., that he again will spend Thanksgiving Day with his relatives in Montgomery, Ala. Atherton said that the org's closing 12-day stand for the American Legion Post at Hartwell Field, Mobile, was better than anticipated. Some of the show's rides and concessions were sent to Prichard, Ala., before shuttering for the winter.

Harry E. Wilson, under the weather for a while, is picking up strength at Gibbstown, Fla., where he is wintering. Vivona Bros.' Shows exec reports that he has been made general chairman of the 39th annual celebration of the Gibston Firemen's Association, of which he is a member. The doings will be held December 4-8 and include a beauty contest, whiskers contest. . . . Jim Quinn, general agent of the O. C. Buck Shows, has been commuting between the org's Troy, N. Y., quarters and New York City. Jim reports no particular problems ahead in booking his unit for next season. . . . Phil Isser, general manager of the I. T. Shows, is up and around after battling a cold at his home in Brooklyn. Phil showed up at a National Showmen's Association banquet meeting attired in a natty checkered vest.

Harry Hennies, former owner of the shows bearing his name, is in the New Herman Hospital, Houston, where he will undergo surgery. . . . S. T. Jessop, of the U. S. Tent & Awning Company, Chicago, recently purchased a new home in Sarasota, and plans to go there following the Chicago outdoor meetings.

Duke Camp, stepson of Louis Berger, agent for A. C. of A. Shows, has cracked the movie business. Camp, who is a bartender at the Chez Paree, Chicago, lately, was picked up by a talent scout and is co-starred in a Universal flicker based on life in the Illinois State Penitentiary, Joliet. Camp portrays a guard and plays opposite Betty Mattson, head of the Chicago model agency bearing her name.

Jimmy and Inez Carroll have been vacationing in Dallas but will soon head for their Georgia home.

Maynard Ostrow, who was with Red Link, concessionaire on the Ray Williams Shows and other units this past season, is now in Detroit, planning to take out a specialty merchandise item to winter in department stores this winter.

Joseph Frederick's Motor State Shows' equipment and personnel are due back in Detroit this coming week after closing their route thru the Deep South.

SEASON '53 SEASON '53

# THE WORLD OF TODAY SHOWS

**"THE ARISTOCRAT OF THE MOTORIZED WORLD"**  
**NOW BOOKING IN ALL DEPARTMENTS**

**COOKHOUSE**  
Must be large and capable of taking care of volume business—no junk.

**CONCESSIONS**  
Will place Stock Concessions of all kinds—will sell some exclusives. Good proposition for well flashed Arcades, also Custard.

**RIDES**  
Can place a few new Riding Devices that do not conflict. Must be well lighted and flashed. Have good opening for Scooter, 16 cars or better. No junk.

**SHOWS**  
Can place Shows of all kinds without or with own outfits.

**AM NOW BUILDING FOUR NEW WAGON FRONTS MAMMOTH IN DESIGN**

Grind Shows, Bally Shows, Ding Shows, Top spot for Motor Drome. Must be A-1 and well framed with capable talent.  
Workingmen in all departments: Electricians, Mechanics, Painters, Carpenters, Blacksmiths. Winter quarters now open. Can use a few skilled Tradesmen NOW. Cookhouse in operation. **WILL MEET YOU IN CHICAGO** or write to winter quarters and get placed NOW.  
Will give you a route of fairs starting early in June in Minnesota and ending in Texas Armistice Day. No part-time booking. Will place for season only.

**WINTER QUARTERS, MUSKOGEE, OKLA. BOX 782. PHONE 8430**

Al Wagner's

# CAVALCADE of AMUSEMENTS

THE WORLD'S LARGEST AND FINEST MIDWAY

**ONE OF AMERICA'S LARGEST RAILROAD SHOWS**  
**WILL FURNISH WAGONS FOR ALL ATTRACTIONS**  
**CAN PLACE FOR SEASON 1953**

SIDE SHOW. OPERATOR FOR GIRL SHOW. OPERATORS FOR GLASS HOUSE AND FUN HOUSE. WILL FINANCE ANY NEW AND NOVEL ATTRACTIONS. WANT FOREMEN FOR RIDES.

**ADDRESS: AL WAGNER, MGR., Box 66, Mobile, Ala.**  
(Phone: 3-4051)

### CUSTOM-BUILT HOUSE CAR



Ford 1/4-ton, 2-speed rear axle. Hydro-Vac power brakes, automatic light plant, 110-watt, 1500 watt, air compressor, water supply tank, refrigerator, McPherson front, Buick rear axle and heater. sleeps four; cruising speed, 55. Built to order at cost of over \$10,000. \$2500.

**F. H. LOWE**  
213 E. Jefferson St., Mobile, Ala.  
Located Hwy. 90, across from Spanish Fort  
Phone 3-1510

### FOR SALE Portable Skating Rink

Also three Kid Rides (Boat Ride, Airplane Ride and Baby Merry-Go-Round).

**MRS. T. RIGGINS**  
633 Madrid St., Coral Gables, Fla.

### ROLLER COASTER FOR SALE

Exceptional Ride. Portable with all equipment. Heavy structure. Contact

**FLOYD A. SMITH**  
1300 Junete St., Lakeland, Fla.

### FOR SALE TWIN CITY SHOWS

3 TRUCKS—7 RIDES  
811 5 Wheel, 2500 Little Beauty Allan Herschell, 1947 Octopus, 24-seat Chairplane, Asta Ride, Kiddie Tug Ride, Loose-a-Plane. Can be seen at the park. Pine Bluff, Ark.

**GEO. CRABO & SAM WELLS**  
General Delivery

### FOR SALE Beautifully Financed PH STORE AND COUNTRY STORE

Each 10x18 ft. Also 1816 Dodge Cab-Over-Engine, 16 ft. steel body. Good condition and cheap.

**RALPH FLORETT**  
St. Louis, Mo.  
5234 Wells. (Phone: 4837 3700)

### Had Wonderful Season

With Bill Page. Open for winter work. Accept best offer.

**JOHN ROCKETTS**  
Central Delivery Kingston, N. C.

### ATTENTION—SHOOTING GALLERY OPERATORS!

**IF YOU NEED GALLERIES ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul! Do as many successful operators do—secure your future with Evans—the Gallery built to last.

**IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES**

Complete details in our **FREE CATALOG** Parts and Targets also available. Write Today

**H. C. EVANS & CO.**  
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

### IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1952-1953, unless you comply with all State sanitary requirements and secure license in advance for each location. Mils must be purchased from an approved milk manufacturer in Florida. Copies of the Florida Frozen Desserts Law with regulations available upon request. NOTIFY John M. Scott, Chief Dairy Supervisor, Florida State Department of Agriculture, 406 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

### FOR SALE NEW CAST ALUMINUM MERRY-GO-ROUND HORSES

RIDES—One new 32 ft. Merry-Go-Round, 3-abroad, used six weeks. Late Model 231 25 Wheel, Smith & Smith Mix-Up. Also Fun House, Transformers, Concessions, Trucks and Tractors. See me at Hotel Sherman, Booth 64, Nov. 30 to Dec. 5, Chicago, or write

**C. A. GOBBS, P. O. BOX 57, AZLE, TEX.**  
Will have Horse Display at Booth 64.

### Visit Us at Sarasota or the St. Petersburg Show

1953 Models are rolling in. Full line of new Vagabonds, Almas, Kite, Traveler, Trovador and Escavator. Nice selection of used Sparrows, Vagabonds. Special showman prices and terms. See MR. T. W. (LESLIE) KILLEY for a square deal.

**SELLHORNS FOR TRAILERS**  
E. LANSING, MICH. SARASOTA, FLA. Phone: (Sarasota) 5-5451

America's Finest Show Concessions

**TENTS—SIDESHOW BANNERS CONCESSION TANNERS**

Immediate Delivery

**FLAMEFOIL FABRIC**  
Available in all colors. All sized tents also available. Bern's Mendelson—Charles Drive

**O. Henry Tent & Awning Co.**  
4847 N. CLARE ST. CHICAGO 40

### STRANGE & WEIRD ATTRACTIONS

Two-headed Be-susual Baby, Mar-velous, Devil Child, Ace Boy, Many other attractions. Free Circulars.

Address: **TATERS CIRCUS SHOWS**, 3535 E. Van Buren St., Phoenix, Arizona

### HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Fresh and Novelty Acts. State salary and all particulars in first letter.

STOCK TICKETS	We Manufacture TICKETS	SPECIAL PRINTED Cash With Order. Prices
One Roll ..... \$ 1.50	of every description	2,000 ..... \$ 6.00
Five Rolls ..... 4.50	Wholesale tickets carried in stock for immediate shipment.	4,000 ..... 7.50
Ten Rolls ..... 8.00		8,000 ..... 12.50
100 Rolls ..... 40.00		16,000 ..... 20.00
500 Rolls 2,000 each Double Coupons		32,000 ..... 35.00
Double Coupons		64,000 ..... 60.00
Double Prices		128,000 ..... 110.00
No C.O.D. Orders		256,000 ..... 210.00
Size: Single TRX, 1x2	<b>THE TOLEDO TICKET CO.</b> Toledo 12, Ohio	512,000 ..... 370.00



### KEYSTONE EXPOSITION SHOWS

**Bramson, S. C. Nov. 18 thru Nov. 15**

CONCESSIONS: Small Cookhouse, or Grub, Age and Street, Novelties, Candy, Bottles, Lard and Short Range Galleries; its 200 Panels of all kinds; come on, will play you, American Painters; Winter call now in effort. Out all winter. HELP: Show place food, reliable sets, exclusive on. Any worthwhile show with own equipment, low cost. Write to address all mail and wires to KEYSTONE EXPOSITION SHOWS, 2110 S. Main St., Bramson, S. C. Send in 4¢ postage, 1¢ each per route.

### WANT TO BUY MIX-UP and KID RIDES

Can use Sky Fighter and Bulge. Want Smith & Smith or Jones Chateplane. Must be in good mechanical condition. Address: BOX 126, Ottawa, Kansas

### RALPH R. MILLER WANTS

For Scotlandville, La. week November 10th; Simonsport, week November 17th. Stock Concessions of all kinds. \$15 a week. Can place Truck Drivers and Concession Help. Expect to stay out in Southern Louisiana until after Christmas.

### AMERICAN MIDWAY SHOWS WANT BUCKET AGENTS

For following towns in Texas: Baytown, this week; Baytownville, 17-20; Linn, Fair and Exposition, Brownsville, 20-23; Phare Vegetable & Peasantry Show, Pharr, Dec. 15; Midwinter Fair and Exposition, Hardinger, Dec. 8-14; W. F. W. Celebration, Edinburg, Dec. 15-21; Florida, San Benito, Dec. 22-28; then holders; Pay Day, Jan. 1. Those joining now give preference at Chorro Dava Celebration. Address: JOE P. WILLIAMS, per route above.

### Ozark Empire Shows

"Our All Winter"

Can place HANLEY PANKS OF ALL TYPES. Privilege \$100—free lights for trailers and lights. Also for night on Diapers. (Applies to people who moved our last year but last year change of route was unable contact you.)

MANAGER, OZARK EMPIRE SHOWS Montgomery, La., this week.

### FOR SALE 8 TUB OCTOPUS

Late model, like new condition, new upholstery, new covers, new clutch and brakes, new bushings and bearings, 15 hp electric motor, magnetic starter, 2 gears. Now in park. Completely equipped for park operation. Address: E. H. BUNTING, Ramsey, Ill.

### PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of agents who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one great which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 180 W. Randolph St., Chicago 1, Ill.

### CARNIVAL MANAGER WANTED

Must be able to see it up and down, handle help, etc. Apply to: WILLIAM T. COLLINS, 201 East 28th St., Minneapolis, Minn.

### FLORIDA EXPO SHOWS

Augusta N Bomb Area, Week Nov. 17th to 22nd, followed by Best Army Camp Spot in South, Then Florida. RIDES: Place Pony Ride, all-around action. SHOWS: Side Show, Snake Show, Wild Life, any show with own equipment. CONCESSIONS: Place Palmistry, Arcade, Rat Game, One Dice, Hunky Punks at winter rates. HELP: Want Ride Men for Wheel, Octopus, Fly-in-Plane, Roll-in-Plane, Hank Hankins, Geo. Cole, "Like City" Blanche, come on, will use you. All addresses: FLORIDA EXPO SHOWS, AUGUSTA, GEORGIA. P.S.: Place Bingo. Give you front location and people.

### WANT FOR AMERICAN LEGION FALL FESTIVAL PHILADELPHIA, MISS.

Downtown Location week of November 17th, thru 22nd. Concessions of all kinds. Show special all kinds, especially want Girl Show, Need Bingo, good territory. Will sell you on Mitt Camp. Will book Cookhouse or can use Man and Wife for office owned. Blackie Wilson, call me. Can use good Free Act at winter rates. All replies to: D. W. WILSON, BENWALT HOTEL, PHILADELPHIA, MISS.

### BARNEY TASSELL UNIT SHOWS WANT

For my Annual Claimant, Fla. Fair, right in town, opening Nov. 22. Major Rides, Shows of merit. NO GIRL SHOWS and Concessions of all kinds. No split. WIRE THIS WEEK, BLACKSBAR, GA. P.S.: On account of misunderstanding, we canceled Savannah, GA.

### Portemont Org

Continued from page 76

Grosses ran consistently ahead of last year but increased expenses held the net down to the previous year's levels, he said. Show traveled a total of 4,250 miles this year to play nine still dates and 18 fairs in Alabama, Tennessee and Indiana. Org closed a week earlier than planned due to poor business at Samson and Andalusia, Ala.

During the '52 trek, 11 rides, 6 shows and 45 concessions were carried and a free act was used for a good part of the season. While playing Andalusia, Portemont purchased the new winter base here, which is just eight miles north of the former town. Staff at the close was made up of Johnny Portemont Sr. and Jr., co-managers; Jimmy Bush, advance agent; Kathleen Bush and Marilyn Portemont, secretaries; Harley Devine, electrician; and Frank Whatley, chief mechanic.

Rides and staffers included Twin Ferris Wheels, Eddie Hall, foreman; Ralph Gibson and Macforemont, Holland, sealer men; Tilt-a-Whirl, Henry Harris, foreman; Robert Gore and Jim McCurry, second men; Octopus, G. E. Varner, foreman; Bobby Williams, second man; Merry-Go-Round, Tommy Morgan, foreman, Verlin Cox, second man; Kiddie Rides, Wesley Cox, foreman; George Mullendore, second man; Chairplane, Howard Castle, foreman; and Harry Seale's Pony Ride.

Show's on the back-end included Eddie Diebert's monkey unit, Jack Orr's snakes, Clarence Samuel and Winnie Warren with minstrels, Harold Wadsworth's Gal Show, Doc Dixon and his Side Show, and Johnny Green's girl unit.

Front and included Jack Vi. son with bongo and 5 concessions; Joe Saladino 5; Lloyd Kelley 2; Tex King, grab joint; Whitey Ruth 1; Ricardo 1; Ed Strahl 1; Dean Strahl 1; Frank Cook 6; Chief Moore 1; Harley Devine 1; Frank Whatley 1; D. D. Hale 3; Richardson 3; Irish Cochran 1; Louis Whipple 1; Stanley 3; Richard Shaney 2, and Walter Miller 1.

### Crafts Expo's Biz

Continued from page 68

Lee Brandon, advance agent, and Harold Hunting, towers, 15 years each; Matthew Lantz, assistant manager, and Roy Shepard, 13 years each; Roy Walker, kiddie rides, 12 years.

Those with the shows six years include George Ganer, Ferris Wheel second man; Wally Wanger, Skooter foreman; Pat Guest, lot maintenance, and Vincent B. Kuropatwa, commissary manager, painter, mail man and The Billboard sales agent. Charles Vella, Merry-Go-Round, and Arthur Jensen, kiddie rides, have been with the org three years.

Second-year Crafts men are George Kotatrakos, Ferris Wheel foreman; Tom Parker, second man on the Looper; Eddie Rood, advertising agent, and Etta Kotatrakos, secretary. Joining this season were W. E. Riggs, Tilt-a-Whirl; L. L. Savage and Gilbert Young, Octopus, and R. E. Collins, Looper. When the shows close, Cocchini plans to go to St. Louis, Chicago, New York and Miami. Cummings goes to Miami and Kuropatwa will head for Georgia, Florida and Pennsylvania. Mr. and Mrs. Virgil Matthews plan to go to Idaho and Florida. Warren will go to Chicago and St. Louis.

### COMING EVENTS

- Arizona**  
Florence—Junior Rodeo & Parade, Nov. 28-29
- California**  
Los Angeles—Great western Livestock Show, Nov. 22-27, 8 W. Lane, 3120 S. Eastern Ave.
- Florida**  
Plant City—Junior Agri. Fair, Nov. 20-22  
Wilton H. Harbour, Box 211  
Wauchois—Am. Legion, Hardee Co. Co-cumber Expo, Nov. 10-15 Earl Rumberly
- Georgia**  
Macon—Shrine Charity Circus, Macon Auditorium, Nov. 24-29 W. C. Rogas
- Illinois**  
Chicago—Nat. Assn. Amusement Parks, Pools & Beaches Convention-Trade Show, Nov. 30-Dec. 3 Paul H. Hurdopol, 701 N. Wabash Ave.  
Chicago—Int'l Livestock Expo, Nov. 29-Dec. 6 William E. Ogilvie, Union Stock Yards
- Indiana**  
Evansville—Shrine Circus, Nov. 24-28, Lewis J. Petzold
- Kansas**  
Wichita—Shrine Circus, Nov. 8-15 Jesse L. Moore, 115 N. Toombs Ave.
- Kentucky**  
Louisville—Pat Cattle Show, Nov. 12-14 George K. Tomes, Johnson & Main Sts.
- Louisiana**  
New Orleans—Shrine Circus, Nov. 21-29
- Maryland**  
Timonium—Eastern Nat'l Livestock Show, Nov. 19-20 Tom Whitley, Shirley Jr.
- Mississippi**  
Greenwood—Band Festival & Carnival, Nov. 29-30
- Missouri**  
Kansas City—Shrine Circus, Nov. 17-23 Raymond E. Thornton, Hotel Continental
- New York**  
New York—Nat'l Hotel Expo, Grand Central Palace, Nov. 10-14
- Oregon**  
Merrill—Potato Festival, Nov. 17-18  
Portland—National Rabbit Show, Nov. 21-22
- Pennsylvania**  
Harrisburg—Harrisburg Farm Show, Nov. 13-15 Paul R. Siefert
- South Carolina**  
Columbia—Home Show, Nov. 18-22 Paul Waters, c/o Chamber of Commerce
- South Dakota**  
Sioux Falls—Auto Show, Nov. 27-30
- Texas**  
Fort Worth—Shrine Circus, Nov. 21-30 Robert H. Hall, Box 1328  
Fort Worth—Hanch & Farm Show, Nov. 20-23 Emmett W. Hall
- Utah**  
Ogden—Ogden Livestock Show, Nov. 19-19 E. J. Prichard, 308 Elmer Bldg.

### DOG SHOWS

- Arizona**  
Phoenix—Nov. 10 Marabelle Lamb Temple, Aztec
- California**  
Fresno—Nov. 10 Mrs. O. Rambo, 3428 N. First St.  
Los Angeles—Nov. 22-23 Mrs. Jack Bradshaw, 1412 W. 125th St.
- Illinois**  
Chicago—Nov. 14 Mrs. E. Kaufman, 1818 W. Main St., Evanston, Ill.
- Louisiana**  
New Orleans—Nov. 18 Charles Landry, 8863 Birch St.
- Nebraska**  
Omaha—Nov. 23 T. Greener, 110 S. 35th St.
- New Jersey**  
Newark—Nov. 16 Jersey 1000 Ransted St., Philadelphia
- New York**  
Schenectady—Nov. 23 Foley, 3000 Ransted St., Philadelphia  
Troy—Nov. 22 Foley, 1000 Ransted St., Philadelphia
- North Carolina**  
Wilmington—Nov. 20 E. A. Moss, Greensboro, N. C.
- Oklahoma**  
Muskegon—Nov. 20 E. A. Moss, Greensboro, N. C.
- South Carolina**  
Anderson—Nov. 14 E. A. Moss, Greensboro, N. C.
- Texas**  
Austin—Nov. 22 Mrs. L. Garner, R. 3, Box 112  
Dallas—Nov. 10 Civil Dilds, Wilnot, Miss.

### SPITFIRE FOR SALE

With transportation or without. Special Note: Lew Weinstein, contact us. Address: BROWN & WALLACE SHOWS, BOX 515, SAVANNAH, GA.

Thank You ALBERT & DORIS SPIRES  
Ghost Ride Owners with Collin & Wilson Shows, for your Station Wagon purchase.  
JOHNNY CANOLE  
Canele Buick  
Monessen, Pa. Phone 937.  
Altoona, Pa. Phone 1347.

### WANT TO BUY MERRY-GO-ROUND

2 or 3 abroad. No junk or cut down machines.  
Write Gus Pappas  
7232 Chicago Ave., Minneapolis, Minn.



2nd Lt. Joseph C. Rodriguez U.S. Army Medal of Honor

SIXTY YARDS TO GO. From atop the hill, near Munye-ri, Korea, the enemy suddenly opened up a withering barrage. The squad was caught; Red mortars began zero-ing for the kill. Lieutenant Rodriguez (then Pfc, with only seven months service) broke loose and dashed up the fire-swept slope, throwing grenades. Disregarding the fire concentrated on him, he wiped out three foxholes and two gun emplacements. Alone, he accounted for 15 enemy dead, led the rout of the enemy, and saved the lives of his squad.

"When you have to take chances to reach an objective, that's O.K.," says Lieutenant Rodriguez. "But when you can find a surer way, so much the better.

"That's why I was glad when I heard that people like you own nearly 50 billion dollars in U. S. Defense Bonds. I believe that a strong, peaceful America is our objective. And the sure way to reach it is through backing our strength with your strength by investing in Defense Bonds now!"

Now E Bonds earn more! 1) All Series E Bonds bought after May 1, 1952 average 3% interest, compounded semiannually! Interest now starts after 6 months and is higher in the early years. 2) All maturing E Bonds automatically go on earning after maturity—and at the new higher interest! Today, start investing in better-paying United States Series E Bonds through the Payroll Savings Plan!

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!

The U.S. Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.

### KEEP POSTED on the OUTDOOR FIELD

Concessioners, pitshmen, hookers, performers, game and ride operators, manufacturers and suppliers of all kinds—you need The Billboard every week to get all the important, timely news of the outdoor amusement field.

Subscribe Now to The Billboard

The Billboard, 2160 Patterson St., Cincinnati 21, Ohio  
Yes! Please send me The Billboard for one year at \$10  
Foreign rates upon request.

Name \_\_\_\_\_ 832  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_





**Showmen's League of America**

**54 West Randolph Street, Chicago**  
**CHICAGO, Nov. 8.**—The approach of convention week and closing of most of the shows is helping to swell attendance. A good turnout was on hand for the Thursday (8) meeting which was opened by President S. T. Jessop, assisted by Secretary Joe Streiblich, Treasurer Walter F. Drier and Past President Lou Keller.

Newly elected members include Morris Brown and Fred F. Wallace. Special lapel pins for members with 25 years of continuous membership have arrived at the club and will be presented at the President's Party. Reservations for the banquet and ball are arriving in good numbers and Sam J. Ley, chairman of the event, reports things are shaping up in good style. William Carsky and Maurice (Lefty) Ohren are busy lining up the President's Party, and Ed Sopenar reports good progress on the memorial services. George W. Johnson and William Heilich are ready to handle convention week registrations.

Al Sweeney is lining up a committee for the Christmas party and will announce its members in the near future. W. H. (Bill) Green, who is in town with a roller skating show, is a regular clubroom visitor. The house committee has arranged for the regular Thanksgiving Day dinner to be served at the Bamboo Inn. Art Briesse has been nominated as a member of the board of governors on the regular ticket.

Convention week schedules, banquet announcements and a special announcement have been put in the mail. The November 27 meeting has been postponed to November 29 and, along with the December 4 meeting, will be held in the Old Chicago Room of the Hotel Sherman.

Wallis Waldron recently underwent surgery and faces a second operation. Frank Ehlenz is reported to be in serious condition at his home. Jack Benjamin, Frank Daniels and Herman Pluda are still confined.

Members attending the meeting, some back to long absences, included Mickey Blue, Ned Torti, John M. Duffield, Ed Kornumpf, William Townsend, Harry Atwell, Harry Duncan, Morris Brown, Andy Kasin, Johnnie, Criss, Jack Jacobsen, Harry Mamsch, Herb Dotten, William T. Collins, Gus Pappas, Henry Shelby, Ralph Wilberly, William Meyers, Arthur Morse, Robert MacDowell and Rev. Marcel La Voy.

**Ladies' Auxiliary, Sherman Hotel**  
 Lucille Hirsch served as hostess at the Thursday night (8) social which was well attended.

Committee reports the cancer award books are coming in to good style and Chairman Carmelita Horan has requested that all be returned before convention week. Installation dinner is set for the Louis XVI Room of the Sherman, Tuesday, December 2, with Mrs. Margaret Hoek as emcee and Mrs. M. M. Brumleve as installing officer. Nominated for the coming year are Mae G. Taylor, president; Lucille Hirsch, first vice-president; Viola Parker Moore, second vice-president; Frances Berger, third vice-president; Carmelita Horan, treasurer, and Elsie Miller, secretary.

Sick list includes Billie Wasserman, Etta Henderson, Grace Gross and Alice Hill. Ruth Martonc is doing nicely.

Virginia Kline, Dolly Young, Bess Hamid and Esther Mayers will be in early for the convention. Open house will be held in the Emerald Room of the Sherman Hotel.

**W.G. WADE SHOWS**

Now Contracting  
**RIDES • SHOWS**  
**• CONCESSIONS •**

For our 1953 Season

C. P. O. Box 1488  
 Detroit 31, Michigan

**Sale on Brand New BUICK**

Immediate delivery. Two years to pay. We can finance you. Act quickly while we have cars. Phone or wire collect.

**JOHNNY CANOLE**  
 Canole Buick  
 Monaca, Pa. Phone 937  
 Altoona, Pa. Phone 9340.

**Club Activities**

**Miami Showmen's Association**

**233 W. Flagler St. Miami**  
**MIAMI, Nov. 8.**—President Leo Bistany presided over the first regular meeting of the season Tuesday (4). Treasurer Carl Hanson, in his report, showed a substantial increase in club assets. Lester Westbrook, chairman of the ways and means committee, and Ben Glass, chairman of the house committee, gave reports. Max Sharp, chairman of the year book committee, reported advertising secured to date amounted to \$2,400. Cliff Wilson, chairman of the building committee, is investigating two sites, one at West Flagler and 21st Avenue and the other at 136th Street in North Miami. The board of directors empowered him to proceed with the purchase of either property if found suitable for club purposes. Ep Glosser, business manager of the Blue Grass Shows, presented a check for \$1,000 representing funds raised at a jubilee on that unit.

The following spoke at the meeting: William Cowan, Ep Glosser, Bill Tucker, Lew Lange, Shep Blumberg, Max Sharp, Rip Weinkle, Sam Palitz, Harry Schreiber, Buster Westbrook, Danny Del, William Lish, Lenny Ross, Harry Weiss, Ralph Endy, Carl Hanson and David B. Endy.

The following applications were received: A. Serman, proposed by Abe Nissenbaum; Tommy Finsteteno, by Patty Finnerty; Ed C. Strassburg, by L. I. Thomas; Hyman W. Silverman, by Sam Palitz; Harry Sobel, by Harry Schreiber; Albert F. Everhart, by L. T. Thomas; Irvin Glass, by Ernest Dellabate; Paul M. Conway, Bob Hallock, Edwin Heath, by C. Stantny; Edward B. Pearsall, by Guy Markley, and Richard R. Miller, by Patty Finnerty.

On the sick list are Samuel (Bugels) Grosbarth, who is here to recuperate after having been hospitalized for six months.

**Missouri Show Women's Club**

**415A Chestnut St., St. Louis**  
**ST. LOUIS, Nov. 8.**—The meeting opened with President Jeanette Hart and all other officers on the rostrum. Attendance was large.

Plans were announced to engrave all pictures of past presidents in one large frame. Also discussed was the distribution of Thanksgiving baskets to needy showfolk. Jeanette Hart reported that a number of donations have been received from merchants for the December 9 card party.

Correspondence was read from the Ladies' Auxiliary of the Showmen's League of America, Madeline Ragan and Dorothy Shallow.

Two new members, Mabel Orifin and Patty Edwards, were welcomed. Estelle Regan was here for her first meeting of the season. Sally Provost is also back after a two-year absence.

Luncheon was served by Gertrude Donnelly, Peggy Grimm and Clara Campbell.

**Michigan Showmen's Association**

**3153 Cass Ave., Detroit**  
**DETROIT, Nov. 8.**—President Ben Morrison occupied the chair at the Monday (3) meeting. On the rostrum were Lou Rosenthal, treasurer; C. J. Lovejoy, chaplain, and Jack Dickstein, acting secretary.

Max Kahn, chairman of the entertainment committee, is busy making plans for the New Year's Eve ball in the clubrooms. Doug Brown, chairman of the Christmas party for underprivileged children, discussed plans for the annual event.

Following the meeting Sam Byrd and members of his house committee served a buffet luncheon.

There was a large turnout for the Saturday (1) Halloween party and a good time was had by all. The joint memorial services held in the clubrooms Sunday (2) were well attended. Participating in the services were the men's club, the Ladies' Auxiliary and the Joey Mess American Legion Post. Father Joseph Cain conducted the services.

**Hot Springs Showmen's Association**

**DeSoto Hotel, Hot Springs, Ark.**  
**Ladies' Auxiliary**

**HOT SPRINGS, Nov. 8.**—The October 30 meeting was well attended. On the rostrum were Betty Bazinet, president; Caroline Holt, first vice-president; Virginia Gamble, second vice-president; Ethel Cutler, treasurer, and Vivian Zim-dars, secretary. Chaplain Marion Shuford gave the invocation. Daisy Frits, club mother, was welcomed back after a three-week trip to Fort Worth and Houston. A surprise party will be held in the clubrooms tonight.

The Saturday (1) welcome home party on the mezzanine floor of the DeSoto Hotel was a big success. It served to initiate the winter season for club members who have been returning here for the past several weeks. Music, dancing, entertainment and refreshments were offered. Helping to swell attendance was personnel of Amusement Corporation of America, which is now back in quarters on Highway 88.

**Regular Association Troupers**

**106 E. Washington, Los Angeles**

**LOS ANGELES, Nov. 8.**—President Lil Schue presided at the recent meeting. The members were saddened by the death of Joe Krug, past president.

Emile Bailey, chairman of the bazaar committee, is still hard at work on the event which will be held jointly with the November 20 home-coming party. Sunshine Jackson has been named chairman of the home-coming. Pete Steinkellner is in charge of entertainment for that evening.

Good crowds came out for the Halloween party, which was supervised by Tillie Palamater. Following dinner games were the order of the night. Prize winners included Sam Dolman, Lill Eisenman, Ann Stewart, Daisy and Ray Marrion, Myrtle Hutt, Nancy Meyer, Jennie Riegel and Moe Eisenman. Those who helped to make the party successful, either thru donations or by helping to serve, included Mabelle Bennett, Sunshine Jackson, Arthur Thompson, Lilibel Williams, Florence Lusby, Lee and Ethel Smith, Mary Dewey and Billie Backman.

**Arizona Showmen's Association**

**216 W. Washington, Phoenix, Ariz.**

**PHOENIX, Nov. 8.**—President Don Hanna presided at the first meeting of the fall season Monday (3). Sixty-five members were present.

Mrs. Marguerite Stone, chairman of the banquet and ball committee, was given a vote of thanks and a lifetime membership for her efforts on behalf of the club. The annual banquet and ball will be held December 18.

New members include N. R. Robinson, Alexandria Mercer, Jack Weiner, Mary D. Guenin and Thomas S. Guenin. Visitors at the meeting included Orville Crafts A. Friedman, James Lantz, Mr. and Mrs. Wendt, Sam Gather, Mr. and Mrs. James D. Smith, Leo Huggerty, and Mr. and Mrs. Steve Vauhn.

Hiko Siebrand has recovered from a recent illness. Mrs. Laura Patrick is out of the hospital.

Following the meeting, Jimmie Rittenhouse served a buffet supper. Pot o' gold was taken by Harry L. Gordon.

Buy and Use **CHRISTMAS SEALS**

1952

Don't let this opportunity pass you by.

**Fight TUBERCULOSIS**

**Heart of America Showmen's Club**

**913A Broadway, Kansas City, Mo.**

**KANSAS CITY, Mo., Nov. 8.**—The second regular meeting of the season was called to order by President E. H. Hugo, with 23 members present.

The president called attention to Friday, November 14, which will be nomination night for 1953 officers.

Joe Glazer was reported confined in Room 504 at Menorah Hospital here. Charles Coleman suffered another heart attack and is resting at 329 Garfield in this city. President urged the members to visit the shut-ins or send cards.

Banquet and ball committee chairman Joe Clayton spoke on this annual event and urged members to make their reservations early. The banquet and ball will be in the Hotel Continental on New Year's Eve and will include a floorshow. Refreshments were served by the entertainment committee following the meeting.

**Lone Star Show Women's Club of Texas**

**3105 Forest Ave., Dallas**

**DALLAS, Nov. 8.**—The meeting of Monday (3) was called to order by President Marie Obluck and Alleylene Morrency led the opening prayer. Main topic of discussion was the coming convention. A special meeting is scheduled for November 10 for the purpose of nominating officers. A thank you was extended Edna Hacker and Marie Obluck for the success of the box social on Halloween night, which also proved profitable for the club. Edna served as auctioneer amid much spirited bidding. Prizes were donated by Corine Greer. Marie Obluck won the apple bobbing contest and Margaret Pugh the door prize.

Members were saddened by the death of Wagner Felton, husband of Lola Fenton. Edna Hacker and Tex Chambers are in Baylor Hospital, following surgery.

Simmy and Inez Carroll have been enjoying a visit with Margaret Pugh and Grace Tinder but will leave soon for their Georgia home.

**WHAT DO YOU HAVE?**  
**TELL YOU WHAT I HAVE AND WANT**

Already set up and ready to open in Idle Hour Park, Phoenix City, Ala., is a Tranted Theater, complete, big top, seats, stage, lights, scenery, heaters all the best. Set for the winter, with a civilian population of 200,000 and an army population of 90,000 at Fort Brunning, Columbus, Ga.

I want a complete Jig Show, a Hillbilly or Western Show, a Musical Tab or Burlesque, a Hypnotic or Magic Show. State what you have and what time is open.

**A. A. McCOY**  
 General Delivery, Phoenix City, Ala.

**GREATER AIKEN COUNTY FAIR**  
**11 DAYS—AIKEN, S. C.—11 NITES**  
 Tuesday, Nov. 18, through Saturday, Nov. 29

Home of the world's largest project

**MARION GREATER SHOWS**

Now booking clean Concessions of all kinds. Everything open. Show owners—What do you have to offer? Ride owners—What do you have to offer? All replies

**MARION GREATER SHOWS, Cheraw, S. C., Fair**

**ANCHOR TENTS**

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORHOMES, SHOW TENTS

**ANYTHING IN CANVAS**

Manufacturing Show Canvas for Over Fifty Years

Underwriters' Approved Flame Resistant Materials Available. 5 DAYS SHIPMENT ON MOST SIZES.

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**ROYAL EXPOSITION SHOWS**  
**EVERGLADES COLORED FAIR**  
 Belle Glade, Florida, November 21 to 29 (8 Days)

Can use strictly legitimate Concessions of all kinds, one or two more Rides not conflicting and A-1 Minstrel Show or Colored Revue with own outfits and transportation. All address Daytona Beach, Fla., this week; then Belle Glade, Fla., above dates.

**WILLIAM T. COLLINS SHOWS**

NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR 1953 SEASON

All Attractions must meet the standards of the Show. Want to hear from a capable and reliable Rides and Posting Show Manager. Want a reliable Assistant Carnival Manager. Must be capable of handling his duties.

Apply to **WILLIAM T. COLLINS**  
 801 EAST 78TH ST. MINNEAPOLIS, MINN.

**WANTED**

For Plant City 4-H Fair—Concessions working for stock. Wauchula, Fla., this week, with 3 more fairs to go. Closing Orange Park, Cocoa, Fla., Dec. 8. Wire

**C. A. STEPHENS SHOWS**















# NEVER! BEFORE! SOLID Sterling Silver DOG CHAIN



**Our Lowest Price**  
Fast seller! Comes ready to display. Appeals to service men, women and families. Heavy Solid Sterling Chain. Full 24" long.  
**Per Dozen Only \$9.**  
PER GROSS—\$100.  
(Minimum order 1 doz.)  
**STERLING JEWELERS**  
44 East Long Street  
Columbus 15, Ohio  
(Send for New Catalog)

## MAGNIFICENT WATCH BRACELET



Simulated diamonds cover a entire bracelet and watch cover. Brand new guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C. O. D.

Only **\$12.50** each  
—in lots of three.  
\$13.95 for sample.

## NATIONAL DIST. CO.

222 Calumet Bldg. Miami, Fla.

## TEAR GAS

A REAL SURE-FIRE SELLER!  
TRUGS AND THIEVES BEWARE!  
This tear-gas pencil gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous live-guns. Leaves no permanent injury. Needed in stores, banks, autos and homes to protect life and property. No skill required. Handle a profitable side-line. Watch it grow. Start Now! Send \$4.25 for complete demonstrating outfit of Automatic Tear Gas Gun with 10 demonstrators and 2 powerful Tear Gas Cartridges, guaranteed. Thousands in use. Order your outfit TODAY! Not sold to minors. **MAGEN SUPPLY CORP.**, Dept. 88-928, St. Paul 4, Minn.

## Sensational Close-Outs!

Luxurious Satin-Plush Pajamas, 16" high, 12" wide. The most attractive of any pajamas ever featured. Sturdily constructed. Individually packaged in cellophane. At the terrific low price of \$15.00. Sample \$2.  
Satin-Corduroy Teddy Bear, 28 inch, 54 relative. The tighest, most beautifully made suit you've ever seen. You will want to buy our entire stock of this fast moving item. Individually packaged in cellophane. \$11.50 doz. Sample \$1.50.  
Famous Ravel Perfume—In unique bottle in transparent Lucite Box. Originality \$16.24 each. \$4.50 doz. Sample \$2.

**BURKE** 10 W. 27th St., N. Y. C.

# Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

## From All Around

Jumbo rubber horses that inflate to 15 inches, have detachable saddles and come in full color are offered the pitch and concession trades by Kravitz & Rothbard, Baltimore. The firm has priced the item at \$4 a dozen. It also offers dangling zebras at \$2 a dozen. The latter come in assorted colors, have elastic cords and rolling button eyes. . . . Central Flag & Banner Company, Rossmore, O., urges salesmen to contact the firm for its catalog and full information concerning a new Christmas holiday line.

Wisconsin DeLuxe Company, Milwaukee, has introduced two premium clock specials—the kitchen clock and the bowling pin electric mantle clock. The former, an electric wall or mantle item, sells for \$8.35 each in lots of six and features Hansen synchron self-starting movement and motor, fully guaranteed; phosphorescent eyes which roll, dial hands and numerals which glow in the dark, and detachable swinging tail. The bowling styled clock offers self-starting movement with

sweep second hand, chrome benzol, mahogany finished wood base, ornamental bowling pins in natural wood finish set in base on either side of the clock, and approved plastic cord and plug.

## EVERYONE WANTS IT!



**TV OR NITE TABLE LAMP**  
Does a big job wherever it is shown. Beautiful lacquered bronze finish, 11 1/2 inches high, indirect lighting. Turned and center crystal ball.  
List Price \$6.50 each  
Cash \$27.00  
Sample \$2.75 each

**RUSH ORDER TODAY—IN TIME FOR BIG XMAS BUSINESS**  
Send for complete information on this FREE CATALOG

Over 500 items. Sell from our beautifully illustrated catalog. Terrific bonus plan

**MERIT HOME PRODUCTS**  
137 Manhattan Avenue, Dept. B  
Brooklyn 6, N. Y. Phone: AT 6-2400  
Open Saturdays and Sundays till Xmas

## New! Sensational! Mannequin MIXER

The Animated Sausage  
Represented from the famous: Maccioni, Fontana di Bressan, Belgians.  
**BEAUTIFUL BRONZE FINISH**  
A Real at Parties



DEALERS: \$12.00 Doz. (12 doz. Minimum Order)  
Cash with order. Immediate Shipment Prepaid.  
C. B. DILLINGER Distributor  
1110 E. 9th St., Los Angeles 21, Ca.

## You Can't Beat BRODY for Merchandise

We Carry a Complete Line of TOASTER—Kitchen Utensils—ALUMINUMWARE—Iron—GRIDDLES—Waffle Iron—BERRY BOWLS—Breadmaker—FLUSH ANIMALS—Plastic Goods—HOBBS—CLOCK—Dolls—CARNIVAL GOODS—Plastic Dolls—GLASSES—Housewares—PERFUMES—JEWELRY—Decorations—WATCHES—Liquors—ASSORTED NOVELTIES—Household Goods—BAKES—Etc., Etc.  
Write for our free 64-page Catalog Serving the Carnival Trade for over 25 Years.  
Write for our new 28 page 1952-53 Xmas and New Year Merchandise Catalog.  
Complete line of items

## M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill.  
L. D. Phone: MO 9-8320  
In Business in Chicago for 25 Years

THANK YOU  
AGENTS! You Made It! With Our Dynamic Merchandise!  
Our unusual multicolor, hand printed (7x11) & 8 1/2x2 1/2 signs are all-year round money-makers. Ready-made signs for every business, method for offices and homes. Our signs sell themselves. Every merchant needs them! Send 25¢ in coin or stamp for dynamic samples and catalog.

## B. VELVETEN CO.

200 W. 34th St., New York

## YOUR PHOTO ON STAMPS

300% PROFIT  
No Investment! No Stock to Carry! Make \$1.50 on 10-cent stamp. Put out all our buy on sight! Professional, high-quality photographs. 48-hour service. SPECIAL OFFER: send 5¢ and your own picture (print or negative—any size, returned unharmed for 10¢ photostamps).  
**NATIONAL PHOTOGRAM COMPANY**  
1414 Third Ave., Dept. 8, New York 28, N. Y.

## NEW YEAR party supplies

- |                              |               |         |
|------------------------------|---------------|---------|
| Ass. Flat Cap Hats           | Doz.          | \$ 4.00 |
| Ass. Miniature Party Hats    | Doz.          | 1.50    |
| Ass. Cream Perm Hats         | Doz.          | 2.75    |
| Deluxe Crepe Perm Hats       | Doz.          | 10.00   |
| Deluxe Fall Hats             | Doz.          | 25.55   |
| Fall Mesh Hats               | Doz.          | 25.00   |
| Ass. Metal Neckties          | Box of 50     | 2.00    |
| Cardinals Neckties           | Box of 50     | 2.75    |
| 10" Fall Neckties            | Doz.          | 1.50    |
| 14" Fall Neckties            | Doz.          | 1.45    |
| 12" More With Tassel         | Doz.          | 1.50    |
| 14" Snake Bowties            | Per 100 Best  | 2.25    |
| Serpentine (28 throws)       | Per 100 Best  | 1.50    |
| 18" Pkg. Slammers of Serpen. | Per 100 Pkgs. | 6.50    |
| 7" Round Balloons            | Per 100 Pkgs. | 11.50   |
| 9" Round Balloons            | Doz.          | 4.45    |
| 10" Round Balloons           | Doz.          | 3.25    |
| 4oz. 7" Cellophane Balloons  | Doz.          | 1.50    |
| 8oz. 7" Tissue Balloons      | Each          | 1.75    |
| 2oz. 7" Tissue Balloons      | Each          | 1.50    |
- Write for Carnival Supplies and Novelties Catalog  
Shipping charges not included.  
25% deposit with C.O.D. order.

## KIPP BROTHERS

Wholesale Distributors Since 1830  
240-42 SOUTH MERIDIAN ST.  
INDIANAPOLIS 25, INDIANA

## MAKE MONEY WITH WINNER'S FAST ACTION

For Games, Tip-Books, March Book Deals, Envelope Ticket Deals, \$10,000 Elevator Club Deals, Salesboards. Write for list. State your business. If interested in specific items, specify.

**Winner Sales Co., Inc.**  
1522 S. Walnut St., Muncie, Indiana

## WE ARE MANUFACTURERS OF ALL KINDS—PULL TICKET GAMES

## TIP BOOKS

Buy Direct From Manufacturers at Very, Very Reasonable Prices.  
**Tip Book Sales Co.**  
100 MAIN ST., WHEELING, W. VA.  
Phone: Wheeling 340

## ILLUSTRATED CARTOON BOOKLETS

WHY I DON'T BUY THE LIFE GUARD PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10.00 DOZ. \$2.00 DOZ. \$1.00 DOZ. \$0.50 DOZ. REGIONAL SALES  
210-BB Fifth Ave. New York 10, N. Y.

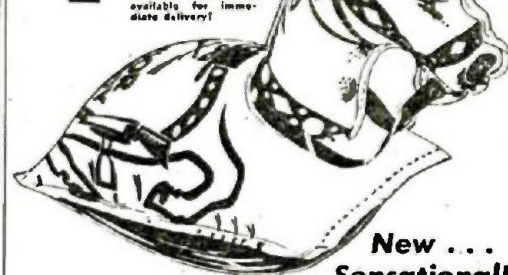
## FREE CATALOG

Wrist Watches, Costume Jewelry, Gift Items, etc.  
**CASH SALES CO.**  
1048 Fifth Ave. Pittsburgh 19, Pa.

## BALL O' PERFUME PEN

Beautifully designed. Writes with fragrance of Perfume. Holds fragrance long after it's written.  
\$26.00 Gr. \$4.00 Doz.  
5% deposit, balance C.O.D.  
**BERCO CO. (Mfrs.)**  
1151 Broadway New York 1, N. Y.

# \$7.20 PER DOZEN



## New... Sensational! JUNIOR COWBOY PONY

Decorated with guns and saddle—in full color. This Bucking Bronco is wonderful fun. He rocks, bounces and "neighs" as you ride him. Pull the reins and hear him whinny. So strong, it will support a 200 lb. man. Tough... safe... clear. Bucking Bronco is made of the finest quality, extra-heavy Vinyl Plastic, electronically sealed for durability. GUARANTEED to take hard wear and tear. Suitable for all kids from 1 to 10 years old. NEVER BEFORE have we offered such sensational value!

**NOVEL MFG. CO., DEPT. BB**  
3 Bleecker St., New York 12, New York

## WE MANUFACTURE THE GREATEST LINES IN THE U. S. A. EMPIRE PUNCHBOARDS & MERCURY TICKETS

ABSOLUTELY THE LOWEST PRICES  
—SAVE MONEY—EMPIRE PRESS INC.  
446 W. Superior St., Chicago 10  
Phone: MO 6-4118

## Christmas Specials LAST SUPPER AND BIRTH OF CHRIST TABLECLOTHS

Here it is, a fast-selling Lord's Supper Plastic Tablecloth, the only tablecloth of its kind. Completely new and different, handmade and designed with a 36x20 size picture of the Lord's Last Supper in the center of snow-white background, center design comes in three colors, Blue, Red, Green; anodized edges and made of heavy grade Goodway Vinyl Film, one of the best plastic materials. Merchants, Jobbers, Wholesalers, etc., work fast—immediate shipment. Each cloth individually packed, ready for mailing.  
It will last for years, won't tear, peel, stain, crack, fade or wrinkle under ordinary use. It is flame and heat resistant; wipe clean with a damp cloth. They come in sizes of 72x36 and 54x36. Small size \$1.50 each and in dozen lots \$14.88. The 36x20 is \$1.78 each and \$16.50 in dozen lots. Special prices in gross lots. 25% deposit, balance C.O.D. Retail for \$2.95 to \$3.95.

**RELIGIOUS ART PICTURE COMPANY**  
102 WEST COLUMBIA STREET  
BOMERSSET, KENTUCKY

## NEW CATALOG

Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG. State Business. Catalogs not sent to individuals.

## N. SHURE CO.

300 W. ADAMS STREET  
MICHIGAN 6, ILLINOIS

## FOR THE MOST COMPLETE LINE OF

- ★ COSTUME JEWELRY
- ★ APPLIANCES
- ★ DOLLS
- ★ GIFTWARES

## FREE COPY OF OUR NEW CATALOG NO. 200

## RAKE

100M SPRING GARDEN ST.  
PHILADELPHIA 23, PA.  
LOMBARD 3-2676

Rep. \$29.50 ea.  
Buy DIRECT from Reliable Imports, Largest Assortment of Latest Patterns.  
Sell Stores and Direct  
4430 Doz. 3 Doz. \$18. PAST \$11 Sale, 1957 W. Angeles 6, Calif. Phone: DU 6-8787—For watches, costume jewelry, household items and Japanese imports and all gift selling items. Cheapest prices in the country. Write for our free catalog.

## TIES

Direct from Manufacturer. Largest Assortment of Latest Patterns.  
Special Price on Gross Lot Orders.  
OTHER ITEMS—FREE CATALOG  
440 Broadway  
New York 12, N. Y.

## JAR DEALS and MATCH PAK DEALS

PUNCHBOARDS PREMIUMS  
Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR  
**GALENTINE NOVELTY CO.**  
SOUTH BEND 24, IND.

## ENGRAVERS

with \$1 since 1907  
No. 108 Men's All Aluminum Idents \$13 Gr.  
No. 102 Double Heart All Aluminum Idents \$13 Gr.  
No. 14 All Aluminum Idents \$7.50 Gr.  
Send for New Catalog—No Pay Postage on All Prepaid Orders except Alumin. 3 photos: \$1.50 4 photos: \$2.00  
Originators of the All-Aluminum Idents.  
**MILLER CREATIONS** 7729 Avalon Chicago  
DAY & NIGHT SERVICE

## HUSTLERS & JOBBERS! ATTENTION!

When in the "Big Apple" stop at C & N Sales, 1907 W. 42nd Street, New York 11, N. Y. Phone: DU 6-8787—For watches, costume jewelry, household items and Japanese imports and all gift selling items. Cheapest prices in the country. Write for our free catalog.











## BOOTH SPACE SOLD OUT

# NAAPPB Coinmen Interest Spurred By New Equipment

CHICAGO, Nov. 8.—Based on the all-time high demand for exhibit space by coin machine manufacturers, the trade show of the National Association of Amusement Parks, Pools and Benches annual convention appears cer-

tain to draw an unusually high percentage of coinmen.

The show opens at the Hotel Sherman November 30 and runs thru December 3. Twenty-five of the 75 exhibitors will display equipment and supplies for coin machine distributors and operators and if space were available many more would be exhibiting, it was announced.

The major reason for interest this year, as far as coinmen are concerned, is an attempt to display the many new types of coin-operated kiddie rides to both the conventional operators and owners of key locations in the outdoor show world—parks, pools, beaches, midways and traveling shows. Among the new rides to be shown are mechanical horses, reindeer, cow, rabbit units, jet and rocket ships, speedboats, racing cars and many others.

### Two Reasons

Operators attending the varied display will have a two-fold purpose: (1) to see the new items and (2) discuss with coinmen from various sections of the country the potential of such new equipment. Operators, distributors and manufacturers have expressed high hopes for the coin rides. However, since so much of it has been introduced, the operators

have indicated confusion as to which kind of ride—the animal or space-boat-auto units—have the best future. Some operators have even indicated that a representative variety of each of the units seems the most logical, since they can be shifted to different locations as interest in certain rides slackens.

The trade show committee still holds some hope of securing additional display area for the growing list of exhibit space requests. But this will only be possible if the hotel releases part of the new mezzanine floor. Currently this area is being remodelled and it is not certain how far along this project will be at show time. The hotel's management will make a definite statement on this to the NAAPPB on November 22, just eight days before the convention opens.

All booth space for the event was sold out two weeks ago but in an effort to accommodate some of the last minute requests, niches between booths and in hallways and corners, have been made available. The NAAPPB stated these display points were too small to satisfactorily accommodate most potential exhibitors but appeared adequate for firms with small equipment.

## BLATT PREZ

# Miami Group Holds Annual Election Meet

MIAMI, Nov. 8.—Election of officers featured the regular monthly meeting of the Amusement Machine Operators' Association at the El Comodoro Hotel here October 30.

Willie Blatt's re-election as president was assured at the September meeting when he was nominated without opposition for another term. Keith Nelson, secretary-treasurer, likewise was swept back into office as the sole nominee.

Nearly a dozen coinmen had been nominated for the post of vice-president and a real battle had been anticipated, but when the membership gathered Thursday all the nominees withdrew except Al Soke who was then elected by acclamation.

### Spirited Contest

The only spirited contest developed in the race for board of directors which saw the following elected: X. Zevery, Buster Anshell, Eddie Petrocino, Harry Steinberg, Johnny Morgan and Harry Zimand. Morry Horwitz and Murray Gross were named alternates.

Local distributors were given the right to have a representative from each company present at meetings of the board of directors and to participate in discussion, but they will not be permitted to cast votes on matters before the board.

Members by voice vote ratified the revised constitution and bylaws of the AMOA.

Plans were reported progressing satisfactorily for the association's second annual banquet and dance to be held November 29 at the Saxony Hotel, Miami Beach. Entertainment is being arranged by a committee headed by Joe Mangone.

# Green Pitches Rocket Ship to New Prospects

NEW YORK, Nov. 8.—Competition for the lush rocket ride business in New York is growing, according to local distributors.

With established operators being wooed by distributors of newly by a dozen different rides, Milton Green, of American Vending, is making a sales pitch to persons who are not in the trade, but whom he thinks could be induced to become operators.

## HURVICH KEYS ALA, UJA DRIVE

BIRMINGHAM, Nov. 8.—Coin machine operators and distributors were a big factor in the opening of the local United Jewish Appeal fund drive Sunday (2). It was spearheaded by Max Hurvich, of Birmingham Vending Company, who is UJA president here.

A co-feature of the launching of the drive was a meeting Monday (3) night at which George Jessel, star of stage, screen, radio and TV discussed the importance of UJA this year.

## TAVERN LAW CHANGED

# Oregon Voters Assure Ops Many New Stops

PORTLAND, Ore., Nov. 8.—Several hundred new locations for games and music boxes were expected thruout the State following the approval by Oregon voters of the sale of liquor by the drink. A second law approved makes standard time compulsory

thruout the State. Conversely, this was expected to affect some operators adversely.

The liquor amendment not only was expected to increase game and juke outlets but also to alter conditions in established locations. The new law provides for local option and permits the sale of alcoholic beverages by the drink in establishments serving food. Previously drinking was limited to customers using liquor, purchased in State owned package stores. The State package stores provision was retained.

The referendum was patterned after a system followed in Washington where tavern as well as game and music operators had an opportunity to observe its effects. Contrary to their beliefs, tavern interests found cocktail lounges did not reduce general tavern trade. Thus operators have become confident of the development of a substantial increase in locations. One new type of location will be made

(Continued on page 92)

## 100 Elsie On Location

NEW YORK, Nov. 8.—Over 100 Elsie the Cow rides are on location thruout the United States, according to Sam Goldsmith, Capitol Projector, a major distributor for the ride which is made by Kingsley Corporation, Brooklyn.

Goldsmith added that at least 100 are now in transit. The ride was first shown at the annual convention of the National Association of Food Chains in Miami last week.

Meanwhile, Goldsmith said that Capitol's Midget racer is pushing his Rocket Patrol as a top money-maker. He said that current production is about 70 a week, with this figure expected to hit 100 by the end of the month.

## Show Horse Ride At Apparel Show

NEW YORK, Nov. 8.—For the first time a coin machine ride manufacturer will exhibit at the annual convention sponsored by the Boys' Apparel Manufacturers' Association. The Exhibit Supply Company will display its mechanical horse—Roy Rogers' Trigger.

The display will be in conjunction with another licensee of Roy Rogers Enterprises which is a BAMA member. Only firms with BAMA membership are eligible for booth space at the event. The convention opens Sunday (9) at the New Yorker hotel and lasts five days.

## Charter S. C. Coin Firm

COLUMBIA, S. C., Nov. 8.—The State has issued a charter to the Richardson Distributing Company, Inc., here. Firm will sell, operate and service coin machines. J. S. Richardson is president and the company has an authorized capital stock of \$5,000.

## BELGIAN KIDS LIKE HORSES

BLANKENBERGHE, Belgium, Nov. 8.—One of the most popular new items introduced in the Sportland Arcade here this year is the coin-operated horse.

The horse ride proved a natural from the start. Thus far the Sportland Arcade has concentrated on the Champion horses, manufactured by Bally Manufacturing Company, Chicago. They are equipped to handle five francs, the equivalent of a dime in U. S. money. The popularity of the horses has been so great that they have been operating at a bigger volume than other coin equipment set for 2 francs or 4 cents in American money.

The horses were shipped here by the International Amusement Company (Scott-Crosse), Philadelphia.

## N. Y. Op Guild Sets Year's Meeting Slate

POUGHKEEPSIE, N. Y., Nov. 8.—Twelve monthly meetings, beginning November 12 at the Newburgh Hotel, Newburgh, N. Y., and ending October 13, 1953, at the Nelson House here have been set by the New York State Operators' Guild, Inc.

On the agenda for Wednesday's meeting is a discussion of the bill presented Congress concerning the American Society of Composers' Authors and Publisher's royalty set-up, and the proposed model anti-gambling bill approved by the American Bar Association (The Billboard, November 8).

Following the dates and places of the other meetings: December 17, Mitchell Inn, Middletown; January 15, Governor Clinton Hotel, Kingston; February 18, Nelson House; March 18, Newburgh Hotel; April 15, Mitchell Inn; May 20, Governor Clinton Hotel; June 17, Mitchell Inn; July 18, Newburgh Hotel; August 18, Mitchell Inn; September 18, Governor Clinton Hotel.

Al Schlesinger, NYSOG spokesman, said that the meetings were selected for the four cities to equalize the travel problems for operators attending these meetings.

## Rake Enlarges Dept.

PHILADELPHIA, Nov. 8.—The Rake Coin Machine Company has completed the remodeling and enlargement of its premium division.

## Dodgers Mull Rotary Hurler; 66 Are Now on Location

GARFIELD, N. J., Nov. 8.—John J. Calleo, president of the Rotary Baseball Manufacturing Corporation here, this week disclosed that he was negotiating with the Brooklyn Dodgers for the installation of his new Rotary pitching machine in Ebbets Field.

According to Calleo, Dodger officials informed him that if the machine could be made to deliver its heaves at a greater speed and from a greater height, they might buy the machine.

Calleo said that batting practice pitchers get about \$5,000 a year and that his machine is cheaper—it sells for \$900. Besides, he adds, his machine can pitch all day, while the arm of a professional athlete gets tired after a couple of hours.

### No Sore Arms

Calleo said that the Dodgers already have a batting practice machine, but that it has to be fed one ball at a time. He explained that the Rotary is equipped with a magazine which holds 250 baseballs which feeds into the machine on a gravity basis.

Meanwhile, Calleo said that 86 of his Rotaries were now on location, and that his inquiry rate has been high. He does no promotion, either by advertising or direct mail, he contends, and adds that all his sales prospects come about by word of mouth.

Most of the recent sales, he said, had been in the South. But he added that many Northern operators have said they would buy Rotaries by spring.

## VOTERS REJECT BELLS ON COLORADO BALLOT

DENVER, Nov. 8.—Colorado voters defeated a proposed amendment to legalize bell machines. The final tally at the general election Tuesday (4) was 265,592 to 121,888.

Spurred by the Colorado Local Option No. 1, the Bell amendment was opposed by a coalition of church and civic groups plus all branches of the State government. The critics termed the amendment a law which would make Colorado a fertile field for undesirables.

Thus far but two 1952 federal tax stamps for bells have been sold in the State. The equipment was banished from Colorado by a committee appointed by Gov. Dan Thornton who was re-elected Tuesday.

## Def. Shufflers Revise Agenda On Dec. Meet

DETROIT, Nov. 8.—Discussion of a public relations program for the Detroit Shuffleboard Association is slated for top billing on the revised agenda of the group's December meeting. The subject will come up in connection with the setting of a budget for DSA's 1953 operations.

A proposal to retain a public relations man to function thruout the year is advocated by Fred W. Chlopan, executive secretary of the association, "with the objective of seeing that the daily papers carry items about shuffleboard on their sports and entertainment pages. He added, "With an established group of operators such as we have in DSA, we can carry on a public relations program with the ultimate aim of having sponsorship of shuffleboard teams from fraternal groups, industrial plants, department stores, business houses, and the recreation rooms of various unions."

Surveying the prospects locally, Chlopan said that the shuffleboard field "has been on the upward trend in Detroit. A good sign is that there have been no routes of any size for sale in Detroit for many months, in contrast to conditions in other fields where there are almost always routes for sale or businesses for sale. This indicates the present prosperity of the business."

## 300 to Attend N. Y. Op Dinner

NEW YORK, Nov. 8.—Barnet Tannenbaum, president of the Associated Amusement Machine Operators of New York, Inc., this week said that pledges for 300 seats for the organization's annual dinner at Alan Gale's Celebrity Club here, December 21, had been received. He added that only 50 more tickets were available, and that most of these would be allocated to guests.

Tannenbaum said that many distributors are reserving tables, while most operators in the New York area will attend. Also expected to attend are representatives of amusement machine manufacturers.

The group will take over the club, with the regular floor show providing the entertainment. Co-chairmen for the event are William Parker, Cue-Ball representative, and Sandy Warner, local operator.

## Promotion to Key Det. Shuffle Meet

DETROIT, Nov. 8.—Institutional promotion of the shuffleboard field was expected to be the major point on the agenda of the Detroit Shuffleboard Association's November meeting.

Summarizing the present situation in the industry, Fred Chlopan, executive secretary, said: "The only reason for our association is to bring unity into the business, to give one another the benefit of our knowledge."

"How can we as an operator's association best employ our increased power and prestige? To what ends may we best direct the accumulated wisdom and energy of our membership?"



## D. C. Operators Vow Co-Operation In Sanitation Drive

### First Inspection Brings Charges Against 3 Firms; Mull Standards

WASHINGTON, Nov. 8.—Vending machine operators in the District of Columbia area have taken the initiative in a drive to keep machines sanitary. The operators have banded together in an effort to co-operate with the D. C. Health Department after the first inspection of vendors in the metropolitan Washington area by the department turned up some machines listed as "in an unsatisfactory state of cleanliness."

Three firms were charged with sanitation counts following the inspection of some bulk beverage

equipment. However, all moved to rectify the situation.

Dr. Daniel L. Seehinger, D. C. health officer, declared that the operators were not entirely to blame. He voiced a belief that, had inspections been carried on before, the incidents would not have occurred.

At a conference of health officials and vending industry representatives, it was decided that all would work together to set up sanitation standards to which all operators would conform. The vending industry representatives supplied the health department with a list of locations so that inspections can be complete. The aim of the operators is to co-ordinate sanitary standards of private business and the health department, Aaron Goldman, president of the National Automatic Merchandising Association, said.

#### Special Legislation

Dr. Seehinger said there may be a need for legislation applying directly to vending machines so as to make it possible to provide adequate inspection. Operators in the area are anxious to co-operate and are encouraging the idea of setting up standards so that there can be a common awareness of such standards.

Before a system of routine inspection can be arranged, Dr. Seehinger stated, it would be necessary for the inspectors to know where the machines are. "These machines are hard to inspect," he said, "There are several thousands of them and in-

(Continued on page 89)

## NAMA-Post Exchange Agree On Vending Operation Set-Up

### 'Reverse-Type' Contract Out; Ops, PX's Figure Deals; Sales Tax Problem

By AARON STERNFIELD

NEW YORK, Nov. 8.—Army and Air Force Exchange Service officials and National Automatic Merchandising Association, this week agreed on a method of operation for vending machines on Army and Air Force installations.

While nothing in the agreement is mandatory, the meat of it boils down to this:

From here on in, each individual post, thru its Post Exchange officer, will work out an agreement with the operator servicing the post by which the operator will own and operate the vending machines. The post will get a percentage of gross sales, that percentage to be decided upon by the Post Exchange officer and the operator.

#### 'Reverse-Type'

Many Army and Air Force bases had had a "reverse-type" contract in force. Under this arrangement, the post leased the vending machines, bought the merchandise

from the supplier, and pocketed the difference between the cost and the take. In effect, the post operated its own vending machines, altho the operator made a profit from the leasing of the machines and from selling the merchandise.

One bugaboo under this arrangement, as far as the post was concerned, was the complex book-keeping which was required.

However, under the new set-up, another bugaboo replaces the one which was eliminated—and this one falls in the laps of the operators.

#### Sales Tax

When the Army and Air Forces leased the equipment and bought the supplies, no sales tax was required in the 19 States which levied such a tax. Now, since supplies are the property of individual operators and not of the Army and Air Forces, they are subject to sales tax.

While a sales tax is, in theory, a tax on the consumer, in practice it will undoubtedly come from

the gross take, which means that after the post gets its commission, the operator's net will be reduced by the amount of the sale tax.

However, NAMA officials pointed out that Post Exchange offi-

(Continued on page 89)

## \$750,000 Year Anticipated by Atlas Corp.

### Credit Chlorophyll, Charms Units Plus Exports for Spurt

CLEVELAND, Nov. 8.—Atlas Manufacturing & Sales Corporation expects to increase its total business this year by \$150,000 over the 1951 level when the gross was \$600,000, according to Wallace A. Jenkins. The reason for the spurt in activity is the chlorophyll gum vender, of which over 10,000 units have been produced to date at a 700-unit rate per week, and greater accent on use of charm models.

The bulk machines, handling the penny chlorophyll ball gum made by Leaf Gum Company, is Atlas' biggest seller, Jenkins said. The boom in this type vender and product started some eight months ago in the United States and has since spread to Canada. Atlas has shipped about 9,000 chlorophyll units to Canada during the past several months, he declared.

With the demand continuing, Jenkins announced his firm would open an assembly plant in Toronto to trim duty costs for the Canadian operator.

Charms, now experiencing a new increase in popularity, are another reason for Atlas' bigger volume. Jenkins said his company's charm ball gum vender falls into second place as most-demanded unit. It is the latter type that accounts for much of the firm's increasing export business.

Belgium is currently the leading export market for Atlas, with quantity shipments to Japan anticipated shortly.

## More Snively Units Set Up In New York

NEW YORK, Nov. 8.—Campbell Soups' campaign to create a strong vending market for its product in New York gathered momentum this week with the installation of four Snively soup units by Union News Company in Long Island Railroad depots. This brings to 29 the total of Snively soup units operated by Union News here.

Union News also shipped three units to Chicago for installation in the LaSalle Street Station. Meanwhile the Canteen Corporation installed a Snively soup unit in the BMT subway system. Three weeks ago it made its first soup unit installation in the IRT subway system here. Present plans call for the installation of 12 to 15 such units here.

Other soup installations during the week, according to Paul Sullivan, Snively executive, were by ABC Vending and Chick's Vending.

Installations had been held up, Sullivan explained, because of a delay in parts, particularly the heating units. But he added that the manufacturer, Fenwall, of Holliston, Mass., is producing the units at a rate sufficient to satisfy the demand.

## COIN-CLEANING

### New Valateria Route Formed In Motor City

DETROIT, Nov. 8.—The Valateria, a coin-operated cleaning service, has been introduced here under the name Clean-o-Mat by Manuel E. Arden, local realtor. Installations of Clean-o-Mat have been made in Crowley Mill Company, a department store; National Garages and a number of Wrigley Markets. Others are being installed in Devon Garages and the Book and other office buildings in the area.

The Clean-o-Mat retains the phone installation unit, enabling the customer to place garments in a private numbered locker. This has a direct wire to the central operating point, over which the customer leaves directions for garment cleaning and arranges for a pick-up time. Seven-hour dry cleaning service is advertised.

The customer returns at the time set, deposits coins in the chute, and necessary change is released by the operator to whom the customer gives the identifying claim check, number, and name, via phone. The locker is then released by the operator.

The price level is set to that of standard cleaning services but no attempt is made to meet cut-rate prices. Lower rates are given for work when the rush seven-hour service is not required. A complete price list is furnished, covering all usual cleanable items. In case customers do not pick up their garments as arranged, the latter are returned to the central plant, and may be delivered upon customer's phoned instructions.

### Oregon Voters Cig Tax

CLATSOP, Ore., Nov. 8.—At general election this week voters for the fourth time rejected a cigarette tax and in so doing also rejected the State Fair Trade law passed in 1951 contingent upon approval of a cigarette tax would have raised the price of cigarettes which are now 17 cents a pack in most chain groceries to 20 cents in machines and other retail outlets. The fair trade law would have prevented the sale of cigarettes at less than a 10 per cent profit.

The vending industry here had hoped for legislation which would equalize cut-rate prices with machine prices, but there was considerable doubt the rejected legislation would have accomplished this goal since the vending companies would have gone to quarter operation.

## FACTS AND FIGURES

### Nat'l Advanced Coffee Promotion: Full Story

CHICAGO, Nov. 8.—No pun intended, the hottest thing in vending machine promotions these days is a coffee machine deal being sold thru both the U. S. and Canada by the National Advanced Vending Company of Duquene, Ia.

National began selling the manual coffee machine last Feb-

ruary—taking deposits and delivering contracts to buyers. The contracts actually specified National could take up to six months to deliver, but many of the buyers, complaining to Better Business Bureaus, alleged they had had verbal promises by salesmen of quick delivery.

After checking with production sources, The Billboard this week is able to report the facts behind the coffee machine promotion; the production, price, and delivery picture.

National Advanced's contract producer, Silver King Corporation, with offices in Chicago and production facilities in Aurora, Ill., was originally approached by Leo Reistoffer, head of National Advanced, with the

(Continued on page 92)

## Rowe's Pastry Vender Set for Jan. 1 Delivery

NEW YORK, Nov. 8.—Officials of Rowe Manufacturing Company this week announced that the firm is tooling up for production of a new cake and pastry vending machine, with shipments slated to get underway by January 1, 1953. The new machine will have the

(Continued on page 92)

## Per-Carton Price Boost Won't Hurt, May Aid Ops

NEW YORK, Nov. 8.—Consensus among cigarette vending operators here is that the new Office of Price Stabilization ruling boosting the price of cigarettes by 1 to 3 cents on carton purchases, would not hurt, and might help them.

The per-carton price increases were made possible by an amendment to the present ceiling price regulations which went into effect today.

OPS officials explained that the new ruling will not affect the price of individual packages of cigarettes. Hence, the feeling among operators is that if the per-carton price increases authorized are taken advantage of, venders of single packs will be in a better competitive position.

However, one operator pointed out that many outlets are using cigarette cartons as "leaders," and therefore would sell below

the OPS price anyway. Hence, these outlets would maintain their competitive advantage over single-pack venders.

OPS officials pointed out that excise taxes went up 10 cents a carton a year ago. Until now, the dealers have been permitted to pass along to their customers only the exact amount of the increase and not to use it as a basis for applying profit mark-ups.

Amendments to the law since November, 1951, it was explained, now make it mandatory for the agency to permit mark-ups upon the latest federal excise tax.

Meanwhile, Matty Forbes, head of the Cigarette Merchandisers' Association here, said that while the OPS ruling might do some good, an enforced floor under over-the-counter carton sales, would be better as far as venders are concerned.

## FLORIDA CITRUS MUTUAL ROADSHOW

### Tells Public Orange Juice Tastes Just As Good From Vender

NEW YORK, Nov. 8.—Florida Citrus Mutual's traveling trio organized to sell the American public the idea that orange juice tastes just as good from a vending machine as it does from a freshly-squeezed orange, wound up its three-month tour at the former's International Exposition here today.

The tour was in charge of R. H. Nahm, with Clay Codrington in charge of public relations, and Kathy Darlyn, the Florida Citrus Queen, providing the sex appeal.

The trio covered the East and Canada, setting up shop at Toronto's Canadian National Exhibition; Eastern States Exposition, Springfield, Mass.; Ottawa's Canadian

Food Exhibition, and Long Island's Mineola Fair, and hitting many lesser fairs and expositions.

#### Venders Featured

The two most prominent features of the FCM booth at all these stands were two vending machines — Snively's Dispens-O-Lator and the Minute Maid unit, made by Mills.

The trio answered questions from persons who were interested in coin vended orange juice, both as consumers, operators and potential operators. Personal calls were made on operators.

The Florida Citrus Mutual is a non-profit organization with headquarters in Lakeland, Fla. It is composed of 7,000 growers who

account for 90 per cent of the State's citrus tonnage, and it is backed by leading Florida financial institutions.

#### FCM's Goal

Currently the organization plans a \$9,000,000 dispenser program to place 100,000 machines in operation by January 1, 1954 (The Billboard, October 18).

This plan calls for FCM's financing concentrate manufacturers, operators and distributors. While Earl W. Brown, chairman of FCM's industry dispenser committee, could not be reached for comment, it is understood that the tentative financial arrangement will call for the purchaser of equipment

(Continued on page 92)



The word to the "wise" is...

# GUGGENHEIM

for

## CHARMS

SEND FOR PRICE LIST



33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8793

## New Ideal Unit At ABCB Meet

BLOOMINGTON, Ill., Nov. 8.—Ideal Dispenser Company will introduce a new model selective venter at the American Bottlers of Carbonated Beverages convention in Atlantic City, November 16-20.

The new unit, Model 85 B, replaces Ideal's Model 70B. It is 5 inches longer and 3 inches narrower than the discontinued model. The capacity remains unchanged.

## ARCADE IS TV CRIME SETTING

NEW YORK, Nov. 8.—Martin Kane, the video shamus who chases crooks from 10:30 p.m. each Thursday over WNBT, used a Penny Arcade as a background for his weekly adventure last Thursday. Traders were quick to note that the most prominent piece of scenery was International Microscope's Photomatic machine. The machine actually figured in the plot. The use of an arcade as a background for crime may have been inspired by an incident which happened last summer when a murder suspect was caught trying to sell the alleged weapon with which the crime was committed to an arcade operator in Rockaway's Playland in near-by Queens.

## Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

### Tree Nut Outlook

Production increases over 1952 for almonds and pecans, a large filbert crop and a decline in walnut production are predicted by the Agriculture Department for next year. Imports of Brazil nuts and cashews are expected to decline in 1953. Almond, pecan, filbert and walnut imports will remain about the same as the 1952 total, according to the Agriculture Department.

Altho the 190,578 ton estimated total production of these four nuts in 1952 fell 7 per cent below the 1951 total, filbert production set a new record, with 11,550 tons, a 67 per cent increase over last year. The walnut crop of 80,100 tons was second to the record 1949 crop, and 3 per cent higher than in 1951. This year's almond production of 35,300 tons was 17 per cent lower than the 1951 total, while pecan production fell 18 per cent to the 1952 total of 63,828 tons. Grower prices for the current tree nut crop are expected to increase over the 1951 grower prices for almonds and pecans and remain the same for filberts and walnuts.

pared with \$2,840,276 for the like 1951 period. During the third 1952 quarter, net earnings were \$907,900 and \$727,260 for the comparable quarter last year.

Universal Match Company reported income of \$1,527,058 January thru September this year, against \$1,317,221 for the like 1951 period. Both figures are before federal income taxes.

Thatcher Glass Manufacturing Company had a net income of \$818,210 for the 12 months ended September 30 and for the previous 12 months, net earnings of \$1,317,221.

### Burley Produce Up

The Agriculture Department last week announced a marketing quota of 546,000,000 pounds of burley tobacco for 1953, with a general reduction of 10 per cent in acreage allotments necessitated by an accumulation of supplies resulting from 1951 and 1952 crops in excess of domestic consumption and exports. At the same time, the 1953 quota for Virginia sun-cured tobacco was set at 4,854,000 pounds, with a general increase of 9 per cent in most farm acreage allotments.

Secretary of Agriculture Charles F. Brannan designated November 22 as the date for the referendum in which Burley tobacco growers will vote to determine whether marketing quotas will continue in effect. Approval by two-thirds of the growers is necessary to continue marketing quotas in effect.

For the Finest Vending Machines Always Buy **VICTOR**

VICTOR'S Topper Deluxe Globe Style	1 to 5 cases ..... \$56.00 per case of 4 F.O.B.	VICTOR'S Topper Deluxe Half-Cabinet Style
	6 to 11 cases ..... \$56.00 per case of 4 F.O.B.	
	12 to 24 cases ..... \$55.00 per case of 4 F.O.B.	
	25 or more cases ..... \$52.00 per case of 4 F.O.B.	



**VICTOR'S BABY GRAND**

Less than 25 cases, \$52.00 per case F.O.B.  
25 cases or more, \$48.00 per case F.O.B.



**Cleveland Coin MACHINE EXCHANGE, INC.**  
2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

## Juice-Drinks Boosts Prices

NEW YORK, Nov. 8.—Price increases for 13 products of Juice-Drinks, Inc., were announced this week by Howard R. Berger, in charge of the firm's Matawan, N. J. plant. Juice-Drinks is part of the Juice Bar Corporation. Its primary function is to supply Juice Bar vending machines.

The increases were attributed to the higher costs of raw materials and increased freight rates. Joan of Arc tomato juice (24 cans to a case) now sells for 23 cents, delivered, while Red Cheek Apple Juice (48 to a case) sells for 64 cents. Grape Concentration (48 to a case) has been upped to 63 cents a case. Other new prices: Chocolate Treat (72), 57.75 cents; Pineapple Nectar (48), 58 cents; Apricot Nectar (48), 62 cents; Pear Nectar (48), 62 cents; Pineapple (48), 62.75 cents; Webster Tomato (72), 65.75 cents; Nedicks Orangeade (48), 57.5 cents; Nedicks Lemonade (48), 57.5 cents; Medo-Milk (48), 75 cents, and Treats (72), 68 cents.

### Milled Peanuts Up

Peanuts milled in September totaled 62,000,000 pounds, 11,000,000 more than the five-year low for September in 1951, the Department of Agriculture announces. Peanut holdings in off-farm positions were 261,000,000 pounds at the end of September, compared with 228,000,000 pounds for September, 1951.

Shelled peanuts exported to be crushed for peanut oil are expected to total 35,000,000 pounds in oil weight from October, 1952, to October, 1953, compared with 21,000,000 pounds in oil weight during the corresponding 1950-51 period. Oil weight is equal to 43 per cent of the total peanut weight, according to the Agriculture Department.



**HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING**

## VICTOR'S

**TOPPER DELUXE**  
globe style



**"FIVE STAR" PIONEER CHARM MIX**  
The Five Outstanding CHARMS current on the market today, consisting of the following:  
200 False Teeth  
200 Auto Tires with Hub Caps  
200 Gold and Black Cameos  
200 Imported Metal Rings  
200 Metal Scissors

Total 1000 for **\$12.50**

F.O.B. Brooklyn, Full Cash with Order.  
This FIVE "STAR" PIONEER CHARM MIX is the answer to every operator's need.

**\$14.20 Each—Packed 4 to a Case. Less in Quantity Lots.**

## VICTOR'S

**BABY GRAND**



Less than 25 cases . . . \$52.00 per case of 4 F.O.B.  
25 cases or more . . . 48.00 per case of 4 F.O.B.

### Leaf, Sugar Imports

Sugar imports from the Philippines at the end of September reached 1,540,705,257 pounds of the 1,904,000,000 pound quota for 1952, the Treasury Department announces. Philippine tobacco imports from January 1 to September 27 totaled 6,500,000 pounds of the 1,896,448 pound quota for the year.

### OPS Grants 9% Hike

Soft drink bottle cap manufacturers were granted a 9 per cent ceiling price increase by the Office of Price Stabilization this week, effective October 20. The OPS is expected to announce later if any increase in the price of bottled soft drinks will be allowed because of added bottle cap costs.

### 3 Net Income Reports

NEW YORK, Nov. 8.—Lily-Tulip Cup Corporation earned a net income of \$2,193,388 for the first nine months this year, com-

**SIMPLIFIED SERVICE MEANS MORE MONEY . . . LESS WORK**

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location—the empty globe is cleaned and filled at your workshop. Vends all products including bull gum and charms. Attractive eye-catching appearance. Built for years of hard service.

**THE NORTHWESTERN CORPORATION**  
320 S. ARMSTRONG ST., MORRIS, ILL.

## BABY GRAND CHICLE TREETS

2 for 1c. 300 Count. Capacity: 5½ Pounds. 45c per lb. 25 lb. cartons

### NOW CHLORO TREETS

A Delicious . . . High Quality Chewing Gum . . . Featuring That Sensational Health-Giving CHLOROPHYLL.

2 for 5c  
250 Count  
Capacity: 5½ Pounds  
70c per lb.—25 lb. cartons

ALSO VENDE CHLORO TREETS  
2 for 1c. 336 Count. Capacity 5½ Pounds  
52c per lb.—25 lb. cartons

**INTRODUCTORY OFFER**

FOUR 1c BABY GRANDS plus 25 pounds of CHICLE TREETS—Total	\$63.25
FOUR 1c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total	\$65.00
FOUR 5c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total	\$69.50

**SPECIALS!**  
Merchandise Suitable for  
**TOPPER DELUXE MODELS**  
RAIN BLO BALL GUM (in 25 lb. cartons). All sizes . . . 28c lb.  
(profits based on orders in 200 lb. lots or over). When case discounts 100 lb. order 2% discount allowed.

**LARGE PISTACHIO NUTS**  
(25 or 60 lb. carton) . . . 73c lb.  
Extra Large . . . 76c lb.  
Vendors Mix . . . 65c lb.

**SMALL PISTACHIO NUTS**  
(25 or 60 lb. carton) . . . 48c lb.

**SPANISH PEANUTS**  
(30 lb. carton) . . . 28c lb.

**VIRGINIA PEANUTS**  
(30 lb. carton) . . . 37c lb.

**Write for Our Complete Charm List**  
Price subject to change without notice.

## 30 DAY MONEY BACK TRIAL

**Northwestern** **TAB GUM**

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

**GUARANTEED USED MACHINES**

DELUXE 1c and 5c Combination . . . \$12.95	CHALLENGER, 5c, 3 Col. Plastic Globe, 1952-54 . . . 7.48
MASTEC 5c . . . 7.48	MUNSTER, Like New . . . 7.48
SILVER KING, 1c or 5c . . . 7.48	REQUIRE, 1c . . . 7.48

**MERCHANDISE AND SUPPLIES**

ZENOBIA PISTACHIO Turbo Gum . . . 7c	VIRGINIA PEANUTS 5c 25 100 Lb. Min. . . 28	SPANISH PEANUTS 25 . . . 28	BALL GUM, All Sizes 100 Lb. Min. . . 1.00
ZENOBIA PISTACHIO 5c 25 100 Lb. Min. . . 7c	ALMONDS, 4c Count . . . 25	ADAMS GUM, All Flavors, 10c Count . . . 25	WREATH'S GUM, All Flavors, 10c Count . . . 25
PISTACHIO 5-STAR 7c 25 100 Lb. Min. . . 7c	ITALIAN CHOC . . . 25	PEAL, Rosette and . . . 25	SUGAR CHOCO . . . 25
PISTACHIO Venditor . . . 7c	ITALIAN CHOC . . . 25	ROSE, 200 Count . . . 25	HERSHEY'S CHOCO . . . 25
PISTACHIO 3-STAR . . . 6c	RAINBOW PEANUTS 25 . . . 25	BOSTON BAKED . . . 25	LATE, 200 Count . . . 25
CASHEW, 200 . . . 6c	BEANS . . . 25	LIQORICE LOZENGES 25 . . . 25	MINIMUM ORDER, 25 Boxes . . . 25
MIXED NUTS . . . 5c	M & M . . . 25	BRACKETS, STANDS, Globes, Brackets, Charms, etc. . . 25	
JELLY BEANS . . . 5c	Complete Line of Parts, Supplies, Stand, Globes, Brackets, Charms, etc. . . 25		

**TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED**

**NORTHWESTERN** SALES AND SERVICE COMPANY  
MOE MANDELL  
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467

**PIONEER VENDING SERVICE**  
590 Albany Avenue Phone: PResident 4-5358 Brooklyn 3, N. Y.



# SCALES



**"PRICES REDUCED**  
\$125.00  
CUT TO  
**\$89.95\*\***

Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Superior and we will ship to you by express or freight.

A Scale rated weighs 100 pounds. Get in touch with us for a Scale Deal.

**Bona fide distributors wanted if you have a sales room and can go after selling a good scale.**

MANUFACTURED BY  
**SPARKS**  
SPECIALTY COMPANY  
PHONE 22 SOPHISTON, GEORGIA

# NAMA-Post Exchange Agree

Continued from page 87

cialists said that this point will be taken into consideration by the PX's when they are negotiating their contracts.

Negotiations have been going on for nearly two months between the NAMA's Military Liaison Committee, headed by Charles Brinkman, vice-president, Rowe Manufacturing Company, and personnel of the Army and Air Forces Exchange Service here, headed by Maj. Gen. Edward H. White.

This statement was released Friday (7) by Brinkman:

"The Exchange Service has been very co-operative in listening to the problems which operators have been experiencing in their relationship with the Army and Air Force Exchange Service throughout the United States. In fact, the committee obtained desired information from various operators from time to time for the Exchange Service to clarify certain points.

"Special thanks are given to Harold A. Gallarneau, Gallarneau Brothers, Amarillo, Tex., for his president, and Clint Darling, NAMA executive secretary, together with chairman of the military Liaison Committee, visited with key personnel of the Exchange Service."

General White wrote the following letter to Gallarneau:

### White's Letter

"This letter means that all operators who have Army and Air Force Exchange Service contracts will eventually be using the standard concessionaire's agreement. This is a simple type contract. Only in the case of bottled drinks, and optional in the case of cup drinks, will the vending machine agreement currently in use be continued."

General White assured the NAMA that no concession rates for any type of vending have been set. The Exchange Service has made certain recommendations, which are flexible, depending on conditions in each particular PX. He added:

"I was impressed by your frank and sincere presentation of your problem, and my action has been motivated by a desire to provide a fair and equitable contract for you and other businessmen who deal fairly with our installations. Frankly, all negotiations are on such a high plane, and therefore honest men sometimes suffer from the transgressions of their fellow businessmen."

He emphasized that the Exchange Service has no plan for buying any vending machines, other than the two test operations scheduled for soft drink vending. These machines are at Lackland Air Base, San Antonio, and Fort Benning, Ga., and are for experimental purposes.

General White paid tribute to The Billboard's coverage of the negotiations with the following statement:

"I want to thank you for the fair and accurate story which appeared in the October 11 issue of The Billboard pertaining to the installation of vending machines on our Army and Air Force installations. I was concerned with many of the wild rumors which

had sprung up in the trade concomitant to our move to purchase some machines for test purposes, and I was pleased to see your story report the true facts."

## APPLE VENDING

# Growers Boost Booming New Sales Outlet

SOUTHINGTON, Conn., Nov. 8.—With three fruit vendors now in operation, apple grower Harold M. Rogers plans to add at least seven more in plant locations as soon as they are delivered by their Los Angeles producer, Fruit-O-Matic Manufacturing Company.

Rogers, who heads Rogers Orchards here, stated that the three units were in factories in near-by Plainville, Berlin and New Britain. With daily average sales per machine near the 500 mark, he sees one difficulty for the future—that his orchard may not be able to supply the vendors with apples. However, pears and peaches supplement apples and offer variety in the vendor columns. But Rogers points out that apples constitute the major fruit item vend.

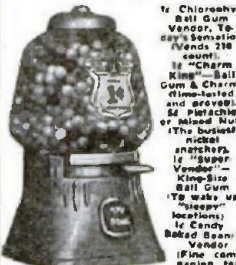
Medium size apples vend for a nickel, while large apples sell for a dime. Sales of the large size thru the vendors, he contends, is advantageous to the grower. Many retailers refuse to take the large apples and so they either go unsold or for the same or less price than for the smaller variety.

Rogers revealed that he was working to effect an agreement with local officials to place fruit vendors in schools. He also is meeting with executives of a large Central Connecticut industrial corporation with several plants for similar installations. If he places the units it will require an additional 50 vendors to service the plants, he said.

A grower friend of Rogers in Daleville, Va., taking note of his fruit vending success, has placed a single unit in Hollins College. The friend, B. Willis Hopkins, stated his machine is grossing \$100 a week since installation several weeks ago.

## Famous Silver-King's Mighty King of Vendors

Silver-King's got 'em all



to Chicago  
to Denver  
to St. Louis  
to New York  
to Philadelphia  
to Boston  
to San Francisco  
to Los Angeles  
to Dallas  
to Houston  
to Miami  
to Atlanta  
to New Orleans  
to Portland  
to Seattle  
to San Diego  
to Salt Lake City  
to Sacramento  
to San Jose  
to Stockton  
to Tucson  
to Wichita  
to Omaha  
to Lincoln  
to Kansas City  
to St. Paul  
to Minneapolis  
to St. Petersburg  
to Jacksonville  
to Orlando  
to Tampa  
to Fort Lauderdale  
to Miami Beach  
to Ft. Myers  
to Sarasota  
to Venice  
to Bradenton  
to Lakeland  
to Winter Haven  
to Sebring  
to Ft. Pierce  
to Ft. Meade  
to Ft. Pierce  
to Ft. Pierce  
to Ft. Pierce

Immediate Delivery at Best Dealers Everywhere  
**SILVER-KING CORP.**  
622 Divensy Parkway, Chicago 14, Ill.



DO-ALL VENDORS for Nut-Gum, Candy, Chicle Treats 10 or 50 sizes. \$12.95 each. BLOYD MFG. CO. Valley St. Hob. N.Y.

# 5c Chlorophyll Gum & Nut Vendor Atlas BANTAM

Vends either chlorophyll gum or nuts. Everybody wants chlorophyll! Backed by a multi-million dollar advertising campaign, it's the magic word for the buying public. Portion control assures you a profit. Sized right for counters, bars and table tops. Made of gleaming, highly polished aluminum. Tray assures cleanliness.



Recommended also for almonds, mixed nuts or pistachios.

**ATLAS** EST. 1925  
Salesmen and Distributors—Write NOW  
**MANUFACTURING AND SALES CORP.**  
12220 TRISKER RD., DCP 1115 CLEVELAND 11, OHIO

## SILVER QUARTER OPERATION—KING SIZE INCLUDED!

**ORDER YOUR KING SIZE CONVERSIONS NOW!**

We have King Size conversions for all ROWE, DU GRANIER, U-NEEDA, PAK and NATIONAL machines.

Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

National 726, 9 Cols., 200 Pack Cap.	Special \$95.00	Du Granier Model No. 9 Cols., 200 Pack Cap.	Rowe Imperial, 8 Cols., 240 Pack Cap.
		\$85.00	Special \$85.00

Our Wants Are VENERIZED Presents, Feeding, Fisking & Rustling.

**SPECIALS ON CANDY MACHINES**

Dug. Candyman, 73 Cap.	\$ 27.50
Dug. Candyman With Base, 82 30	
Unesco Candy, 103-Bar Cap.	1.1 Dep. Sol. C.O.D.
With Base	75.00
National Candy 916, 162 Bar Cap.	75.00

All Equipment Unconditionally Guaranteed Trade Price. 1.1 Dep. Sol. C.O.D.

## UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW... RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N. Y. • EVergreen-74568

LOOK AT THESE **VICTOR** MONEY MAKERS

<b>BABY GRAND</b> \$13.00 EACH cases of four (minimum order)	<b>Topper Deluxe</b> Half Cabinet Style \$14.20 EACH cases of four (minimum order)
<b>\$12.00 EACH</b> 100 or more	<b>\$13.20 EACH</b> 100 or more Also available with glass globe.

**H. B. HUTCHINSON JR.**  
860 North Ave., N. E. Atlanta 6, Ga.  
Tel.: EMerson 4300

**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 23, Ohio  
Yes—Please sign me up for Vend for:  
 1 year at \$4.  2 years at \$4.  3 years at \$13.50  
Foreign rates upon request.

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

## Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED.  
HEAVY SWEET METAL BASE  
TIN SCOOP  
GLASS IS GLASS COVERED WHICH PROTECTS POINTS WHEN IN USE  
Skilled handworkmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carry-on case is made of strong black fibre to meet the hard and constant use that it is subjected to.

**\$18.50**

ORDER TODAY  
1/3 Dep., Bal. C.O.D. P.O.B. N.Y. Distributors. Write for Prices.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1687 Bedford Ave., Brooklyn 25, N. Y.

## IN STOCK VICTOR'S

**New BABY GRAND CHICLE TREETS VENDOR**

also  
RUMBO 100

ORDER TODAY  
**SALES CO.**  
18 Philadelphia B. Bk. Pa.  
LOcut 7-1448

**GALORE**

MTX	\$2.47 per 1000
MR MIX	2.81 per 1000
LS	2.91 per 1000
LS	2.91 per 1000
LG CARDS	4.75 per 1000 (Clips) 4.75 per 1000
	5.75 per 1000
	2.95 per 1000

WITH ORDER—PREPAID  
List of charms ready  
**TORR**  
DOWNE, PA.

## D. C. Operators

Continued from page 87

peeters don't have all the reasons." In addition to Dr. Sechinger, officials who conferred with operators included W. W. Burdett, of the health department's food division, and John Noble, laboratory superintendent. C. T. Vottingham said his office had authority to license vending machines, but he must know which machines the health department wants to inspect before he can start a licensing drive. License fees range from \$2 for a simple food machine to \$3.25 for a machine serving various hot or cold drinks. Assistant corporation counsel, Clark King, suggested that operators give machine keys to managers of locations; thus inspectors could check the equipment more easily.

While operators report on decrease in business, they are being swamped with calls from various locations for special service. Several firms have increased their staffs to handle the calls.

Dr. Sechinger expressed thanks for the co-operation given by operators. He said he felt certain the matter would be cleared up shortly.



# BABY GRAND and CHLORO TREETS

## Victor's Products Mean Operator's Profits



Patent Pending

**CHLORO TREETS** . . . A delicious, high-quality Chewing Gum . . . Featuring that Sensational Health-Giving **CHLOROPHYLL**.

**2 for 5c 250 COUNT**  
Capacity: 5½ pounds. **\$6.25**  
Operator's Gross Approximately . . . . . per pound

Baby Grand also vends **CHLORO** . . . 336 Count—or **CHICLE TREE** . . . 300 to the  
6 colors, 6 flavors . . . Both 2 or 1c—Capacity: 5½

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or Write Today

# VICTOR VENDING CORP.

5707-13 W. GRAND  
CHICAGO 39, ILLINOIS

Material protected by copyright



**Smokeshop**  
**Lo-Boy**

THE NATION'S FINEST  
CIGARETTE VENDOR!

486  
PACK  
CAPACITY

Tear Out  
and Mail  
This Ad  
for  
Details

**AUTOMATIC PRODUCTS CO.**  
250 W. 57th St., New York 19, N.Y.  
Phone 7-3122

**NEWER  
CHARMS**

From the World's LARGEST  
MANUFACTURER OF CHARMS

Plays  
Cards  
Photo  
Lockers  
Bullies  
New Comics  
Photo and  
Photo and  
Photo and

There is the finest and most  
complete line in the country  
any immediate delivery  
Send \$5 for complete sam-  
ples for low low low  
Price

**PENNY KING CO.**  
2538 Madison Street  
Pittsburgh 1, Penna.

**BABY GRAND, 1c or 5c**

**\$13.00** Ea.  
Packed 4 to  
the Case

**\$12.00** Ea.  
In Lots of  
100

**VENDS THE  
WORLD'S  
MERCHANDISE**

Chlorophyll Treats, 2 for 1c, count 200 to 1lb.  
Chlorophyll Treats, 3 for 1c, count  
336 to 1lb.  
Chlorophyll Treats, 3 for 5c, count  
250 to 1lb.  
Chlorophyll Bulk Gum, 1 for 1c, count  
210 to 1lb.

**WE SELL THE ABOVE AT LOWEST  
MARKET PRICES**

1/3 Dep., Bal. C.O.D.  
**CHAMPION NUT CO.**  
1100 Tremont St. Boston, Mass.

**VICTOR  
1c-BABY GRAND-5c**

**\$13.00** each 4 in case  
**\$12.00** each 100 or more  
**\$15.95** each Sample filler  
with gum

**WE SELL  
FOR  
VENDORS  
CHOCOLATE  
TREATS,  
9 for 1c  
Large  
Chicle  
Treats,  
9 for 1c**

**WE SELL  
FOR  
VENDORS  
Lowest  
prices on  
Ball Gum  
Bulk  
Vendors  
and all  
merchandise  
at special  
discounts.**

**Now Stocked  
in Kansas City**

Victor Topper Deluxe Non  
Cabinet \$14.50  
Victor Topper Deluxe with  
Glass Globe \$16.00

**Bernard K. Bickerman**  
4799 B. St., Kansas City 1, Mo.

**IMMEDIATE  
DELIVERY!**

**ACORN**  
1c or 5c

**ALL-PURPOSE BULK  
MERCHANDISER**

Featuring the new  
**SILVER STREAM**  
Brush Housing

**RAKE COIN MACHINE EXCHANGE**  
404 W. Spring Garden St., Phila. 22, Pa.  
Phone: Lombard 3-2674

**THE BILLBOARD Index  
of Advertised Used  
Machine Prices**

**• Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 8	Issue of Nov. 1	Issue of Oct. 25	Issue of Oct. 18
Advance Model D Ball Gum.....	\$7.45			
Altkona Draeger Vendor.....	39.50	149.50		
Atlas Ace Nut Vendor.....	8.95			
Celco Nut, 2 col., 5c.....	17.50			
Columbus Nut 5c.....	7.95			
Craig Ice Cream Sucker.....				
Vendor.....	225.00	225.00	225.00	150.00
DuGravier Candyman.....	57.50	62.50	57.50	62.50
DuGravier Challenger, 5c 13 col.....	22.50	22.50	22.50	22.50
DuGravier Challenger (7 col.).....	125.00	125.00	125.00	125.00
DuGravier Champion (11 col.).....	125.00	125.00	125.00	125.00
DuGravier Model W.....	85.00	85.00	85.00	
Eastern Electric C-S.....	135.00	135.00	135.00	135.00
Exquire 1c.....				
Exhibit Post Card, 2 col., 1c.....	12.50			
Fan Ease (Exhibit).....	85.00	85.00	85.00	85.00
Foot Vibrator.....	119.50	119.50	119.50	119.50
Hooper Dumex Scale.....	169.50			
Keeley (9 col.) Elm.....	185.00	195.00	185.00	195.00
Kwik Shoe Shine Machine.....	59.50	54.50	54.50	54.50
Martin Scale.....	89.50	89.50	89.50	89.50
Master 1c or 5c.....	7.95			
Master 5c.....	7.45			
Mercury Grip Scale.....				
National V. E. Electric.....	149.50	149.50	149.50	149.50
National 75c.....	95.00	125.00	95.00	125.00
National 95c.....	95.00	130.00	95.00	130.00
National 95c.....	135.00	145.00	135.00	145.00
National Candy 91c.....	115.00	115.00	115.00	115.00
Northwestern 53 Ball Gum.....	6.95	47.45	7.50	7.50
Northwestern Deluxe 1c and 5c.....	12.95	13.95	13.95	13.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn 5c.....	69.50	69.50	69.50	69.50
Rowe Candy (8 col.).....				60.00
Rowe Diplomat Electric.....	185.00	185.00	185.00	185.00
Rowe Imperial.....	69.50	69.50	69.50	69.50
Rowe Imperial (8 col.).....	85.00	85.00	85.00	85.00
Rowe Pres (10 col.).....	100.00	155.00	100.00	155.00
Rowe Royal (8 col.).....	130.00	130.00	130.00	130.00
Rowe Royal (10 col.).....	140.00	140.00	140.00	140.00
Rowe Royal (11 col.).....	140.00	140.00	140.00	140.00
Sanitary Nipples, 10c.....	22.50			
Shipman's 3-Way Stamp.....	39.50	39.50	39.50	39.50
Stick Gum Vendor.....				
Silver King, 1c or 5c.....	7.95	9.00	12.50	12.50
Silver King Duck Hunter.....	17.50	7.45(13)	7.45	7.45
Silver King Hunter.....	22.50(2)	22.50	22.50	22.50
Simple Start-Up.....	50.00	50.00	50.00	50.00
Smoko Shop.....	125.00	125.00	125.00	125.00
Stamp Vendor (4 col.).....	18.00			
Sloner Candy.....	75.00	75.00	75.00	120.00
Union Candy.....	50.00	50.00	50.00	75.00
Uneda Model E (6 col.).....	115.00	115.00	115.00	115.00
Uneda (15 col.) Model 500.....	95.00	95.00	95.00	95.00
Uneda Monarch (8 col.).....	110.00	110.00	110.00	110.00
Uneda Monarch (10 col.).....	195.00	195.00	195.00	195.00
U-Pop II.....	49.50	49.50	49.50	49.50
U-Select-II.....				
Victor Model B.....				

**Citrus Mutual  
Reports Juice  
Plan Progress**

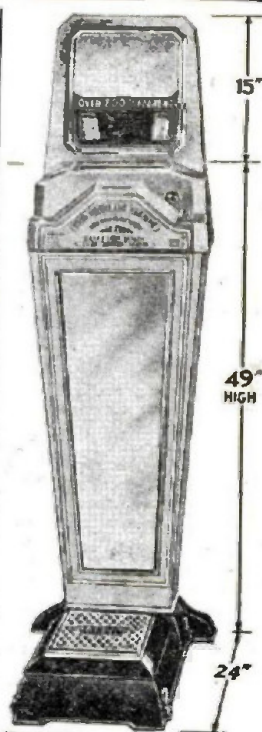
LAKELAND, Fla., Nov. 8.—Florida Citrus Mutual announced this week that the \$2,000,000 for its dispenser program, approved by its board of directors after six months of discussion (The Billboard, November 8), would be borrowed from the Florida National bank chain.

A special FCM board will be appointed to work out details for operators of approved dispensing and vending equipment. The board will screen applicants for the dispenser-vender loans and will approve or reject locations for the equipment.

Robert W. Rutledge, Mutual's general manager, said that caution would be used in selecting sites for the juice equipment "because too many dispensers in one area might lead to price cutting."

Under the financing plan, Mutual is to place \$150,000 in reserve funds in escrow and use \$50,000 for polling and administering the program.

Last week, it was announced that the FCM financing program had been changed from the original proposal of aiding manufacturers of juice dispensing equipment to that of direct equipment-purchaser (operator) aid.



**Rowe to Honor  
Vet Employees**

NEW YORK, Nov. 8.—Employees of Rowe Manufacturing Company with five or more years service, will be honored November 21 at the Belmont Plaza Hotel, Vice-President Charles Brinkman said this week.

The occasion will be the annual dinner of the Rowe Service Club. Employees will be awarded service pins.

**Schutter Candy Names  
Cady Sales, Ad Mgr.**

CHICAGO, Nov. 8.—Smith H. Cady Jr. was appointed sales promotion and advertising manager of Schutter Candy Company this week. Cady resigned his post as merchandise manager of Chase Candy Company, St. Louis, to accept the new position.

Cady formerly was editor and publisher of Western Candy Review and for 12 years was advertising manager of the American Furniture Mart here.

**WEIGHT 165 LBS.**

**\$25  
DOWN**

**Balance \$10 Monthly**

**400 DE LUXE  
PENNY FORTUNE SCALE**

**NO SPRINGS**

*Invented and made only by*

**WATLING**

**Manufacturing Company**  
4650 W. Fulton St. Chicago 44, Ill.  
Tel. 1885—Telephone: Columbia 1-2772  
Cable Address: WATLINGTE, Chicago

**HELP YOURSELF  
TO MORE  
VENDING  
PROFITS**

**Get VEND  
Every Month**

**There's  
Money-Saving  
Subscription**

More vending men in all phases of the industry are using the money-saving, money-making idea to **VEND** every month—to insure profits—to be up to date on every important development in the field.

Less than 2 pennies a day—brings ideas that could make a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

**We Have VICTOR'S**

**New  
BABY  
GRAND  
CHICLE  
TREATS  
VENDOR  
also  
Jumbo 100**

Order Now

**BIRMINGHAM VENDING CO**  
540 2nd Ave. N.E.  
Birmingham 4, Alabama

**CANADIAN OPERATORS!**

We are the Canadian distributors for

**OAK'S  
ACORN  
VENDOR**

The finest in the vending industry.

**LEAF BALL GUM**

NEW! Invention by Famous Maccob Player Strip, \$16.00 per M. Contact the nearest office for immediate delivery.

**INTERNATIONAL VENDING CO., LTD.**  
501 Gladstone  
Ottawa, Ont.  
Toronto, Ont. Hargrave 2175

**Precision-Built  
for PROFITS!**

**ACORN**

The only completely die-cast aluminum, precision built

**ALL-PURPOSE VENDOR**

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Temper-proof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**NEW!  
SILVER STREAM**

BRUSH HOUSING & BALL GUM WHEEL

**OAK MANUFACTURING CO., INC.**  
11431 Knightsbridge Ave., Culver City, Calif.

East & Midwest:  
A. J. Abelson  
Gen. Sales Mgr.  
2033 Fifth Ave.  
Pittsburgh  
Phone: AT 7-6478

Pacific Coast  
Distributors:  
OPERATIONS VENDING  
MACHINE SUPPLY  
1023 S. Grand Ave.  
Los Angeles

**VICTOR'S BABY GRAND and  
TOPPER DELUXE**

**BABY GRAND, 1c or 5c**

**\$13.00** Ea. packed 4 to a case  
**\$12.00** Ea. lots of 25 cases or more.

**TOPPER DELUXE—GLOBE STYLE**

**\$14.20** Ea. packed 4 to a case  
**\$13.20** Ea. lots of 25 cases or more.

**CHLORO TREATS, 2**  
Per 1c—\$12.50 per case of 25 lbs.  
**CHICLE TREATS, 3**  
Per 1c—\$11.25 per case of 25 lbs.  
**CHLORO TREATS, 3**  
Per 5c—\$17.50 per case of 25 lbs.  
**100 BALLS TREATS**  
Per 5c—\$22.50 per case of 30 lbs.

1/2 case Ball Gum, 140-170-210, 25 lbs. or more, 24¢ per lb.

**DEVICES NOVELTY SALES CO.**  
1624 N. California Ave.  
Chicago 42, Ill.  
Phone: SPaulding 3-5886



**Another New FEATURE ITEM**  
from P. A. PRICE Co.

**DOMINOES**

Beautifully designed black plastic with clear white dots.

Complete line of charms Send for FREE PRICE LIST \$7.50

Per M. Lab. NYC  
Mls. Ord. 218

**PAUL A. PRICE CO.**  
220 Broadway, New York 7

When answering ads...  
SEE THE NEW IN THE BILLBOARD!

**Rowe's Pastry**  
Continued from page 87

same cabinet as the candy merchant, and will come in the same standard green finish. The delivery principle will be the same as the candy merchant, but it will have four columns instead of seven, with 15 shelves per column.

Jack Mill, the firm's vice-president, said that Rowe had considered a machine with a greater capacity than 80, but that because pastry is an extremely perishable commodity, a larger capacity machine might tempt the operator to service it less often and hence allow the pastry to grow stale. He added that the shelf set-up provides ample space for bulky articles.

Terms and prices on the cake and pastry machine will be exactly the same as the seven-column candy merchant—\$183.50 for the machine, plus \$21.50 for the stand and a \$7.50 cash discount per machine.

The machine will vend items at 10 and 15 cents.

**Advanced Coffee Promotion**  
Continued from page 87

basic design of the machine and a contract to produce 2,500 units.

Prior to actual production, Restroffer's crew of salesmen sold the 200-cup machine for prices ranging from \$325 to \$685. Originally, the list was to have been "in the \$400 class"; however, after tooling delays and production and parts cost increases, the price was also upped. A stabilized price of \$495 may be the result.

**Build 400**

Harold Burt, president of Silver King, stated this week that his firm had, to date, produced a total of 400 coffee vendors for National. This leaves approximately 500 unfilled orders; 200 of which are in Canada and constitute the total Canadian sales.

While the first of the units is going to the earliest purchasers (to get under the six-month delivery deadline), the 200 Canadian deliveries will not start to be made until sometime next month, due to late delivery of Canadian coin mechanisms to Silver King. Presumably the six-month delivery contract will thus be invalidated for the Canadian customers sold last February thru June.

Currently, Silver King is producing the coffee vendor at a 10-a-day clip; if materials and components come in as ordered, a 20-per-day output may be reached.

Of the total 2,500 machine production, Silver King has parts and materials orders out for 700 units, making a total first-production run of 1,100 machines including the 400 which have been built.

Causing a further delay in deliveries, the first 20 coffee machines turned out over two months ago were recalled due to faulty design. A new cam and a larger hole for the powder coffee concentrate portions corrected the trouble.

Meanwhile, according to Burt, new sales (over the initial 900)

**One-After-Another New Eppy Charms**  
Keep coming right along

Here Are Our VERY NEWEST...  
Four Lead Cover Charms  
Copper Plated . . . 5.00 per 1,000  
Silver Plated . . . 6.25 per 1,000  
False Teeth . . . 15.00 per 1,000

Auto Pins, with Plated Hub Caps 12.50 per 1,000  
Black and Gold  
Cameos . . . 12.50 per 1,000  
Metal Scissors . . . 10.00 per 1,000  
Imported Metal Rings . . . 15.00 per 1,000

Watch the weekly "EPPY" ads in Billboard. Read about our NEWEST CHARM Activities and Refuses week after week.

**SAMUEL EPPY & CO., Inc.**  
91-15 144th Place Jamaica 2, N. Y.

Your Net Profit More Than \$250.00 Each Refill with **JO-LO PERFUMATIC**

SEARCH YOUR FAVORITE COLOGNE NEW YORK PARIS LONDON

Yes, your net profit on each complete Jo-Lo Perfumatic refill is approximately \$284.00 . . . on a product cost of around \$16.00. Amazing . . . yet true. And there are thousands of locations around the country where you can get real selling action with this wonderful vendor . . . at one leading airport 600 "Perfumatic" sales were made in less than 2 weeks.

Here is a versatile vendor with 20 popular name brand cologne labels to please the tastes of all women in all localities.

**Important Features:**

- Dispenses 4,000 sprays of 10c each sale
- The ideal vending machine for a diversified operation and for extra income in your present locations
- Only once a month service necessary
- Installed in minutes on location (no screws, no bolts, no nails)
- Engineered to give trouble-free performance and a handsome return on your investment
- Non-electric, non-competitive

Distributor Territories Available

ONE YEAR UNCONDITIONAL GUARANTEE

For Details and Descriptive Folder Write, Phone, Write TODAY

**JO-LO PERFUMATIC**  
Joseph Tanzer, President  
328 Steven Ave., Jersey City 5, N. J. • 8ERgen 4-5890

**Florida Citrus**  
Continued from page 87

paying 15 per cent down toward the cost of the equipment, with FCM loaning the purchaser the remainder, to be paid back at 6 per cent interest annually.

A provision would be made to have the purchaser stock his machine with FCM juices only for a two-year period. To indicate that top-quality Florida juices only are being used, FCM would authorize a "mutual seal of approval" to be placed on each machine.

**Florida Monopoly**

FCM officials pointed out that of the 47,500,000 gallons of orange concentrate manufactured last year, 44,000,000 gallons were supplied by Florida. They cited this fact as the reason why they thought the financing program would be successful.

The Snively machine on exhibition is equipped for 110-115 volt, 50-cycle AC current, and holds 28 46-ounce cans. It has an automatic temperature control and an automatic changemaker.

It may be set for drinks of from 4 to 6 ounces, and costs \$800 cash and \$850 on terms. It requires no running water connections and serves juice in full strength from cans.

**Snively Users**

Vending chains using the Snively machine include Mechanical Merchants, Chicago; Union News, New York; and Chicks Vending, New York. R. W. Johnson, Snively's dispenser chief, claims that the 500 Dispens-O-Lators now in operation average 112 drinks per day, per machine.

Some 700 MMS orange dispensers are said to be in operation, with a usual charge of 10 cents per drink. The MMS machine comes in either one or two-flavor models and is priced from \$1,100 to \$1,500.

**TOPS IN VENDING VICTOR TOPPERS**

We carry a complete stock of Victor Machines, Parts and Supplies on hand for immediate delivery. Orders shipped same day received. 25% deposit with order, balance C.O.D.

TOPPER DE LUXE GLOBE TYPE \$56.80 Per Case of 4  
TOPPER DE LUXE CABINET TYPE \$56.80 Per Case of 4  
BABY GRAND, 1c OR 5c TYPE \$52.00 Per Case of 4

WRITE FOR FREE COLORED CIRCULAR. GET ON OUR MAILING LIST  
**LOGAN DISTRIBUTING COMPANY**  
427 Milwaukee Ave. Chicago 22, Ill.

**NORTHWESTERN MODEL 49**  
\$17.35 EA.  
1c or 2c Bulk or 1c Ball Gum Specialty when ordering

**NORTHWESTERN TAB GUM VENDOR**  
\$25.95 EA.

FOR THE MOST COMPLETE LINE  
Send for Your **FREE** Copy of **RAKE'S NEW 1952 CATALOG TODAY!**

**RAKE'S AUTOMATIC RECHARGER**

A guide to efficient and economical operation of coin-operated machines

**Rake**  
COIN MACHINE EXCHANGE  
609-A SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676  
Distributors of Coin-Operated Machines and Supplies

**CHAMP BALL GUM**  
The Fabulous Gum with the Soft Chew

4 STANDARD SIZES  
210's • 170's • 140's  
430 Count Bags  
8 ASSORTED COLORS—8 DELICIOUS FLAVORS

Includes machines tested No charging  
Write for Price and Information

**BALL-GUM, INC.**  
2610 W. 10th St. Chicago 8, Ill.  
Vend the Best  
DO NOT ACCEPT SUBSTITUTES

For the Finest Vending Machines Always Buy **VICTOR**

VICTOR'S Topper Deluxe Globe Style  
VICTOR'S Topper Deluxe Hall-Cabinet Style  
VICTOR'S BABY GRAND

1 to 25 ..... \$19.40  
24 to 47 ..... 14.00  
48 to 99 ..... 13.75  
100 or more ..... 13.20

\$13.00 each  
\$12.00 each  
100 or more

**PARKWAY MACHINE CORP.**  
715 Ensor Street Baltimore 2, Maryland

**CIGARETTE MACHINES**  
Specially Priced for Quick Sale! Silver Quarter-King Size Included

Reconditioned and Unconditionally Guaranteed

- Rowe Presidents, 8 & 10 Cols. \$135.00
- U-Need-A-Pak Model 900, 7 & 9 Cols. 90.00
- U-Need-A-Pak Model A, B & C Cols. 85.00
- Rowe Imperials, 6 & 8 Cols. 90.00

1/3 dep., bal. C.O.D., f.o.b. N. Y. Write—Phone—Wire

**JEM VENDING SERVICE**  
217 74th Street Brooklyn 16, N. Y. Phone: Beachview 3-3139

All the news of your industry every week in The Billboard . . . SUBSCRIBE TODAY . . . see page 3 for rates

**MAKE MORE MONEY IN VENDING!**  
Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!  
Fill out this coupon and mail today!  
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patton St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10 Foreign rates upon request. 824

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....



## WHERE OPERATORS LIVE WHO REPLIED TO SURVEY

CHICAGO, Nov. 8.—Elsewhere on this page is the first of a series of articles dealing with written contracts and agreements between music operators and their locations.

To obtain the data for this series, The Billboard mailed a questionnaire to 600 of the nation's music operators. Of this group, 144 returned usable questionnaires by deadline. These were representative of the nation as a whole as a breakdown of returns showed:

Here are the territories from which questionnaires were returned and the percentage of total returns each territory submitted:

Middle West .....	33%	East .....	21%
South .....	10%	Northeast .....	2%
West .....	28%	Unidentified .....	5%

A further indication of the sample's representation was obtained by breaking the returns down according to the population of the cities in which the responding operators live. The breakdown disclosed the sample embraced small communities as well as metropolitan areas. Here's a recap of the breakdown showing the percentage of replies according to population:

Operating in cities over 50,000 population .....	34%
Operating in cities of 20,000 or 49,000 .....	23%
Operating in cities of less than 20,000 .....	38%

The remaining 5 per cent of the questionnaires were unidentified, the operator neglecting to write in the name of his city and State.

## MOA, OPS Meeting Seeks Nation-Wide OK for Dime Play

Miller in Washington 'Hopeful' Of End to Long Fight for Relief

WASHINGTON, Nov. 8.—Music Operators of America will meet next week with officials of the Office of Price Stabilization in an effort to obtain nation-wide decontrol of the juke box music business, thus paving the way for operators to go to dime play.

George A. Miller, president of MOA, arrived in Washington this week-end in response to a letter from Tighe Woods, OPS chief. Woods informed Miller that OPS could not extend decontrol to particular sections or States but would consider decontrolling the nation if operators applied for such action.

### Hopeful of Climax

"I am hopeful," Miller said, "that this trip will climax the long fight for decontrol, which has cost the operators in the State of California as well as other States a lot of money and hardship."

Assisting Miller in Washington will be Hirsch de la Vize, MOA third vice-president.

At the conclusion of the OPS conference, Miller said he would go to New York to meet with Al Denver, MOA second vice-president and Sidney Levine, the association's counsel. Miller then will confer with John W. Griffin, executive secretary of the Record Industry Association, on "future co-ordination and co-operation of the two organizations."

During the MOA convention in Chicago last September, there were rumors MOA and RIA would hold their conventions jointly.

Leaving New York, Miller plans to go to Chicago to confer

with members of the Automatic Phonograph Manufacturers Association. This conference, Miller said, would again include discussion of a national public relations program sponsored by all segments of the industry.

On hand for a meeting with Miller in Chicago will be Ray Cunliffe, treasurer; Clinton Pierce, first vice-president and Les Montooth, secretary of MOA. Returning to his home in California, Miller will stop off in Omaha to confer with one of the group's newly elected directors, Jerry Witt, an officer of the Nebraska Music Operators Association.

## Only 17 Per Cent of Music Operators Use Contracts

Study Discloses Most Operators Believe Contracts Would Help

By DICK SCHREIBER

(This is the first of a series of articles dealing with written contracts and agreements between music operators and locations.)

CHICAGO, Nov. 8.—Fewer than one out of five juke box operators are using written contracts with their locations although a substantially larger number of operators agree that all operators should use such contracts.

These and other facts relating to operator-location agreements and contracts were brought out in a survey of music operators recently completed by The Billboard.

To obtain the information on which this series is based, The Billboard mailed a single page questionnaire to 600 of the na-

tion's music operators. A total of 144 operating companies returned usable questionnaires by the deadline.

### 17 Per Cent Do

When asked if they used written contracts with their locations, 17 per cent of the operators replied in the affirmative, 83 per cent reported they did not.

At the end of the questionnaire, however, operators were asked whether they believed operators should use written agreements with their stops. All presently using written contracts answered in the affirmative. Out of the 83 per cent not using written contracts, 37.5 per cent replied yes; 2.5 per cent said they felt contracts should be "optional"; 22.5 per cent said written contracts should never be used, and 37.5 per cent said they had an open mind on the subject.

Operators participating in the survey were representative of all parts of the nation and of small communities as well as large cities. (For details of the sample used, see separate box elsewhere on this page.)

### Use Limited

Only one operator of the 17 per cent which used contracts reported all of his locations were covered by written agreements. Operators were asked to indicate the percentage of their stops covered by contract and the replies

indicated the average music operator makes no attempt to sign all of his locations. One operator reported he had only 5 per cent of his locations on written contract, but the average of the group was about 45 per cent.

A West Virginia operator put it this way: "We mostly use written agreements to retain the spot when an old owner sells out. Agreement is signed prior to selling and is binding on heirs or assigns. This insures keeping the spot until we can become acquainted with the new owner and can do business on service and friendship which is the way we feel business should be done, rather than by pressure."

"We have never," this operator concluded, "had to resort to the contract terms to enforce holding the spot."

### "Be Businessmen"

A Detroit operator was more pointed in his support of written agreements. "I don't think," he wrote, "any operator should install a new piece of equipment unless he knows that he is going to continue to do business with the location for a specified length of time. It's time we started to act like businessmen—not fools."

A Texas music operator summed up the opinion of those operators who do not presently have written agreements but think that the measure by contract and the replies

(Continued on page 94)

## MAMA STEPS IN TO HELP WHEN GROSSES BOOM

MIAMI, Nov. 8.—Location owners in Broward County did a double-take recently when Mrs. Virginia Petrocine dropped by to service their juke boxes. But she is performing such an efficient job that she has them all on her side now.

Mrs. Petrocine's husband, Eddie, owns the North Dade Amusement Company, operating music in Dade and Broward counties. When business picked up and Eddie found he couldn't handle the entire route, he asked his wife if she would try her hand at servicing the Broward stops which run as far north as Dania. Not only did Mrs. Petrocine take to the work but she has built up good will and additional customers for North Dade Amusement.

Hubby is so satisfied he's willing to put her under contract.

## AMI Earnings Break Mark; Taxes Slash Net

GRAND RAPIDS, Mich., Nov. 8.—While no comparison with 1951 is available, AMI, Inc. here reported record-breaking gross earnings for the first nine months of this year.

AMI President John W. Haddock announced the firm had a net income of \$234,120 for the period, equivalent to \$1.06 per

share on the 220,870 shares of common stock outstanding, after provision for federal income and excess profit taxes.

Haddock said that provision for taxes totaled \$546,380, or more than double the company's net earnings. Net income before taxes amounted to \$780,000, or \$3.53 per share.

AMI's progress this fiscal year, Haddock explained, could be measured by the net income for both the second and third quarters which showed an appreciable increase over first-quarter earnings.

Meanwhile, the board of directors declared a dividend of 15 cents per share on the 220,870 shares of common stock. The dividend is payable December 5 to stockholders of record November 18.

Two dividends of 15 cents each were paid previously, the first on May 9 and the second, August 22.

## Voters Assure Oregon Music Ops New Stops

• Continued from page 88

possible in hotels which previously had no tavern business.

Currently many tavern locations operate in conjunction with a food-serving business and these are expected to expand their fields to take advantage of the new business opportunity. The anticipated increased customer volume also was expected to step up coin machine play.

The standard time measure will remove an advantage enjoyed during the summer by operators. It makes it mandatory that the entire State remain on standard time. This year, Oregon remained on standard time but many communities, thru local option, used the daylight saving time. The result was taverns and clubs, holding State licenses, kept their clocks on standard time and remained open one hour later than other business places. This afforded business an extra hour of business and increased over-all trade that some estimated as high as 14 per cent.

## Billboard Predicts Records' Futures With 'Best Buys'

• Continued from page 20

of other important changes. Territorial charts are added for country and Western disks and in the rhythm and blues field for the first time. These are similar in method of presentation to the popular record territorial charts which have been carried for the past few years. As in the latter case, these two new territorial features will be compiled thru late reports secured via Western Union messenger. Each of these three territorial charts will feature a weekly box which spotlights disks which have appeared for the first time on any of the market charts. These are highlighted for the convenience of the trade in other markets. The addition of these important sales charts extends The Billboard's present dominance in the field

of statistical reporting on record popularity.

The three popular record charts (sales, juke box and disk jockey) have been cut back to 20 positions from the former 30 and are packaged on the same page for greater facility in making comparisons. At the same time, "The Honor Roll of Hits" has been extended to 20 listings, "The Nation's Ten Top Tunes" and "The Second Ten." This was done to increase the value of this feature, to publishers and to radio stations which use "The Honor Roll of Hits" as a programming source. The Peatman radio chart has also been expanded to include 50 tunes.

A study of the Music Popularity Charts will indicate other changes that have been made.

The type faces used thruout this section have been studied and revised to increase readability and to gain greater conformity among the various charts. Headings of charts and explanatory comments have been reworked, again to achieve greater conformity and to aid in understanding. It is recommended that readers check the explanatory comments carefully in order to determine exactly what each chart represents.

These changes in emphasis and format have evolved after a great deal of thought and investigation. It is believed that as the various new features become fully developed in future weeks that these changes will be to the overall benefit of dealers, juke box operators and disk jockeys thruout the country.

This Week and Every Week, follow—

## THIS WEEK'S BEST BUYS

The Billboard's Revolutionary New Record Buying Guide for JUKE BOX OPERATORS—DEALERS—DISK JOCKEYS

See Page 51, This Issue

## 200 Juke Box Ops Try Hand With Ad Copy

GRAND RAPIDS, Mich., Nov. 8.—Approximately 200 music operators have submitted entries in AMI's "write an ad" contest, according to an announcement this week by Bill Fitzgerald, advertising manager of the phonograph manufacturing firm.

Fitzgerald said judging would not begin until five or six days after November 15—the deadline.

The entries will be judged by a committee appointed by the Grand Rapids Advertising Club, and Fitzgerald said the winners would be announced as quickly as the judges' decision was made. Early in January, Fitzgerald will address the Grand Rapids Advertising Club to give them the details of the contest and what it accomplished.



# Rock-Ola Gets Set for Shows In 50 Cities

CHICAGO, Nov. 8.—The Rock-Ola Manufacturing Company was preparing this week for the second set of International Rock-Ola Day showings of the Fireball 120-selection phonograph. The showings will be held Sunday, November 23.

J. Raymond Bacon, executive vice-president and sales manager of the firm, was on the West Coast, presumably closing deals for distributor and dealerships in the area.

Rock-Ola will stage second showings in 50 additional territories here and in Latin America. Workshops, designed to acquaint distributor and dealer servicemen with the box, will be held prior to the November 23 showings.

# Coinmen You Know

**Washington**  
Southern Wholesalers, local Victor records distributor, is pleased with dealer reception of their EP's. Sales are increasing, says Jim Bohanan... Sid Lotenberg, head of Westway Vending, reports coffee sales up. Lotenberg adds that ice cream sales have hit an expected slow period, but that cigarette sales are picking up. Lotenberg plans to expand in the near future.

Leonard Abrams, president of the Washington Music Guild, re-

ports the oft-scheduled Guild meeting postponed again. Abrams promises that a big celebration will keynote the meeting—when it's held. The G. B. Macke Corporation is doing steady business, says Meyer Gelfand.

Max (Waxie Maxie) Silverman, owner of Quality Music, has been busy with the extensive remodeling in his store... George Generoso, Washington Coin Machine Company, believes pinball machines would find better reception if the style was changed. They look too "pinballish," he says. Generoso thinks improved  
*(Continued on page 96)*

# Vital Statistics Marriages

Ephraim Maurice Sparrow, for many years in the cigarette vending machine business in Bridgeport, Conn., and Ruth May Saltman, married November 2 in that city.

# Cleavage Seen On New Version Of Juke Bill

• Continued from page 20

Make-up of the copyright subcommittee in the next House Judiciary Committee will be undetermined until after the new committee is organized by the new Republican chairman, Rep. Shepherd Crumpacker Jr. (R, Ind.), who was on Bryson's subcommittee, is regarded as a strong prospect to succeed Bryson as subcommittee chairman.

On the Senate side, it is expected that once again the upper chamber will leave to the House the initiative in deliberating on any new legislation on this subject. The Senate, however, will have exclusive authority over the proposed model copyright act drafted by United Nations Educational, Scientific and Cultural Organization at Geneva last summer. The proposed pact does not contain any provision to extend copyright coverage to juke boxes, but it leaves the door ajar for any possible future action via a clause which authorizes the creation of an international commission to study this question. The model pact will be committed to the Senate Foreign Relations Committee which is not expected to take great haste in deliberating on it because of the press of other business already pending.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issued on 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 orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 8	Issue of Nov. 1	Issue of Oct. 25	Issue of Oct. 18
Model A	\$239.00 250.00	\$239.00 250.00	\$239.00 250.00	\$239.00 250.00
Model B	395.00(2)	395.00(2)	395.00(2)	395.00 450.00
Model C	450.00 475.00	475.00(2)	445.00	475.00 495.00
Model D		449.50		
<b>CHICAGO COIN</b>				
Band Bar '52				129.50
<b>EVANS</b>				
Constitution	425.00	425.00	425.00	425.00
<b>PACKARD</b>				
Manhattan 76	79.50 99.00	89.00	89.00	89.00
Model 7		59.50	69.50	
<b>MILLS</b>				
Constellation			250.00	150.00
<b>ROCK-OLA</b>				
50-51	450.00	450.00	450.00	450.00
1422	89.00 150.00	89.00	89.00 145.00	150.00
1426	175.	175.00	129.50 175.00	175.00
1428	250.00	240.00 250.00	240.00 250.00	240.00 250.00
1432	435.00 445.00	435.00 445.00	435.00 445.00	435.00 445.00
<b>SEEBURG</b>				
Classic	49.00	49.00	49.00	49.00
H 146			125.00	
H 147			150.00	
H 148			45.00	
Emmy	49.00	49.00	49.00	49.00
H-147 M Hideaway	94.50	74.50	94.50	94.50
H-147 M Hideaway	110.00	110.00	110.00	110.00
H-148 M Hideaway	229.00	229.00	229.00	229.00
H-256 M Hideaway	99.00	99.00	99.00	99.00
H-100-A 78 RPM	495.00	495.00	495.00	495.00
Wagon	49.00	49.00	49.00	49.00
146	150.00	150.00	129.00 150.00	150.00
146	150.00	150.00	150.00	150.00
146 M	125.00 128.00	125.00 127.00	125.00	129.00 149.50
146 S	149.50	129.00	129.00	129.00
147 M	175.00	175.00	175.00	175.00
147 M	149.00	149.00	149.00	149.00 179.50
148 Blonde	275.00	275.00	275.00	275.00
148 Hideaway	195.00			
148 M, Blonde	275.00	250.00 275.00	275.00	275.00
148 M	219.00	219.00	219.00	219.00
148 SL	99.50			
1946 Hideaway	179.50	99.50 179.50	99.50	99.50
1948 Hideaway	99.00	99.00	99.00	99.00
1951 Hideaway				
<b>WILLIAMS</b>				
Bank Note	99.50	99.50	99.50	99.50 100.00
<b>WURLITZER</b>				
500			49.50	
500 B Victory	99.00	49.50	99.50	99.50
750			99.50	
750 C	54.50	54.50	54.50	54.50
750 M	139.00 139.50	139.00 139.50	119.50 139.00	129.00 139.00
1015	149.50 175.00	149.50 175.00	139.50 175.00	150.00 175.00
1012			79.50	79.50
1017 Hideaway	175.00	175.00	175.00	175.00
1080	125.00 150.00	125.00	125.00	125.00 150.00
1100	289.50 324.00	324.00 325.00	289.50 324.00	324.00 325.00
1250	399.00 475.00	399.00 425.00	399.00 425.00	399.00 475.00

# MUSIC SYSTEMS

BEST BUYS OF THE MONTH  
Clean Equipment—Ready for Location  
Write, wire, phone, 1/3 deposit, balance C.O.D.

**SEEBURG**  
1485L ..... \$219.00  
147M ..... 149.00  
146M or S ..... 129.00

**Hideaways**  
H148M ..... \$229.00  
H146M ..... 94.50  
AMI Model A ..... \$239.00  
WURLITZER 1015 ..... 139  
PACKARD Manhattan ..... 89  
ROCK-OLA 1422 ..... 89.00

**Wall Boxes**  
3W7-L56 ..... \$34.50  
(5-10-25c 3 wire)  
3W2-L56 ..... 15.00  
(5c 3 wire)  
W1-L56 ..... 5.00  
(5c wireless)  
Wurlitzer Model 3020 ..... 27.50

Export inquiries invited—50 cycle motors available

# MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD  
CLEVELAND, OHIO—2600 ERIE  
LANSING, MICH.—1224 TURNER  
TOLEDO, OHIO—1302 JACKSON

# EVANS' CENTURY

Model 2045

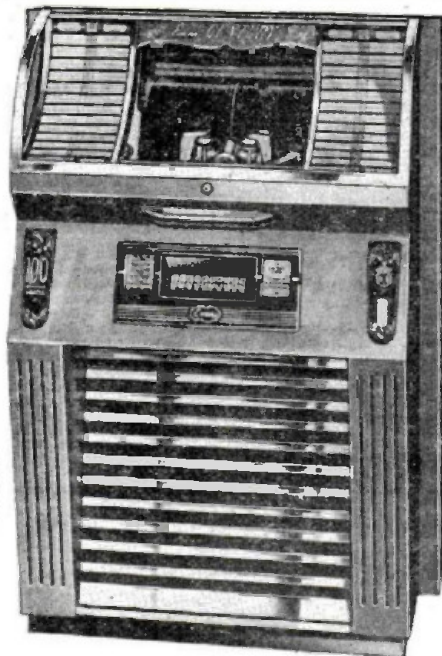
THE NEW PHONOGRAPH PLANNED FOR MORE PLAY!

100 SELECTIONS • 50 RECORDS • 45 RPM

**New**  
EYE-LEVEL PROGRAMMING . . .  
TITLE STRIPS AT TOP, visible at a glance!

**New**  
"CENTURAMATIC" SELECTION . . .  
Push Easy! Press only 2 NUMBERED BUTTONS!

**New**  
"ENCORE" MECHANISM  
PLUS incomparable Tone Quality, Cabinet Design and many other features you can depend on for more Positive Profits!



SEE CENTURY NOW AT YOUR EVANS DISTRIBUTOR

**H. C. EVANS & CO.**  
1536 W. CARROLL AVENUE  
CHICAGO 7, ILLINOIS

ALSO SHOWING EVANS' POPULAR  
JUBILEE 40/45 and 40/78  
PHONOGRAPHS

# Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**FOLLY DISKS SCORE** The last three diskings by Red Foley, released in a bundle about three weeks ago, have already racked up a cumulative sale of more than 500,000 copies (Music department).

**CLASSICAL MUSIC PRICES DIP** Via the introduction in the last few months of EP's, low-priced LP's, and the even longer-playing LP's, it is now possible or major disk buyers to obtain classical or light music on major labels at up to 40 per cent below previous list prices (Music department).

**PUBBERS EYE PARODY DISKS** Parodies of pop tunes have been strong sellers in specialized fields for many years. Mickey Katz has topped 100,000 on a number of his Capitol Yiddish versions of pop tunes (Music department).

**RCA VOLUME GAINS.** The RCA Victor record division has completed its most successful October in the last five years (Music department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

# Music Op Pacts

• Continued from page 93

asic business ought to work toward that goal.

"I feel written agreements would be better for the location as well as the operator," he wrote. "I have four operators to contend with and all are cutting one another—still 5-cent play on a 50-50

basis. I believe a good standard form would help both operator and locations."

(Next week: Do operators, who are members of associations, lean more toward written contracts than operators in unorganized territories? What points are covered in contracts now in use? These and other facts concerning written music agreements will be covered in the second article of this series.)





# Fast 1-button play

**Easy**  
Understood by young and old alike. No wasting location's time for instructions.

**Positive**  
Avoids confusion, complaint and patron embarrassment.

**Convenient**  
Just read the title and press the button. Nothing to remember.

**Fast**  
Cuts browsing time. Next patron moves up to the box faster. Sells more music, makes more money.

	Every Title
	Alongside its
	Playing Button

Checkerboard buttons further simplify and speed the play

**AMi** Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

**Last chance for big prizes in AMi's "Write-an-Ad" Contest!**  
Rush your ads to us NOW! Entries must be postmarked not later than November 15, 1952



# Coinmen You Know

Continued from page 94

appearance would mean improved business.

James Kaplan, owner of three of the city's largest Arcades, is pleased with Williams' Hong Kong game. Kaplan reports games picking up and picture machines falling off. Gottleib's Skill Pool has been warmly received in his Palace Arcade, Kaplan adds. Gordon Leach, who operates the concession at the Zoo, says he has had a bad season. Poor weather on week-ends caused the slump. Leach looks forward to a better season come spring. Jack A. Spitzer, who operates in near-by Virginia, says business is slow.

Melvin Banner, owner of Banner Vending, has purchased several new machines and added several small locations. Michael Bushdid, owner of Michael Coin Devices, has quite a few super-market locations. Bayne E. Phipps, Spacarb of Washington, Inc., is on a business trip.

The Feld brothers are opening another Super Music Store in nearby Silver Spring, Md. On hand for the opening will be Hugo Winterhalter, Percy Faith, Camarata, Ellison Barton and Boso the clown. Mrs. G. L. Sinclair, head of Northern Virginia Music, is busy due to the hospitalization of a key member of the firm.

James Bowen, Kwik Kafe, is pleased with the cold weather. Business has picked up well, and he has added new locations. Jim Schwartz, of Schwartz Bros., Incal Mercury records distributor, believes the Eddie Howard recording of "Kentucky Babe" will be a big hit. Operator reception is good, says Schwartz, and business is on the upswing.

Sid Lotenberg, head of Westway Vending, is kept busy by the machine inspection going on by D. C. officials. Inspection is made to determine whether vending machines are up to Health Department requirements. Lotenberg adds that business, particularly coffee, is up. Westway is expanding its routes.

Meyer Gelfand, of the G. B. Macke Corporation, reports his firm will expand in the Norfolk area, and that business is steady. Leonard Abrams, president of the Washington Music Guild, reports that the oft-postponed meeting was finally held. The Guild staged a formal dinner in the French Room of Hotel 2400, and Abrams was pleased with the great turnout. Future plans were discussed and will be announced soon. The Guild received a great deal of thanks for its fight against juvenile delinquency. Last year it made a \$500 contribution to the Washington Boys' Club, and it is expected that the campaign will be carried on even more wholeheartedly this year.

Bayne E. Phipps, Spacarb of Washington, Inc., reports business steady. Mrs. G. L. Sinclair, Northern Virginia Music, says business is good, but wishes she could slow down a little. One of the organization's key men is in the hospital, and Mrs. Sinclair has been spinning around for nearly a month.

James Bowen, head of Kwik Kafe of Washington, Inc., is not a man to grumble about the cold weather. It has brought about a terrific increase in his coffee business. As a result, Bowen plans to expand his routes and add several locations in Virginia.

Jim Schwartz, Schwartz Bros., local Mercury records distributor, believes the new Patil Page recording of "Why Don't You Believe Me" will be a best seller. Schwartz received a quick shipment and sold 6,000 copies in three days. He adds that the Clovers recording of "I Played the Fool" has sold well. Fred Baker, manager of the Allied Beverage Company, reports business slowing down a little. Jack A. Spitzer, who operates in near-by Virginia, says business is fine. Michael Bushdid, owner of Michael Coin Devices, is doing a steady business, but wishes the price of games would not increase. Max (Waxie Maxie) Silverman, owner of Quality Music Company, reports the extensive remodeling going on in his store is near completion. Joe McDonald, head of McDonald Enterprises, reports collections increasing.

William F. Hamel, Cole Products, Inc., reports he has been in New York, Cleveland, Chicago and Los Angeles, and the major airports in all these cities have cup vending equipment. Jack Levin, Lighter Parts Corporation, is in the South on a business trip, and his brother, Harry, is looking after things in Pittsburgh.

A spot on the Turnpike at Gettysburg, Pa. is vending combs in washrooms. John Gramm, in Massontown, Pa. operator, was in town for new equipment. Jack Bellotti, of Washington, Pa., was one of the first operators to spot the potentiality of the Capitol record hit, "It's in the Book."

Morris Vinocur, Monarch Music president, believes that the consistent follow up on prospects is a key way of adding new locations. Victor Abelson, Empire Distributors, has been traveling the Ridgeway-Johnsonburg road for 25 years. Elmer Willetts finds more operators experimenting with new records.

Dave McKean, Rimersburg, Pa., Sam Dellotoso, Thomas, W. Va., and Eddie Slogan, Butler, Pa., were in town and reported business generally is somewhat quiet. A Confection Specialties location is having trouble of late keeping enough pennies handy. With the last trolley fare boost, women prefer to present trolley operators with exact change, and stop at this location on their way to the car stop, keeping the owner fresh out of pennies.

Harry Rosenthal, manager, Banner Specialty, is back in the office again after an eight-month illness, and is appreciative of the letters and cards he received. A TV publicity man,

out equipment when the stop does not start in with rushing business. Many times when operators make another stab at the same location they do much better.

Morris Vinocur, president of Monarch Music, looks for business to be strong thru the end of the year. Jim Thompson, Thompson Music, finds collections improving. Victor Abelson, Empire Distributors, states Acorn machines are moving well in Canada.

Joseph McGleann and a great many other operators feel that the election results will have no effect on the vending business. Raymond Watts, Mills Automatic Merchandising Corporation, explains that one reason housing projects are poor places for vending machines is that children are forever knocking them over. Biggest deterrent to the forming of a bulk vendors association in Pittsburgh appears to be the satisfaction of operators with things as they are.

William F. Hamel, Cole Products, Inc., reports he has been in New York, Cleveland, Chicago and Los Angeles, and the major airports in all these cities have cup vending equipment. Jack Levin, Lighter Parts Corporation, is in the South on a business trip, and his brother, Harry, is looking after things in Pittsburgh.

A spot on the Turnpike at Gettysburg, Pa. is vending combs in washrooms. John Gramm, in Massontown, Pa. operator, was in town for new equipment. Jack Bellotti, of Washington, Pa., was one of the first operators to spot the potentiality of the Capitol record hit, "It's in the Book."

Morris Vinocur, Monarch Music president, believes that the consistent follow up on prospects is a key way of adding new locations. Victor Abelson, Empire Distributors, has been traveling the Ridgeway-Johnsonburg road for 25 years. Elmer Willetts finds more operators experimenting with new records.

Dave McKean, Rimersburg, Pa., Sam Dellotoso, Thomas, W. Va., and Eddie Slogan, Butler, Pa., were in town and reported business generally is somewhat quiet. A Confection Specialties location is having trouble of late keeping enough pennies handy. With the last trolley fare boost, women prefer to present trolley operators with exact change, and stop at this location on their way to the car stop, keeping the owner fresh out of pennies.

Harry Rosenthal, manager, Banner Specialty, is back in the office again after an eight-month illness, and is appreciative of the letters and cards he received. A TV publicity man,

## JUKEMEN'S JAMBOREE

# 900 Attend N. Y. Op Fete at Commodore

NEW YORK, Nov. 8.—More than 900 persons associated with the juke box and record industry crowded into the grand ballroom of the Commodore Hotel Saturday (1) to mark the 15th anniversary of the Automatic Music Operators' Association. The gala affair was patterned after similar events in past years, with the stress almost entirely on entertainment and good fellowship.

This time, however, departing slightly from precedent, there was a slight bit of speech-making, although it wasn't permitted to cut seriously into the main business of the evening.

As an organization that had just passed its 15th birthday, AMOA could perhaps be pardoned for noting the occasion with some small degree of formality.

### Review Growth

President Albert S. Denver and Sidney H. Levine, AMOA attorney since the birth of the association, briefly reviewed the growth of the organization and pointed up the potential for future service. Levine told how he met with a group of only nine operators in 1937 to lay plans for the association and, with Denver, traced in outline its history to a present operator roster of some 175 firms which cumulatively control more than 10,000 coin phonographs on location in this city and Long Island.

Both lauded the operator members for their support and declared continued loyalty would enable the association to solve new problems that may face the industry locally in the years ahead. They said co-operation would continue to be extended to other segments of the industry for the solution of industry-wide problems.

Ranked behind Denver and Levine on the speakers' rostrum were the present officers and board members of the organization. Included were Charles Bernoff, vice president; Harry Wasserman, treasurer; Sal Trella, secretary, and board members Joe Connors, Charles Aronson, Arthur Herman, Lou Hirsch and Al (Scenator) Bodkin. Also called forth to accept words of appreciation were Nash Gordon, manager; Dorothy Moser, office secretary, and Marrion Ferris, assistant.

### Entertainment

The entertainment, as usual, was of top grade. With comedian Billy Vine as master of ceremonies, the line-up of artists included Perry Como, Pattil Page, June Valli, the Fontane Sisters, Frances Faye, Art Lund, Dorothy Collins, Snooky Lanson, Steve Lawrence, Tommy Edwards, Tito Puente, Danny Winchell, Ken Whitmer and the Beatrice Kraft dancers.

Phonograph and record manufacturers and distributors were well represented at the get-together, as well as delegations from phonograph associations in Upstate New York, Westchester County and Connecticut. Among the invited guests was a group of veterans from the U. S. Naval Hospital, St. Albans, N. Y.

formerly with a local coin machine company, is hatching an idea to tie in with a current television show that will be of benefit to the operators of coin phonographs.

The Saw Mill Run detour from the West End passes along the side of the building of the Automatic Canteen Company. Robert Lazar, E. D. Lazar Company, was married recently. Capitol Vending has a location in Oakland's Central Restaurant. Operators had a chance to see The Four Knights when they showed up at Stedford's on Saturday afternoon. Sidney Reinwasser knows all the good places where coin machine operators can park in the East Stockton Avenue area.

### Detroit

A and K Vending Company, which has a diversified vending route featuring coffee machines, has moved to new headquarters on West Chicago Boulevard. The company is owned by Howard B. Kirk, Charles F. Anspach, and Harold R. Bigler. Spacarb, Detroit Distributor, is planning a marked expansion in hot coffee operation.

Herbert Weinberg has established the Spahr Vending Company in the West Side suburb of Garden City, S. O. August, Detroit realtor, reports that plans for the Michigan Industrial Vending Corporation, dormant since incorporation last year, will probably not be revived. The company maintained headquarters in Detroit, with J. T. Hammond, of Benton Harbor, as a principal associate.

Abie Miller and Gustave Buck are forming the Midwest Vending Company as a partnership. Fred Dress, of the Detroit Phonograph Company, has returned from a trip to Northern Michigan after bagging his limit of three birds—pheasant, partridge and duck.

Howes-Shoemaker Company, large cigarette machine operator, held its annual merchandise show over the week-end with representatives of various tobacco supply firms attending. The company's wholesale department has enjoyed a 33 per cent increase in the past year, according to Cole H. Shoemaker. Ralph Haskin, of the Farmer Boy Corn and Equipment Company, has entered Highland Park General Hospital for treatment.

Charles Ulbrich, of the West Michigan Vending Company, Muskegon, specializing in package installations for industrial plants, is expanding his operation into the Grand Rapids territory. Albert A. Weidman, of Weidman National Sales, just back from a trip up-State, is heading for Florida for a two-week vacation.

Tony Giffel, Bay City music operator, was a local visitor on a combined buying and pleasure trip. Alfred and Ray Vollmer, of Pigeon, who operate as the Vollmer Music Company were in town to buy a new Wurlitzer Model 1250. Carl Angott, head of Angott Distributing Company is back from a three-day visit to the Wurlitzer plant at North Tonawanda, N. Y. Ted Parker, salesmanager of the company, left Wednesday (5) on a short sales trip across the State.

Charles (Chuck) Cyszowski, collector for Frank's Music Company, is leaving for a 10-day hunting trip in Upper Michigan. Spencer White, serviceman, for Frank's Music, is away on a two-week vacation to Florida, by way of New York City. George Hurdle, another Frank's serviceman, and Frank Antaya, owner of the Double A Phonograph Company, have just returned.

(Continued on page 99)

# 50 YEARS OF SONG HITS

## A BRAND-NEW BILLBOARD MUSIC GUIDE

### HELPS INCREASE JUKE BOX PLAY

Billboard's new 76-page book gives you each year's top tunes from 1900 to the present—Plus a special list of the best songs of the nineties!

Use this handy guide to choose "Old Favorites" most popular with the public. These are the old tunes that will pull the most nickels at every location.

The Billboard's "50 Years of Song Hits" booklet also features complete names and address lists of Labels and their Manufacturers—and names and addresses of distributors across the Nation.

Only a limited number of copies are available.

The Billboard  
2160 Patterson Street Cincinnati 22, Ohio 813

Gentlemen:

Please rush me \_\_\_\_\_ copies of The Billboard's brand-new 76-page "Music-Record Data Book" for which I enclose payment of \$ \_\_\_\_\_ (\$1 per copy).

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



TO BE SURE OF YOUR COPY... MAIL THE COUPON TODAY

# Show Rock-Ola 45 r.p.m. Box At World Wide

CHICAGO, Nov. 8. — World Wide Distributors this week started showing operators in this area the 45 r.p.m. model of the Rock-Ola 120 selection phonograph. The firm has been delivering the 78 r.p.m. Fireballs since the Midwest showing October 12.

Al Stearn, World Wide owner, announced his firm had started an intensive sales campaign on the new line. Regular visits are being made to out-of-town operators by Len Micon, Monty West and Fred Sker of the sales staff.

Only the  
**WURLITZER**  
FIFTEEN HUNDRED  
Plays  
**104 TUNES**  
on 45 and 78 RPM  
RECORDS INTERMIXED





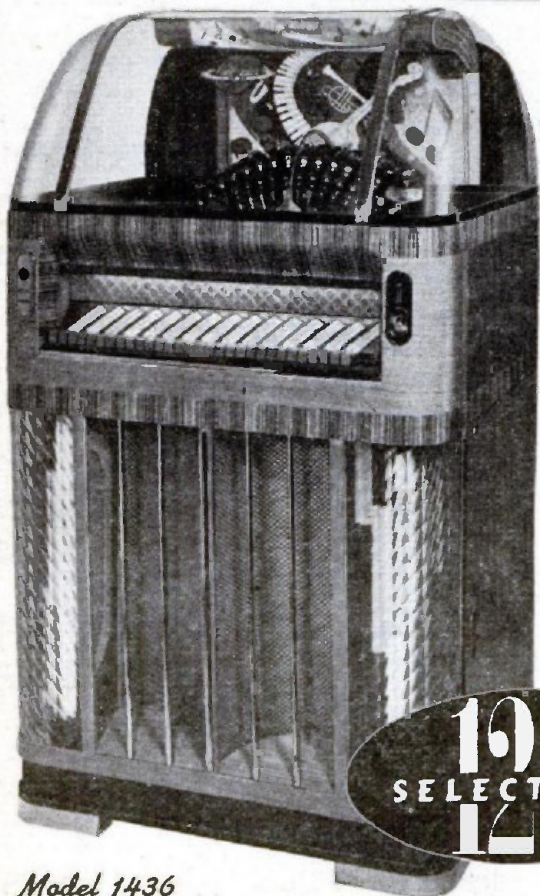
**ROCK-OLA**  
*Carousel*  
*Line-O-Selector*

Push one button  
 under number selected...  
 and out comes your  
 tune!

**ROCK-OLA**  
**FireBall**  
 120 SELECTIONS

One Button Choice  
 for 120 Selections  
 Multiplies Plays over  
 and over again!

Discover the Rock-Ola  
 Fire Ball for Yourself at  
 any of these showrooms



**120**  
 SELECTIONS  
**120**

Model 1436

**EASTERN**

- MUSIC & TELEVISION CORP.**  
 1119 Commonwealth Avenue  
 Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**  
 2014 Fairmount Avenue  
 Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**  
 1200 North Ave., Elizabeth, New Jersey

**SOUTHERN**

- A. M. & P. DISTRIBUTING CO.**  
 3118 Tulane Ave., New Orleans, Louisiana
- COIN AUTOMATIC MUSIC CO.**  
 241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**  
 24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**  
 301 Edgewood Ave., S. E. Atlanta, Ga.
- S & M SALES COMPANY, INC.**  
 1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION**  
 2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**  
 418 Margaret St., Jacksonville 6, Florida
- WERTZ MUSIC SUPPLY CO.**  
 1013 E. Cory St., Richmond 20, Virginia

**MIDWEST**

- BRILLIANT MUSIC COMPANY**  
 19963 Livernois Ave., Detroit 21, Mich.

**CALDERON DISTRIBUTING**

450 Massachusetts Ave., Indianapolis, Ind.

**DIXON DISTRIBUTORS**

3808 Southern Blvd., Youngstown, Ohio

**IDEAL NOVELTY COMPANY**

2823 Locust Street, St. Louis 3, Missouri

**LA BEAU NOVELTY SALES CO.**

1946 University Ave., St. Paul 4, Minn.

**LAKE CITY AMUSEMENT CO.**

4533 Payne Avenue, Cleveland, Ohio

**B. D. LAZAR COMPANY**

1635 Fifth Avenue, Pittsburgh 19, Penn.

**UNI-CON DISTRIBUTING CO.**

3410 Main Street, Kansas City 2, Missouri

**WORLD WIDE DISTRIBUTORS, INC.**

2330 N. Western Ave., Chicago 47, Ill.

**SOUTHWEST**

**BOYLE AMUSEMENT COMPANY**

522 North West Third  
 Oklahoma City, Oklahoma

**AUTOMATIC MUSIC CO.**

1401 E. First Street, Tulsa, Oklahoma

**PAUL W. HAWKINS**

329 East 7th Street, Tucson, Arizona

**MODERN DISTRIBUTING CO.**

3222 Tejon Street, Denver 11, Colorado

**DAN STEWART COMPANY, INC.**

140 E. Second, South, Salt Lake City, Utah

**UNITED AMUSEMENT CO.**

446 N. Main St., San Antonio, Texas

**ROCK-OLA MANUFACTURING CORP.** 800 NORTH KEDZIE AVENUE  
 CHICAGO 31, ILLINOIS



**Use The Billboard classified pages for RESULTS!**

**Fla. City Starts Check**  
 WINTER HAVEN, Nov. 8.—The police started a check of coin machine licenses here. The payment of fees for licenses was due October 1, but inspection of units on location was delayed until this week to give operators an opportunity to obtain permits.

**Ingredient Cost Dips**  
 DECATUR, Ill. Nov. 8.—A. E. Staley Manufacturing Company, corn and soy bean processor, announced a 15-cent per hundred-weight reduction on its bulk corn products Candy and ice cream companies are the prime customers of Staley products.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in the Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of ball 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.

### THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

★ CLASSIFIED ADVERTISING ★

#### Help Wanted

Mechanic, thoroughly experienced in all types Phonographs and Coin Operated Machines; no drinkers or druggers; send references, photo and salary expected. Jan Phonograph Co., 1432 Main St. Jacksonville, Fla.

Wanted—Coin Machine Mechanic for Pinballs and Phonographs; South Carolina route. Box 590, The Billboard, Chicago 1, Ill.

Wanted—Experienced Route Man and Mechanic for all types of phonographs and pin games; state experience in full. Southern Ohio, Box M-23, The Billboard, Cincinnati 22, O.

Wanted—Pin Ball Mechanic; top salary for A-1 one ball man. C O S Novelty Co., 3000 St. Clair Ave., East St. Louis, Ill. Phone: Upton 3-6893.

#### Parts, Supplies & Services

Charm Users—New prevent; will pop up your sales; genuine foreign stamps; in tubes; tremendous repeat sale value; 1,000 post-paid; \$5.75; free samples. E. O. Likens, Frankfort, Ky.

For best buys in bulk vendors and supplies write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Stamp Padders, direct from manufacturer; unlimited quantities; immediate delivery; write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. Localat 7-1446

#### Routes for Sale

Established Route—50 Cigarette Machines on location; virgin territory; unlimited possibilities; no competitors; other interests if reason for selling. Write Vending Machines, Inc., P. O. Box 592, Key West, Fla.

For Sale—Route located in W. Central Ga. textile and cattle center; 110 pieces, 55 month, 5 yr. traffic; 72-bar alley and vendor, est. 8 yrs.; price \$21,000; 1/2 down; balance to reliable party. Box 575, The Billboard, Chicago 1, Ill.

#### Used Coin-Operated Equipment

A-1 Bargain—Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machines, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and reflushed. Central Vending Machine Service Co., 3967 Parish St., Philadelphia 9, Pa. EV 6-4244 and BA 2-9710.

Cigarette Machines, superior operation! Unexcelled, latest model, \$55. Counter Model, \$22.50; Dial Select-17 72-bar candy vendor, est. 8 yrs.; 74-bar, \$37.50; Shipman like new Candy Bar Machines, \$22.50—cost \$69.50. 2717 N. Park Ave., Philadelphia, Pa.

For Sale—Heavy Hitter, \$42.50; Undersea Reader, \$85; Chicago Coin Midget Skee Ball, \$199.50; Date Gun, \$45; Six Fighter, \$85; Quizzer, \$75; United Team Hockey, \$70; Genco Total Roll, \$39.50; Skurkie Alley, \$15. Also, all C.O.D. Ace Music Co., Waukon, Iowa.

For Sale—Mills, Jennings, Pace, Watling Belle, Sport Bell, Super Bonus Belle, Double Up; perfect condition; Evans Races, \$100. Wanted—Mills and Jennings Belle, also Pin Ball, Philadelphia, Pa. WAUnat 2-4378

For Sale—Trade Coin Operated Radios, \$20 each, Madele Radio & Television Co., 2830 Fairway Dr., Birmingham 9, Ala.

For Sale—10 Automatic Popcorn Vending Machines known as Popcorn Shop or U-Pop. It makes corn to order; machines used only 2 weeks. We are forced to discontinue this operation due to other interests. Machine lists for \$795; will listen to any reasonable offer; any number. James L. Loeb, 710 Marlton Ave., Asbury Park, N. J.

For Sale—10 Candy Vending Machines, \$15; 7 Target Ball Game, \$45; Vendora 7 Hot Nut Vendora; 51050 F.O.B. M. M. Waterfield, Warsaw, Va.

For Sale—15 like new 5¢ Cadillac Jr. Nut Vendora, in cartons; best offer takes Eldon Baltzer, Alpena, So. Dak.

Nut Vendora—7 Silver King Nut Vendora, \$14.50 each; 1 Stand, \$2.50. Box 581, The Billboard, Chicago 1, Ill.

Pakariano Tablets, natural finish, new plywood, new silver back glass, perfect condition, \$95 each. James Travis, 204 N. 3rd, Millville, N. J.

Real Bargains—Seaburg Bear Gun, \$165; Exhibit Silver Bullets, \$125; Date Gun, \$45; Bally Hi-Roll, \$45; Seaburg Tear Drop Soapaker, \$17; Bally Tuff King, just like new, \$125. Write, wire, phone for list of many other bargains. Stanley Amusement Co., 5223 S. Tacoma Way, Tacoma 9, Wash.

United Shuffle Games—2 Six-Players, \$265; 5 Five-Players, \$245. John Ploes, Big Spring, Tex.

Will trade Tuff Kings (like new) for music cigarette or any other coin machine equipment. Runyon, 123 West Rummel St., Newark 8, N. J.

#### Wanted to Buy

International Register Times—Type M-12 and M-30; Hayden Mfg. Co. timer clocks, 318B 11-1801 revolution; also coin-operated radios. Box 578, The Billboard, Chicago 1, Ill.

Want to Buy—Eric Diogenes; state lowest price. Phil Stanley, Gen. Del., Hensley, Ark.

Wanted—Chicago Coin Stand Box, Metal Type, Exhibit Jet Gun; state condition, price. Ace Music Co., Waukon, Iowa.

Wanted—Coin operated Radios and TV Sets. Box 114, The Billboard, 1564 Broadway, New York 36.

**Used 1c-5c Candy, Nut, Ball Gum Vendors**  
 Bought, sold, exchanged

All parts, coin wrappers, coin counters, tab gum, barmed candies, cast iron stands, top plates for 2 vendors, top plates for 3 vendors. Ball Gum—210, 170, 140—26¢ per lb. in case lots (25 lbs.). 15-16¢ or Jumbo Size Ball Gum, 29¢ per lb. in case lots (25 lbs.). Chlorophyll Ball Gum—210, 170, 140—26¢ per lb. in case lots (25 lbs.); 78¢ or 100¢ count—31¢ per lb. in case lots (25 lbs.). 1¢ Chrome Treats—300 count—55¢ per lb. in case lots (25 lbs.). All prices f.a.b. factory. 1/2 deposit, balance c.o.d.

**KING & CO.**  
 Distributors of Northwestern Model #9 and Tab Gum Vendors  
 2700 W. Lake St. Chicago 12, Illinois

**WATCH THIS SPACE EVERY WEEK**

for samples of different size type available to users of display-style advertising.

**Put your message across with an attention-getting display ad. See order blank for complete details.**

## To Order Your Market Place Ad

# USE THIS HANDY FORM TODAY

**1:** First, print or type your message here, figuring five cents to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

**2:** Now check off the classification you want your advertisement to appear under:

Agents and Distributors Wanted  
 Help Wanted  
 Parts, Supplies and Services  
 Positions Wanted  
 Routes for Sale  
 Used Coin-Operated Equipment  
 Want to Buy

**3:** Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

Display Classified  
 Regular Classified

**4:** And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

Payment enclosed  Bill me (in 3 or more issues only)

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

**ADVERTISING RATES**

● REGULAR CLASSIFIED  
 Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 8 pt. lines

Per word ..... 2.00  
 3 or more CONSECUTIVE or 34 insertions, per word ..... 1.00  
 51 CONSECUTIVE insertions, per word ..... .75  
 Minimum 14.

● DISPLAY CLASSIFIED  
 Any advertisement using display make-up or white space. Figure space between cut-off lines. Rate for 10 insertions, per word 10 lines or more.

Per space line ..... 11.00  
 3 or more CONSECUTIVE or 34 insertions, per space line ..... 7.50  
 51 CONSECUTIVE insertions, per space line ..... 5.00  
 1 inch equals 16 space lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

	Issue of Nov 8	Issue of Nov 1	Issue of Oct 25	Issue of Oct 18
ABC (United)	\$150.00/165.00/195.00(2)	\$165.00(2)/175.00/185.00	\$165.00/175.00/195.00(2)	\$165.00/175.00/189.00
Advance Ball			39.50	29.50
All Balls			39.50	39.50
Alice in Wonderland (Gottlieb)	39.50	39.50	39.50	39.50
Arcade (United)	49.50/65.00/79.50	49.50/79.50	49.50/79.50	49.50/79.50
Arcade (Williams)			150.00	150.00
Arrows (United)	95.00/99.50	99.50	99.50	69.50/99.50
Atlantic City (Bally)	450.00	450.00/465.00	425.00	450.00(2)/475.00/500.00
Baby Face (United)	85.00/99.00	99.00	99.00	99.00
Ballgame (Bally)			49.50	49.50
Bank a Ball (Gottlieb)			99.50	99.50
Baroque Bill (Gottlieb)			64.50	64.50
Barrel (Chicago Coin)	194.00/225.00/250.00	195.00/225.00/250.00	195.00/225.00	195.00/225.00
Balling Practice			94.50	68.50/94.50
Be-See (Enbick)			94.50	94.50
Big Top (Genco)	54.50/125.00	125.00	99.50/125.00	125.00
Big Top (Genco)	99.00/64.50	64.50	99.50/64.50	99.50/64.50
Black Gold (Genco)	59.50	59.50	59.50	59.50
Blue Sales (United)	40.00	40.00	40.00	40.00
Boers (United)	275.00/325.00	275.00(2)/295.00/325.00	275.00(2)/325.00(2)	275.00/325.00
Boers (Williams)	89.50	89.50	89.50	89.50
Boiling Champ (Gottlieb)	74.50/79.00	74.50	59.50/74.50	34.50/74.50/60.00/74.50
Bright Lights (Bally)	225.00/290.50	195.00/225.00/249.50/275.00	199.50/225.00	225.00(2)/275.00/299.50/299.50
Bright Spot (Bally)	300.00	300.00(2)/335.00	300.00/324.50/349.50	299.50/300.00/349.50/349.50
Broadway (Bally)			200.00	355.00(2)/355.00/365.00
Buccaneer (Gottlieb)	59.00/64.50	64.50	50.00/64.50	34.50/50.00/64.50
Buffalo Bill (Gottlieb)	74.50	74.50	74.50	74.50
Build-a-Bomb (Gottlieb)			69.00	69.00
Camel Caravan (Genco)	65.00/69.00	65.00/69.00	65.00/69.00	60.00/69.00
Camper (Enbick)	94.50	94.50	94.50	94.50
Canada (Genco)	89.50	89.50	89.50	89.50
Caravan	220.00	210.00/220.00	210.00/220.00	210.00/220.00
Carroll	89.50	89.50	89.50	89.50
Castles (Chicago Coin)	22.50/29.50	22.50/29.50	22.50/29.50	25.00/29.50
Castle (Chicago Coin)	65.00/74.50	65.00/74.50	65.00/74.50	96.50/74.50
Champion (Chicago Coin)	89.50	89.50	89.50	89.50
Champion (Chicago Coin)	64.50/70.00	69.50(2)/70.00	69.50/70.00	60.00/69.50(2)
Circus	79.50	79.50	79.50	79.50
Citation (Bally)	35.00/49.50	55.00/49.50	35.00/49.50	29.50/30.00/49.50
Clayton (Gottlieb)	79.50	79.50	79.50	79.50
College Date (Gottlieb)	89.50	89.50	89.50	89.50
Coney Island (Bally)	510.00	510.00/555.00/565.00	510.00/519.50	285.50/310.00/349.50/350.00/355.00(2)/355.00/365.00
Control Tower (Williams)	115.00	125.00	115.00	115.00
County Fair (United)	230.00/214.50	230.00/249.50	230.00/275.00	230.00/275.00
Crazy Ball (Chicago Coin)	29.50	29.50	29.50	29.50
Cross Roads	210.00	210.00	210.00	210.00
Deluxe (Williams)	49.50/74.50	89.50/74.50	49.50/74.50	39.50/74.50
De-Luxe (Williams)	99.50	99.50	99.50	99.50
De-Luxe World Series (Williams)	229.50	249.50	250.00	250.00
Deer-Wa-Qtty (Williams)	39.50	39.50	39.50	39.50
Domino	210.00	210.00	210.00	195.00
Domie Action	80.00	80.00	80.00	80.00
Double Shuffle (Gottlieb)	75.00/84.50	75.00/84.50	75.00/84.50	84.50
Dream (Williams)	99.50	99.50	85.00/99.50	85.00/99.50
B Ball (Williams)	180.00	190.00	190.00	190.00
E. J. Park (Williams)	49.50	49.50	49.50	29.50/49.50
Excite (Chicago Coin)	100.00	100.00	100.00	85.00/100.00
Fighting Phils	89.50	89.50	89.50	89.50
Five Star (Universal)	89.50/115.00/175.00	115.00/175.00	115.00/134.50	100.00/110.00/115.00/134.50
Flooding Power (Genco)	49.50	49.50	49.50	175.00
Football (Chicago Coin)			99.50	99.50
Four Marbles	210.00/229.50	229.50	229.50	210.00/229.50
Four Stars (Gottlieb)	210.00	210.00	210.00	149.50
Freddie (Williams)	94.50	94.50	94.50	210.00(2)
Fantasy (Bally)			209.50	209.50
Georgia (Williams)	100.00	100.00	100.00/125.00	85.00/100.00
Game (Williams)	49.50	49.50	49.50	19.50/49.50
Gold Cup (Bally)	59.50	59.50	59.50	19.50/59.50
Golden Gloves (Chicago Coin)	90.00	90.00	90.00	90.00
Gondola (Enbick)	49.50	49.50	49.50	160.00
Grand Award (Chicago Coin)	59.50	59.50	59.50	59.50
Happy Go Lucky (Gottlieb)	85.00/109.50	109.50/109.50	89.50/109.50	50.00/109.50
Harvest Moon	59.50	59.50	59.50	59.50
Harvest Time (Genco)	85.00/109.50	109.50/109.50	89.50/109.50	50.00/109.50
Harvester (Williams)	210.00/229.50	275.00/210.00/229.50	175.00/195.00/210.00/250.00	175.00(2)/195.00/200.00/210.00/250.00
Hits and Runs (Genco)			22.50	22.50
Hit a Homer	22.50/24.50	22.50/24.50	22.50	22.50
Hit 'N' Run (Gottlieb)	180.00(2)	180.00	180.00	180.00/180.00
Hit Parade (Gottlieb)	29.50	29.50	29.50	29.50
Holiday (Keeley)		295.00/345.00	295.00	345.00(2)
Horsefathers (Williams)			99.50	99.50
Hot Rod (Bally)	69.00/69.50	99.50	99.50	99.50
Humpty Dumpty (Gottlieb)	99.50	99.50	99.50	99.50
Mr. Roll (Bally)	65.00	65.00	24.50/65.00	65.00
Jack & Jill (Bally)			240.00	175.00/240.00
Jalopy (Williams)	235.00/240.00	240.00	240.00	240.00
Jockey Special (Bally)	54.50	54.50	54.50	240.00
John (Gottlieb)			125.00	160.00
Judy (Enbick)	99.50/105.50	99.50	99.50	99.50
Just 21 (Gottlieb)	40.00/59.00	39.50/40.00	40.00/69.50	24.50/40.00
King Pin (Chicago Coin)	200.00	200.00	99.50/200.00	99.50/200.00
Knock Out (Gottlieb)	75.00/79.50	75.00/90.00	75.00/90.00	59.50/60.00/75.00/90.00







# ELECTRO-PITCH

**THE TIRELESS PITCHER**  
for Steady Operation  
and More Profit

LOW INVESTMENT; battery of 4 under \$2000... HIGH PROFITS; 9 balls per minute for as many hours a day you wish... SAFE; vital factor in all amusement devices... LOW MAINTENANCE; fool-proof mechanism.

**ELECTRO-PITCH CO., INC.**  
6030 Ross Street, Phil., 44, Pa.  
Phone Tennessee 9-2773

**Special!**  
**WURLITZER**  
**WALL BOXES**  
3020  
5c - 10c - 25c  
Like New Only \$29.50 EA.  
WIRE - PHONE - WRITE

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
655 N. 93RD STREET PHILADELPHIA 23, PA.  
PHONE: STEVENSON 2-2903

## Coinmen You Know

Continued from page 99

Mrs. C. C. Surber, who operates the Hoosier Cigarette Service, fell and broke her right arm in several places.

Teresa Takagosti is the new secretary at the Armstrong Automatic Vending Company. The firm reports business particularly good in the rental juke field... The Sicking Company is doing a brisk game business. Mrs. Lottie Berman, manager, reports heavy demand for Chicago Coin's Bowl-O-Ball.

### New York

Reports that Nat Lerner has sold his route are grossly exaggerated. Nat not only hasn't sold his route, but he says that business is so good that he doesn't even contemplate selling... Lou Becker, Union Automatic Music, is in the hospital. He has had a kidney operation... Morris Gleford has gone into the drug store supply business with his son-in-law. However, he will still retain his route... William Kaiser, New York Automatic Music, and Les Boyd are dry-docking their boats... Sal Bellanca, Metro Urban Music, threw a party for the boys. The occasion was Sal's first wedding anniversary.

Mike Charlop has just organized the Jem Vending Service, with headquarters at 2157 76th Street, Brooklyn. He will act as a distributor, specializing in re-conditioned cigarette and candy machines. He also has a refinishing department and will stock parts and mirrors.

Marty Sonin has been released from the hospital where he underwent a successful tumor operation.

Dave Stern, of Seacoast Distributors, Elizabeth, N. J., recently visited Nat Cohn at Conat Sales.

Other visitors to 10th Avenue last week included Harry Greenberg, Highland Falls, N. Y.; Mrs. Gertrude Brown, Paramount Vending, Beacon, N. Y.; Jerry Basile, Brooklyn; Mike Milqueen, Walden, N. Y.; and Tom Gobel,

Hudson Valley Amusements, Beacon, N. Y.

Morris Rood, Runyon Sales, is studying for exams in the Spanish course he is taking at Rutgers University... Carol Lynn Shore, secretary to Perry Wachtel, took her first airplane ride over the week-end to visit friends in Syracuse... Murray Kaye, Atlantic New York Corporation, says that the Seeburks have been selling so fast that the next two months' allocations have been eaten up... Recent visitors at Atlantic New York included the Greco Brothers, Glasgow, N. Y.; Herman Cohen, Woodbridge, N. Y.; Bot Lutman and Sen. Al Bodkin, Forest Hills, N. Y.; and these Westchester County operators: Johnny Tartaglia, Seymour Follack, James Smith and Wal Bendy. Meyer Park-off visited his Hartford branch last week.

United Machine Play is making built-in Match-Your-Score units for United 6-Play games... Sam W. Newark, N. J., and Art Odwak, Brooklyn, were recent visitors at Dave Lowy's... Harry Berger, West Side Distributors, will have the initial showing of his Fire Engine ride next week.

Harold Kaplan, Springfield, Mass. jobber, spent a day with Nat Cohn, of Conat Sales last week... Clyde Orms, Brussels, Belgium arcade operator, arrived in New York last week to buy equipment... Dick Dicicco, Yonkers op, and Bill Ronson, United Amusements, were visitors at American Vending.

Irv Kempner, of Runyon Sales, says that his Meteor Rocket is racking up strong sales... Eddie Berg, New Jersey route manager for Runyon, is the father of a boy, Douglas... Dave Rosen, Philadelphia jobber, visited Al Simon last week... Larry Feigenbaum gave a birthday party for his two-year-old daughter, Sharon, at his Valley Stream, L. I., home.

Gil Gilbert, of United Play Machines, is sending circulars to operators in the area, announcing his Match-Score conversion, which is placed inside the machine... Johnny Como became the father of a daughter, Nancy.

John S. Mill, vice-president in charge of sales for Rowe Manufacturing Company, made a Midwestern business trip recently, while Charles Brinkman, vice-president, was in Washington acting as a co-ordinator of the National Production Authority, the Office of Price Stabilization and the automatic merchandise vendors... Ed Primus, director of merchandising of the P. Lorillard Company, and Fred Storm, assistant sales manager, attended the recent Miami convention of the National Association of Food Chains.

Chicago  
Ronald Schwartz is the new sales staffer at the National Coin Machine Exchange. Firm is Gottlieb distributor and is headed by Joe Schwartz, Ronald's father. (Continued on page 102)

**GUARANTEED USED ONE BALLS**  
Ready for location at lowest prices  
TURF KING ..... \$124.50  
WINNER ..... 89.50  
CHAMPION ..... 74.50  
CITATION ..... 49.50  
1/2 deposit with all orders.

**SICKING, INC.**  
America's Oldest Distributor  
Established 1895  
1401 Central Hwy., Cincinnati 14, Ohio  
1713 N. Capitol Av., Indianapolis, Ind.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Index as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, the lowest price offered is indicated in parentheses. Where quantity discounts are offered, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 8	Issue of Nov. 1	Issue of Oct. 25	Issue of Oct. 18
Ace Bomber (Microscope).....	\$150.00	\$150.00	\$150.00	\$150.00
Air Raider (Keeney).....	125.00(2)	75.00 125.00(2)	110.00	110.00
All Stars (Williams).....			125.00(2)	125.00(2)
All Star Baseball.....	99.50	99.50	99.50	99.50
Astroscope 10c.....	75.00	95.00	95.00	95.00
Baseball (Gottlieb).....			125.00	125.00
Base Game (Eaton).....	190.00	190.00	190.00	190.00
Big Lining (Bally).....	125.00 185.00	149.50 185.00	149.50 185.00	149.50 185.00
Ballgame (Supreme).....	100.00	100.00	100.00	100.00
Boomerang (Amusement Corp.).....	45.00	45.00	45.00	45.00
Boxing (Keeney).....	290.00	290.00	290.00	290.00
Build Up (Edibitt).....			24.50	24.50
Challenger (ABT).....	29.50(2)	29.50	29.50	29.50
Chicken Sam (Seeburg).....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Clayton (Keeney).....	150.00			
Date Gun (Exhibit).....	54.50 65.00(3)	65.00(3) 69.50	65.00(4) 69.50	65.00(3) 69.50
Defender (Bally).....	94.50	94.50	94.50	94.50
Defender (Keeney).....	95.00	95.00	95.00	95.00
Dashy, 4 Player (Chicago Coin).....	79.50	79.50	79.50	79.50
Dashy, 4 Player (Chicago Coin).....	195.00	100.00 195.00	100.00 195.00	195.00
Drop Kick (Microscope).....			149.50	149.50
Flash Hockey (Carnes).....	75.00	75.00	75.00	75.00
Flurry Slicer (Microscope).....	150.00	150.00	150.00	150.00
Football (Chicago Coin).....	85.00 119.50	85.00 95.00	85.00 95.00	85.00 95.00
Football (Chicago Coin).....	125.00	119.50 125.00	119.50 125.00	119.50 125.00
Flip Motor Deluxe (Chicago Coin).....	140.00	140.00	140.00	140.00
Gun Patrol (Exhibit).....	215.00(2)	215.00(2)	199.50	215.00(2)
Heavy Hitter (Bally).....	69.50	69.50	69.50	69.50(2)
Hi Ball (Exhibit).....	55.00	55.00	55.00	55.00
Hockey (Chicago Coin).....	65.00 75.00	65.00 75.00	65.00 75.00	69.00 75.00
Irish Poker (Keeney).....	85.00	85.00	85.00	85.00
Jack Rabbit (Amusement Corp.).....	95.00 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jat Gun (Exhibit).....	215.00 225.00	215.00 225.00	215.00 225.00	215.00 225.00
Kicker and Catcher (Keeney).....	25.00	25.00	25.00	25.00
Line Meter (Exhibit).....	99.50	99.50	99.50	99.50
Line Meter (Exhibit).....	39.50	39.50	39.50	39.50
Lane Pilot (Microscope).....			75.00	75.00
Midwest Ski Ball (Cdn. Coin).....	125.00 199.50	125.00 199.50	125.00 199.50	125.00 199.50
Miss Bomber (Keeney).....	150.00	150.00	150.00	150.00
Parsons.....	225.00 240.00	225.00 240.00	225.00 240.00	225.00 240.00
Photomatic (Microscope).....	250.00 (late)	250.00 (late)	250.00 (late)	250.00 (late)
Photomatic (Microscope).....	650.00 (late)	375.00 (late)	650.00 (late)	650.00 (late)
Photomatic (Microscope).....	650.00	650.00	650.00 (late)	650.00
Pistol Prize (Chicago Coin).....	95.00 129.50			
Pitch 'Em & Bat 'Em (Scientific).....	140.00 185.00	140.00 185.00	140.00 185.00	140.00 185.00
Poker (Keeney).....	79.50	79.50	79.50	79.50
Poker (Scientific).....	99.50 125.00	99.50 99.50	99.50 125.00	99.50 125.00
Pow Express (Exhibit).....		350.00	350.00	295.00
Push-A-Ball (Cenco).....	75.00	75.00	75.00	75.00
Q-Ball (Scientific).....	15.00	15.00	15.00	15.00
QT Pool Table.....	125.00	125.00	125.00	125.00
Radway.....	100.00 110.00	100.00 110.00	100.00 110.00	100.00 110.00
Raid Fire (Bally).....	125.00	125.00	125.00	125.00
Recordo (Wilson-Gay).....	74.50 120.00	120.00	150.00	120.00 150.00
Recordo (Wilson-Gay).....	150.00	150.00(2)		
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Shooter (Keeney).....	49.50 59.50	49.50 59.50	49.50 59.50	49.50 59.50
Shooter (Arms).....	24.50	24.50	24.50	24.50
Shooter (Arms).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg).....	239.50 249.50	275.00(2)	249.50	249.50
Shoot the Bear (Seeburg).....	275.00(2)	295.00	275.00(2)	275.00(2)
Shoot the Bear (Seeburg).....	295.00	295.00	295.00	295.00
Silver Bullet (Exhibit).....	139.50 150.00	150.00(2)	139.50	139.50
Six Shooter (Exhibit).....	165.00	165.00 185.00	149.50 185.00	165.00 185.00
Six Shooter (Exhibit).....	185.00	185.00	185.00	185.00
Slee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Solo Roll (Keeney).....	150.00	150.00	150.00	150.00
Solo Roll (Keeney).....	99.50	99.50	99.50	99.50
Solo Roll (Keeney).....	99.50	99.50	99.50	99.50
Solo Roll (Keeney).....	125.00	125.00	125.00	125.00
Spot Pool.....	60.00	60.00 90.00	60.00	60.00
Standard Metal Typer.....	325.00	300.00	300.00	300.00
Star Series (Williams).....	75.00 100.00	75.00 100.00	54.50 75.00	60.00 75.00
Star Series (Williams).....	139.50	139.50	100.00 139.50	100.00 139.50
Star Series (Williams).....	125.00	125.00	125.00	125.00
Sub Gun (Keeney).....	19.00			19.00
Target Skill (ABT).....	95.00 125.00	90.00 95.00	95.00 125.00	95.00
Team Hockey (United).....	95.00 125.00	125.00	95.00 125.00	95.00
Tennis.....	99.50 139.50	99.50 139.50	99.50 139.50	139.00 169.50
Tennis.....	169.50	169.50	169.50	169.50
Ten Strike (Evans).....	75.00 169.50	75.00 169.50	75.00 169.50	75.00 169.50
T-Way Grasper (Gottlieb).....	24.50	24.50	24.50	24.50
Tube Puller.....			149.50	149.50
Undress Raider (Bally).....	95.00	95.00	95.00	95.00(2)
Up-a-Grass (Microscope).....	425.00 525.00	425.00 525.00	425.00 525.00	425.00 525.00
Western Baseball.....	85.00	85.00	85.00	85.00

**YOUR NAME** Registered with us when you buy...  
**HERCULOCKS\***  
for New Coin Machines or Replacement

**YOUR KEY CODE**  
Number in our files PROTECTS YOUR KEY  
For Your Own Use!

**INDEPENDENT LOCK COMPANY**  
FITZBURG • MASSACHUSETTS

WHAT'S NEW IN COIN MACHINES!  
WHAT ARE THEY GETTING FOR USED EQUIPMENT!  
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates  
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes! Please send me The Billboard for one year at \$10  
Foreign rates upon request. 827

Name.....  
Address.....  
City.....  
Occupation.....

**UNITED'S NEW**  
18TH FLOOR 828 SHUFFLE ALLEYS  
18TH FLOOR SUPER SHUFFLE ALLEYS  
PROMPT DELIVERY

CHI COIN TRW FRASER..... \$195.00  
BOWLER-New..... \$195.00  
KENNEY TRW FRASER-New..... \$195.00  
UNITED CIRCUS-New..... \$195.00  
UNITED STAGE-Like New..... \$195.00  
BALLY SPOT-Like New..... \$275.00  
WURTLITZER TRW FRASER-New..... \$195.00  
COTTLETS QUARTETTE..... \$195.00  
COTTLETS FOUR HORSEMEN..... \$195.00  
COTTLETS WILD WILD WEST..... \$195.00  
BALLY HOT ROD..... \$275.00  
AMU Motor Gun..... \$275.00  
Exhibit Jet Gun..... \$275.00

WRITE, WIRE, PHONE  
**CENTRAL OHIO**  
COIN MACHINE EXCHANGE  
528 S. HIGH COLUMBUS 15, OHIO  
PHONE: ADAMS 7254

**FOR SALE**

**SHUFFLE ALLEYS**  
3 Player United Perma Top & Large Pins ..... \$325.00  
4 Player Perma Top & Large Pins ..... 245.00  
4 Player Deluxe ..... 300.00  
5 Player Super Deluxe ..... 335.00  
Drum Scoring ..... 235.80

**MUSIC**  
AMU Wall Box, 5 & 10 Play ..... \$ 99.50  
Wurlt. Bar Box Model 2148 ..... 19.50  
Peckard Wall Boxes ..... 185.00  
Seeburg 410-31 3-Wire Wall Box ..... 35.00  
Wurlt. 1180 ..... 19.50  
Seeburg 410-31 3-Wire Wall Box ..... 35.00  
Seeburg 1948 Midwayway ..... 175.00  
Reck-Orla 1422 ..... 100.00

**PIN GAMES**  
Gottlieb M.C. BUN ..... \$175.00  
Williams Skisport ..... 195.00  
Gottlieb & Horneham ..... 110.00  
Williams Control Tower 50 ..... 115.00  
Gene Mercury ..... 69.50  
Gottlieb Niagara ..... 115.00  
Williams Deluxe World Series ..... 235.50  
Chicago Coin Big Hit ..... 185.00

**NOW DELIVERING:**  
Chicago Coin Super Matched Bowler  
Chicago Coin 10th Frame  
Chicago Coin Matched Bowler

**MONROE** COIN MACHINE EXCHANGE, Inc.  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(Tel.) SUPERIOR 1-4600





WE EXPORT

- PIN GAMES
MUSIC MACHINES
SHUFFLE ALLEYS

WE'VE been exporting all kinds of coin-operated equipment for years—know exactly what you require in the way of merchandise and service. We ship only the finest, top quality equipment, properly crafted, with the quickest and cheapest routes; and we guarantee prompt and efficient service. Send us your requirements and we'll fill your bill perfectly from one of the most complete stockrooms in the U.S.A.

Joe Ash

We are exclusive WURLITZER DISTRIBUTORS in Delaware—S. Jersey—S.E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street Philadelphia 30 Pa Phone: EBwood 7-4495 "You can ALWAYS depend on Active—ALL WAYS!"

- SEEBURG 148-ML \$249.00
WURLITZER 1013 135.00
ROCK-OLA 1432 80.00
C-8 ELECTRIC CIG. VEND. 139.00
Bright Lights (Bingo) \$249.00
A-B-C (Bingo) 175.00
3-4-5 (Bingo) 175.00
5 Stars (Bingo) 100.00
Wm. Majorettes (Brand New) 200.00
Chicoin Big Hit (Brand New) 210.00
Playland (5-Ball) 79.50
Punchy (5-Ball) 84.50
Champion (5-Ball) 59.50
Keeney Submarine (Arcade) 79.50
Periscope (Arcade) 89.50
Calcium Pistol (Arcade) 89.50
Miss S-Cal. Cand. Vend. 45.00
Rena S-Cal. Cand. Vend. 59.00
Hart's Cal. Cand. Vend. 79.00
Reconditioned—Ready for Location
Hony Kong—Pratics—Un. 10th Pratic—Keeney 10 Player
Chicoin Pistol (Brand New)
Term: 1/3 Dep., Bal. C.O.D.
Write for Complete List and Prices

NEW ACME-INTERNATIONAL DISTRIBUTORS Phone: Whitehall 3-0813 2627 N. Halsted St. Chicago 14, Ill.

- NOVEMBER SALE
300 WS22 Seeburg Sr wireless Wall Games (complete)..... 1 3.50
Spot Lite ..... 375.00
Bravo Spot ..... 245.00
Coney Island ..... 345.00
Chl. Coin 4 Player Derby ..... 123.00
Keeney League Bowler (reconditioned for Long Board) ..... 208.00
Rowe Bowl ..... 175.00
Knockout ..... 79.50
Baltimore Six Shooter ..... 178.00
Heavy Mitter ..... 65.00

UNIVERSITY COIN MACHINE EXCHANGE 681 North High St., Columbus 6, Ohio Tel.: University 4900

- FOR SALE
UNITED A. B. C. \$135.00
UNITED STEEPLERASE 225.00
WILLIAMS HAYBURNER 135.00
GENCO 400 175.00
HANDICAP (WILLIAMS) 189.50
All machines thoroughly cleaned, overhauled and shipped in original factory cases.

ADVANCE AUTOMATIC SALES CO. 1350 Howard St., San Francisco 3, Calif.

ATTENTION! Brand new RANGE RIDER mech. Home UNITED MATCH-A-SCORE CONVERSION UNITS, etc. in United 4 player. Alloys with Formica, ea. 226.00
5 United 4 player. Alloys with Formica, ea. 215.00
Bally My Ball 38.00
Genco Bing-a-Roll 50.00
Wurlitzer 700 49.50

OLDSHEIN DIST. CO. 1100 Broadway Albany 4, N. Y. TAVERN COUNTER GAME (Balls & Art. Boule) Cleaning collection \$37.00 (incl. 5 balls) \$7.50 ea. shipped ppd. in 30% deposit on C.O.D. Mail Order Industries 6722 Box 913 Long Beach 3, Calif. "Wishing Well!"

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of bulk orders, 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.

Table with columns for machine name, issue date, and price. Includes various shuffle games like Ace Bowler, Baseball, Big League Bowler, etc.

FOR SALE ATLANTIC CITY \$435.00 SPOT LIGHT 325.00 LITE-A-LINE 110.00 Machines are in excellent condition. 1/3 deposit with all orders. WEST SIDE NOVELTY COMPANY 547 Swallow St. Edwardeville, Pa. Phone: Kingston, Pa. 7-3041

Coin Machine Salesman Associate himself with a large distributing house in East. Must have background and experience befittng one who, as a result of his efforts, will have option to share in profit and in purchasing stock in business. Must be bondable and have proven record of integrity in coin machine field. EASTERN VENDING SALES CO., INC. 940 Linden Ave. Baltimore 1, Md.



CONVERSIONS

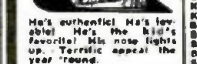
Modernize your shuffle alloys into match score games! Tremendous play volume!

King's MATCH THE WHEEL \$42.50 LITE-A-SCORES \$57.50

IF PAYS TO BUY THE BEST! Newest Design! GENUINE FORMICA TOPS

Genuine silk screened top at the lowest price! Absolutely high quality instructions, materials and silk screens silk screened during manufacturing process. Available for United 5, 6, 8, 10 Player Coin and Universal Complete with cement. C. P. Sims. \$17.50

EXHIBIT'S RUDDOLPH, THE RED NOSED REINDEER NEW NEW APPEAL PROFITS



Ma's authentic Ma's lovely! He's the kid's favorite! His new lights up. Terrific appeal the year round.

WANTED! Cash or Trade BAHIGH SIX SHOOTERS United Twin BEBOUNDS NENIX 6 PLAYERS Keeney & PLAYERS Bally PALM BEACHES Bally ATLANTIC CITY Bally POLARIS Bally BRIGHT SPOT Bally CONEY ISLANDS

7320 W. North Avenue Chicago 27, Illinois Dickens 2-0500

BE PREPARED

FIRST Class Equipment is the best anti-freeze for dropping collections.

ARCADE "First-Conditioned" Seeburg SHOOT THE BAR \$375 Bally JET GUN 315 Bally PATROL 315 TELEVIEW WITH 139 CHUCKER AIR RAIDER 139 CHUCKER SAM 139 RIPLE RANGE RAY GUN 103 United TEAM HOCKEY 95 CEN. COIN COALLES 85 EL. FOOT GUN 85 IRISH POKEE 85 EL. DALL GUN 75 EL. DALL GUN 65 Bally MY BOLL 45 CH. COIN HOCKEY 45 EXHIBIT HI BALL 55

BINGO 5 BALLS NEW Bally PROLOGS United CIRCUS "First-Conditioned" UNITED BOLERO \$275 ABC 195 JUST OFF THE PRESS FIRST'S NEW 1953 GIFT BOOK Send for your copy NOW.

SHUFFLE GAMES NEW Keeney's 10 Player TEAM BOWLER Fastest, most beautiful Shuffle Game of all!

EXHIBIT SUPER TWIN ROTATION Sensational or player game, played like actual pool.

"First-Conditioned" and Resurfaced CHICAGO COIN SIX PLAYER \$235 UNITED DELUXE 6 PLAYER \$235 6 PLAYER \$235 SKEE ALLEY 75 SHUFFLE SLUGGERS 65 SHUFFLE EXPRESS 95

SHUFFLE LING SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

WANTED! Cash or Trade BAHIGH SIX SHOOTERS United Twin BEBOUNDS NENIX 6 PLAYERS Keeney & PLAYERS Bally PALM BEACHES Bally ATLANTIC CITY Bally POLARIS Bally BRIGHT SPOT Bally CONEY ISLANDS

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

SHUFFLE BALLY SHUFFLE CHAMP 35 SHUFFLE BOWLER 75 SUPER UNIVERSAL BOWLER \$ 60 TWIN BOWLER 25 KEENEY SUPER DE LUXE LEAGUE BOWLER \$125 OCEAN LEAGUE BOWLER 295

DAVIS DISTRIBUTING CORP. SEEBURG Factory Distributors 738 ERIE BLVD. EAST-SYRACUSE, N. Y. - PHONE 5-5194 BRANCHES IN BUFFALO • ROCHESTER • ALBANY

COBRA CARTRIDGES Reconditioned and Resurfaced, 75¢ each ORIGINAL PERFORMANCE GUARANTEED - 10 Day Service Via Air Mail. ELECTRONIC INDUSTRIES P. O. Box 9088 Mesa, Arizona

WANTED WILD WEST MACHINES Good condition. None of used. Offer to Cosmo Shipping Co., Inc. 8-10 Bridge St. New York 4, N. Y.



# OPERATORS! THE NEWEST BABY HAS ARRIVED!

After 8 years in the Coin Machine Industry, we have come up with the latest and finest children's amusement machine... (bar none!).

And, while we are a new business firm, we are dedicated to principles as old as Philadelphia itself. We pledge to give the operator more value for his money; better equipment; equipment with more play appeal; and at the right price.

**Harvey Blinkoff**  
Pres.

**Sheldon Kravitz**  
Vice Pres.

**DISTRIBUTORS!!  
TERRITORIES OPEN!!**

CALL • WIRE • WRITE

**FADCO**  
MANUFACTURING CO.

7309 State Road Philadelphia, Pa.  
Phone DE 2-2112 or 2-2113

## Coinmen You Know

Continued from page 100

ther...Marvel Manufacturing is doing a big business in both regular scoreboards and the horse collar variety. Ted Rubenstein reports...Mid-State Company, headed by Bruno Kosak, finds brisk activity in both shuffle and in-line scoring games...Herb Perkins, Purveyor, is back from his whistle stop trip to California.

Coven Distributing has a new parking lot for the convenience of its customers. It is located on the property which will eventually house the Coven firm...First Distributors thru Wally Finke reports a noticeable upswing in used games. Joe Kline adds that demand for the Keeney 10-player game is high...Sam Lewis and Ed Levin, Chicago Coin, have

been pleased with the heavy response to Bowl-a-Ball game. It ushers a new era in bowling games by using a ball instead of a puck...Clayton Nemeroff and Charlie Pizzi, Monarch Coin Machines, report new and used game sales on the increase.

### Los Angeles

Homer Ra Zor, of First National Music Company, Burbank, heads for San Francisco November 6 to attend a conclave of the Air Mail Pioneers to be held at the St. Francis Hotel. Ra Zor with his partner, Walter Fernando Valley, thruout the San Francisco Valley district. In 1924 he was among the pioneers associated with the air mail service in Rock Springs, Wyo.

### Hot Jazz Records

Continued from page 48

liver a slick reading of the familiar items which should please their many fans.  
At a Perfume Counter...77  
More of the same here.

#### ARMAD JAMAL' ORK

A Gal in Calico...73  
OKEH 6911—Fine top piano here as Jamal's trio comes thru with another good disk.  
All and Ditty...73  
This is a smooth mood-instrumental with Jamal's piano work sparkling throughout.

#### CAL TRADER TRIO

Three Little Words...70  
GALAXY 705—Trader plays drums while the piano and bass supply added rhythm and the melody line on a fine bank of uprights keep on the oldie. Excellent material for the Brebeck, Getz, Parker, Gillespie, et al. fans.  
Lullaby of the Leaves...63  
Strictly for the connoisseur in this easy bit of vibes, piano and bass bop. The ultra slow tempo almost precludes exclusive bop etique suitability. It's wonderful music, tho.

#### HAMPTON HAWES TRIO

Three Swell...68  
DISCOVERY 164—Hampton Hawes, an unfamiliar jazz name, leads the group on piano. Rest of the trio consists of well-knowns Joe Mondragon on bass and Shelly Manne on drums. Hawes is, as demonstrated here, a first rate bop pianist.  
Jumpin' Jacques...68  
A striking buck-dance type of original by Hawes shows him off to good advantage.

### Spiritual

#### SPIRIT OF MEMPHIS QUARTET

Lord Jesus (Part 1 & 2)...80  
KING 4576—This on-the-spot recording cut at a special concert held in a Memphis temple comes across with realistic impact. The group has an improvisational style that underlines the religious fervor they display. Crowd noises and a sense of "presence" heightened the illusion. An unusual disk that should do well in the market.

#### THE WARD SINGERS

Until I Found the Lord...80  
SAVOY 4041—This is a fine, driving spiritual reading by the firm group. How Many Times...80  
The tempo slows up, but the fervor is still there. The group delivers the lyrics with power and feeling.

#### THE CARAVANS

Count Your Blessings...74  
STATES 108—The four gals impress as another fine spiritual group. Leading the rocking hand-clapper is soloist Elise Yancy, a first rate shouter. Stranger of Gallilee...71  
Albertine Walker takes over as lead shouter for another good side.

#### LUCILLE PARKS SINGERS

Rough and Rocky Road...74  
SAVOY 4040—The singers turn in a good performance of an opus characterized by a strong and infectious beat. A good side.  
Saved By the Power Divine...68  
Lead singer has an intense style that's seconded by the group. Flip has the greater impact, tho.

**GIVE to CONQUER CANCER**

AMERICAN CANCER SOCIETY

**SPECIAL! "POP" CORN SEZ 10¢ VENDORS RECONDITIONED LIKE NEW! WRITE**

**SPECIAL-PANORAMS**  
Guaranteed Reconditioned WRITE

**SPECIAL! Map! 9-8 Cig. Mach. Factory Reconditioned...\$149.50**

**WANT TO BUY**  
Bright Spot - Coney Island - Leaders - Atlantic City - Palm Beach - Boat Lines

**Reconditioned Equipment**  
Bakers...\$275.00 Rec. Leas. Swit. 8145 Double Header, 200 1/2 SPLIT LIST A-1-2 New...\$165

Un. 18-Frame Star Chinatown  
Un. 18-Frame Super Krazy Team Bowler  
Bally Super 2000 Twin Red  
Circuit Super 2000 Big Bronze Exhibit "Trophy"  
Wm. Hone Kong  
Chicago Coin 4-Player Bowl-A-Ball  
New Rock-It Shuffleboard Top  
FOR COMPLETE LIST

**CLAY HINEMOFF • CHARLEY PIEM**

**MONARCH COIN MACHINE, INC.**  
237-67 N. Lincoln Ave., Chicago 14, Ill.  
Phone: Lincoln 9-3776-79

**LONDON HAS THE ANSWER**

**TO ALL YOUR NEEDS FOR QUALITY GAMES AND MUSIC—NEW OR USED!**

**SHUFFLE GAMES**  
Shuffle Express...  
Chicago Coin Shuffle...  
Alley...  
Universal...  
Deluxe Bowler...  
Speed Bowler...  
**\$49.50 EACH**

**TAKE YOUR CHOICE**  
Ten Pins...  
Shuffle Alley...  
Bowling...  
Lexus...  
Shuffle Lane...  
**\$24.50**

**NEW GAME SPECIALS**  
Date Gun...  
All Star Baseball...  
Trio Score...  
Shoe 'n' Go...  
WRITE

**NEW LOW PRICES!**  
Cinderella...  
Black Gold...  
Serenade...  
Wisconsin...  
Trotter Action...  
Merry Widow...  
Brow Ball...  
Trade Winds...  
Spin Ball...  
Crazy Ball...  
Catalina...  
Stormy...  
Dev-Wa-Ditty...  
Monte Carlo...  
Virginia...  
Yankee...  
Gullie...  
Maryland...  
Lucky Inking...  
Rondeau...  
Master League Base...  
Ball...  
Moon Glow...  
Annapolis...  
Et Pass...  
C.C.D.

**FIVE-BALLS**  
Camel Crovan...  
Three Feathers...  
Floating Power...  
Champion...  
Samba...  
Maroon...  
Altoza...  
Altoza in Wagon...  
Land...  
Lady in Wood...  
Bumpy Dumpty...  
Annapolis...  
MH Parade...  
C.C.D.

**NEW LOW PRICES!**  
CAMEL CROVAN...  
THREE FEATHERS...  
FLOATING POWER...  
CHAMPION...  
SAMBA...  
MAROON...  
ALTOZA...  
ALTOZA IN WAGON...  
LAND...  
LADY IN WOOD...  
BUMPY DUMPTY...  
ANNAPOLIS...  
MH PARADE...  
C.C.D.

**TERMS:** 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

**S. L. London Music Co., Inc.**

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

**UNIVERSAL BOWLOMATICS**

All Equipment Cleaned, Reconditioned—ready for location.

Bright Lights...\$225.00  
Coney Island...\$225.00  
Keeney Lite-Line...\$225.00  
Five Star (2)...\$225.00  
Spark Plug...\$175.00  
Hayburner...\$165.00  
Chicoin Skeo Ball...\$175.00

Golf Knockout...\$49.50  
Golf Basketball...\$75.00  
Will Sportsman...\$145.00  
Golf, Happy-Go-Lucky...\$145.00  
Williams Pinky...\$90.00  
Bally Champion...\$50.00  
Bally Futurity...\$250.00

NOW DELIVERING—Bally France, United Circus, Chicoin 6 Player, United 4 Player, Chicago Derby, Gottlieb, Chinatown.  
1/3 Deposit with order, Balance C.O.D. or Bank Draft.

**THE HUB ENTERPRISES, INC.**  
32 S. CHARLES ST. LEXINGTON 6446-7 BALTIMORE 1, MD.

**Matches the WHEEL**

**MATCH the WHEEL**  
Only \$42.50

1/3 deposit, balance C.O.D.  
Guaranteed MATCHING COIN-VERSION UNIT, installed in minutes on location. Immediate delivery.

Distributor Territory Available  
1505 Coney Island Ave. Brooklyn 30, N. Y. ESplanade 7-0787

**KINGS AMUSEMENT CO.**

**MUSIC! MUSIC! MUSIC!**

SEEBURG 1-44 HIDEAWAY...\$150  
SEEBURG 1-47...\$150  
SEEBURG 1-48 BLOOD...\$150  
SEEBURG 1-48 HIDEAWAY...\$150  
SEEBURG M-105A...\$150  
WURLITZER 1018...\$150  
WURLITZER 1088...\$150  
WURLITZER 1098...\$150  
WURLITZER 1230...\$150  
WURLITZER 1240...\$150

WURLITZER W.D. MIDWAY \$150  
WURLITZER W.D. 1072...\$150  
ROCK-OLA 1072...\$150  
ROCK-OLA 1075...\$150  
ROCK-OLA 1078...\$150  
ROCK-OLA 1079...\$150  
ROCK-OLA 1080...\$150  
ROCK-OLA 1081...\$150  
ROCK-OLA 1082...\$150  
ROCK-OLA 1083...\$150  
ROCK-OLA 1084...\$150  
ROCK-OLA 1085...\$150  
ROCK-OLA 1086...\$150  
ROCK-OLA 1087...\$150  
ROCK-OLA 1088...\$150  
ROCK-OLA 1089...\$150  
ROCK-OLA 1090...\$150  
ROCK-OLA 1091...\$150  
ROCK-OLA 1092...\$150  
ROCK-OLA 1093...\$150  
ROCK-OLA 1094...\$150  
ROCK-OLA 1095...\$150  
ROCK-OLA 1096...\$150  
ROCK-OLA 1097...\$150  
ROCK-OLA 1098...\$150  
ROCK-OLA 1099...\$150  
ROCK-OLA 1100...\$150  
ROCK-OLA 1101...\$150  
ROCK-OLA 1102...\$150  
ROCK-OLA 1103...\$150  
ROCK-OLA 1104...\$150  
ROCK-OLA 1105...\$150  
ROCK-OLA 1106...\$150  
ROCK-OLA 1107...\$150  
ROCK-OLA 1108...\$150  
ROCK-OLA 1109...\$150  
ROCK-OLA 1110...\$150  
ROCK-OLA 1111...\$150  
ROCK-OLA 1112...\$150  
ROCK-OLA 1113...\$150  
ROCK-OLA 1114...\$150  
ROCK-OLA 1115...\$150  
ROCK-OLA 1116...\$150  
ROCK-OLA 1117...\$150  
ROCK-OLA 1118...\$150  
ROCK-OLA 1119...\$150  
ROCK-OLA 1120...\$150  
ROCK-OLA 1121...\$150  
ROCK-OLA 1122...\$150  
ROCK-OLA 1123...\$150  
ROCK-OLA 1124...\$150  
ROCK-OLA 1125...\$150  
ROCK-OLA 1126...\$150  
ROCK-OLA 1127...\$150  
ROCK-OLA 1128...\$150  
ROCK-OLA 1129...\$150  
ROCK-OLA 1130...\$150  
ROCK-OLA 1131...\$150  
ROCK-OLA 1132...\$150  
ROCK-OLA 1133...\$150  
ROCK-OLA 1134...\$150  
ROCK-OLA 1135...\$150  
ROCK-OLA 1136...\$150  
ROCK-OLA 1137...\$150  
ROCK-OLA 1138...\$150  
ROCK-OLA 1139...\$150  
ROCK-OLA 1140...\$150  
ROCK-OLA 1141...\$150  
ROCK-OLA 1142...\$150  
ROCK-OLA 1143...\$150  
ROCK-OLA 1144...\$150  
ROCK-OLA 1145...\$150  
ROCK-OLA 1146...\$150  
ROCK-OLA 1147...\$150  
ROCK-OLA 1148...\$150  
ROCK-OLA 1149...\$150  
ROCK-OLA 1150...\$150  
ROCK-OLA 1151...\$150  
ROCK-OLA 1152...\$150  
ROCK-OLA 1153...\$150  
ROCK-OLA 1154...\$150  
ROCK-OLA 1155...\$150  
ROCK-OLA 1156...\$150  
ROCK-OLA 1157...\$150  
ROCK-OLA 1158...\$150  
ROCK-OLA 1159...\$150  
ROCK-OLA 1160...\$150  
ROCK-OLA 1161...\$150  
ROCK-OLA 1162...\$150  
ROCK-OLA 1163...\$150  
ROCK-OLA 1164...\$150  
ROCK-OLA 1165...\$150  
ROCK-OLA 1166...\$150  
ROCK-OLA 1167...\$150  
ROCK-OLA 1168...\$150  
ROCK-OLA 1169...\$150  
ROCK-OLA 1170...\$150  
ROCK-OLA 1171...\$150  
ROCK-OLA 1172...\$150  
ROCK-OLA 1173...\$150  
ROCK-OLA 1174...\$150  
ROCK-OLA 1175...\$150  
ROCK-OLA 1176...\$150  
ROCK-OLA 1177...\$150  
ROCK-OLA 1178...\$150  
ROCK-OLA 1179...\$150  
ROCK-OLA 1180...\$150  
ROCK-OLA 1181...\$150  
ROCK-OLA 1182...\$150  
ROCK-OLA 1183...\$150  
ROCK-OLA 1184...\$150  
ROCK-OLA 1185...\$150  
ROCK-OLA 1186...\$150  
ROCK-OLA 1187...\$150  
ROCK-OLA 1188...\$150  
ROCK-OLA 1189...\$150  
ROCK-OLA 1190...\$150  
ROCK-OLA 1191...\$150  
ROCK-OLA 1192...\$150  
ROCK-OLA 1193...\$150  
ROCK-OLA 1194...\$150  
ROCK-OLA 1195...\$150  
ROCK-OLA 1196...\$150  
ROCK-OLA 1197...\$150  
ROCK-OLA 1198...\$150  
ROCK-OLA 1199...\$150  
ROCK-OLA 1200...\$150

Reconditioned—Reinstated! Terms: 1/3 Dep., Balance C.O.D.  
FOREIGN BUYERS—Write for Latest Postwar Phonograph Catalog  
**ATLAS MUSIC COMPANY**  
2200 W. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 4-5005

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



# Shaffer Specials



LATE MODEL  
RECONDITIONED PHONOGRAPHS

traded in on the NEW  
Seeburg **Setomatic**

<b>SEEBURG</b>	<b>WRITE</b>	<b>WURLITZER</b>	
M-100-A	750	800	\$49.50
1946 (Hideaway Metal)	\$99.50	219 Stepper	25.00
W4-L56 (S/10/25) Wireless	27.50	3020 (48)	39.50
3W2-L56 (Sc) 3 Wire	17.50		
		<b>MISC.</b>	
		Seeburg Bear Gun	\$219.50
		Uneda Monarch Cg.	
		Vendor	79.50
		Rowe Elec. Cg. Vendor	169.50
		National 930	99.50
		Packard Wall Box	\$ 3.95
		Rock-Ola 1426	124.50

Write for Illustrated Catalog of Late Model Phonographs  
Terms: 25% deposit, balance C.O.D.

## Shaffer Music Co.

Columbus, Ohio  
606 S. High St.  
Main 5563

Cincinnati, Ohio  
1200 Walnut St.  
Main 6310

Indianapolis, Ind.  
1327 Capital Ave.  
Lincoln 1571

Exclusive Seeburg Distributors

## M & M Candy, Hawley Hoops Firms Merge

NEWARK, N. J., Nov. 6.—A merger of M & M Candy Company here with Hawley & Hoops, Boston, became effective last week.

The Hawley & Hoops stock was bought by Forrest E. Mars, principal stockholder of M & M. All Hawley & Hoops equipment is being shipped from Boston to Newark. Prior to its purchase by Mars, the Hawley & Hoops stock was owned by Gum Products, Boston.

Officers of the new corporation, Hawley & Hoops, Inc., are John McNamara, president; Charles F. White, vice-president in charge of sales; Robert E. Morrison, vice-president in charge of manufacturing; Thomas Kelly, vice-president and treasurer; Pete Trimont, vice-president in charge of research; and Elleh Beeks, vice-president and administrative coordinator.

Hawley & Hoops had made candies principally for vending machines. While officials of the new corporation said that no definite plan had been set for products made by the old Hawley & Hoops firm, they thought that its line A-No. 1 candies would still be produced. Definite plans will be formulated in mid-December.

### Confectionary Volume

Dollar value of confectionary manufacturers' sales in September was an estimated \$99,454, a 63 per cent increase over August sales, and a 3 per cent rise over sales during the previous September, the Census Bureau announced last week. Dollar value from January 1 thru September 30 this year was \$313,679, 1 per cent below the corresponding period last year. Candy bar sales dropped 5 per cent in dollar value in the first nine months of 1952, from the corresponding 1951 period total of \$186,630.

### GENUINE DE LUXE FORMICA TOPS

Buy the finest available at the best possible price. Easily installed in matter of minutes. Eliminate time and expense refinishing playfields. Comes complete with fast drying glue and instructions. Available all United, Chi. Coin, Keeney, Universal, 9" or 9 1/2" size.

\$16.95 ea. 5 or more, \$15 ea.

### ROCK-OLA 1953 FIREBALL 120

120 selection phonograph. Magnificent tone. Accumulates up to 48 plays. Fastest one-button selection. 45 RPM or 78 RPM models available now. See it—hear its impact! It's now! You'll like it.

WILLIAMS

### MUSIC MITE

Brand new. Modern design. Ten selection 45 RPM phonograph. 50 play \$145 5-10-24 \$195

### MISCELLANEOUS EQUIPMENT

Bullseye JET GUN	8225
Keeney BOWL CHAMP	125
Exhibit BIZ SHOOTER	195
Exhibit GUN PATROL	45
Bullseye DALL GUN	335
Keeney DE LUXE BOWLER	195
Williams HAYBURNER	195

### WANT TO BUY FOR CASH

BALLY	BROADWAY
PALM BEACH	CONY ISLAND
BITE SPOT	LIGHTS PROLICS
BRIGHT CITY	ATLANTIC CITY
SUNSHINE PARK	

### NEW GAMES

Bally PROLICS  
Bally CHAMPION HORSE  
UNITED 18TH FRAME BOWLER  
Williams HONG KONG

### ACE COIN COUNTER

A real time saver. Counts coins and wraps them. Weighs less than 8 lbs. Complete with tubes and reel meter. Counts to 50, 100, 250.  
This brand new model  
Only \$15.95

### 25 Bally TURF KINGS

Uncrested. To be sold in one lot complete. Good working order.  
Terms: 1/3 deposit, balance cash draft.



Chicago 47  
2330 N. Western Ave.  
Vaughan 4-2300

## Mayflower Specials!

—CLOSEOUTS—  
NEW—IN ORIGINAL CRATES

UNITED BOLERO	\$325.00
UNITED STEEPLCHASE	300.00
UNITED 5 STARS	175.00
FUTURITYS	475.00
CROSS THE BOARD	475.00
BALLY SHUFFLE LINE	150.00
CHICOIN HIT PARADE PHONO	135.00

### RECONDITIONED

SPOT LIGHTS	\$375.00
SEEBURG BEAR GUNS	225.00
KEENEY DOUBLE BOWLER	75.00
BALLY SPEED BOWLER	35.00

1/3 DEPOSIT WITH ALL ORDERS

## Mayflower Distributing Co.

2218 UNIVERSITY AVENUE ST. PAUL, MINNESOTA

### ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 36 or 106 play by a simple plug switch-over.

OVERHEAD MODELS  
Horsecollar (15-21-50 pts.) \$125.00 ea.  
Marvel Score (15-21 pts.) \$125.00 ea.  
1" RVEL MFG CO

WALL MODELS  
Horsecollar (15-21-50 pts.) \$95.00 each  
Marvel Score (15-21 pts.) \$95.00 each  
Terms: 1/3 dep., bal. C.O.D. or S.D.  
2445 W FULLERTON, CHICAGO 47, ILL.  
Tel.: Dickers 2-2424

### ATTENTION, IMPORTERS...

We have just purchased the LARGEST STOCK of used equipment in America. Over 500 games to choose from and plenty of music. Best of all, everything is ready for immediate delivery. WE HAVE OVER 100 WURLITZER 1015's and 35 WURLITZER 1100's. ALSO AVAILABLE:

WURLITZER 250's AMI "C"  
ROCK-OLA 1422's & 1426's

WRITE FOR COMPLETE LISTS TODAY—  
PROMPT ATTENTION GIVEN TO ALL ORDERS

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS  
Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT!



40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. 523-4142-4140

### LOCATION & ARCADE EQUIPMENT

Betting Practice	\$ 95.00
Chicken Sam and other Seeburg	
Gun	110.00
Dale Gun, Chi. Coin	100.00
Flam Hockey (Console)	75.00
Castle	110.00
Lit-A-Lympic (Baseball)	85.00
Metal Tapper	100.00
Pistol, Chi. Coin	125.00
Photomatic	650.00
Quarter Back	65.00
Shoot-The-Bar	275.00
Super World Series	175.00
Telescopic with film	125.00
Art Shows and Film, Shipman	\$49.50
Counter Grip, Mercury	35.00
Challenger, A. B. T.	90.00
Shooter, Acme	90.00
Skill Gun, A. B. T.	25.00
SKILL Test, Groschen	35.00

### MUNVES RECONDITIONED MACHINES

LOOK AND WORK LIKE NEW  
Big, Beautifully Illustrated  
Catalog FREE

### MIKE MUNVES

577 Tenth Ave. 1st 42nd St.  
New York 18, N.Y. BRyont 9-6877  
40 YEARS SERVICE'S EST. 1912

# The Latest and Greatest!

### CHECK THESE FEATURES:

- No-Mar patented 3 color permanent finish—scratches cannot show
- Latest ultra modern body design — 30x64 inches — sturdy unbreakable plastic
- Precision mechanism with Meonite cams and oilless bushings—requires no weekly service

FINANCE PLAN  
AVAILABLE



- Automotive lifetime flashers — 14 lights in use while machine is in operation
- Unbreakable lucite guns with realistic noisemakers
- Variable speed motion controlled by joystick—operator can adjust starting speed.

Low insurance rates

### MARS MANUFACTURING COMPANY

1111 E. Elizabeth Avenue  
Linden, New Jersey  
Linden 3-4143



**BETTER BUY FROM BANNER**

**BETTER BUY from BANNER**

**BINGO GAMES**

**NEW UNITED CIRCUS**

**ARCADE EQUIPMENT**

**NEW**

Auto Photo Write  
Seat Pad Coin Operated  
Foot Tapper  
United Team Hecker \$ 90

**USSR**

Set-A-Score \$199  
Sawtooth Music 290  
Gottlieb Big Bands Write  
Grip Alloy Deluxe 140  
Pennyroyal Bellows 100  
Pitch-Bin & Bell 100  
Guitzer 110  
Super Pool 60  
Total Roll 90  
Wilder-Gay Recordograms 120

**Retractable Costers**

Only **\$12.50** Fits All Mechanical Horses

Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.

**PIN GAMES**

**USED**

Skill Pool (slightly used) \$236  
A-B (Slings Type) 190  
Blue Blies 210  
Cavalry 220  
Circus 210  
County Fair 230  
Devil's Action 100  
Eight Ball 100  
Fighting Irish 100  
Four Stars 100  
Golf 100  
Handicap 100  
Mayhew 100  
Miss & Buns (Com.) 100  
Jolly 100  
Just 21 100  
Wrecking 100  
Lucky Innings 100  
Navy 100  
Motorcycles 100  
Odds 100  
Olympics 100  
Paratrooper 100  
Punch 100  
Ranch Head 100  
Street & Card 100  
Shop Shop 100  
Blue Fish 100  
Steele Chase 100  
Step & Go 100  
Swingers 100  
Things 100  
Trolley 100  
Wisconsin 100

**NEW**

Gottlieb China Town Write

**VENDING**

**NEW**

**BRADLEY Carbonated Drink Vendor**

1,000 Cap Capacity 2-Flavor \$480

Cigarettes, 3 column 64  
Cigarettes, 6 column 64  
Keweenaw Cigarette Vendor Write

**SPECIAL**

Keweenaw Cigarette Vendors Write  
4 Refresh-Mats (slightly used), each \$240

**NEW**

**UNITED Tenth Frame Super Six Player. Immediate Delivery. Write**

**UNITED Tenth Frame Star Shuffle Alley. Immediate Delivery. Write**

**USED**

BANNER'S Original Match-A-Score Novelty Play \$118

BANNER'S Original Match-A-Score Free Play 140

Chicago Coin Ace Bowler 70

Chicago Coin Bowler 40

Chicago Coin Classic 70

Genco Shuffle Jargon 90

Keweenaw League Bowler, 9' Model 140

Shuffle Alley Express 50

Single Shuffle Alley Rebound 70

Single Shuffle Alley Rebound w/Parade 90

United Double Shuffle Alley 50

United Shuffle Alley Double Deluxe Fly-A-Way Pin Conversion 70

United Shuffle Slugger 70

United Shoe Alley 70

United Twin Shuffle Code 110

Universal Super Deluxe Twin Bowler 90

Williams Double Header 60

**MUSIC DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY**

**AMI**

**1/3-Certified Deposit, Balance C.O.D. or 5/D. Full Payment Saves C.O.D. Charges.**

**BANNER SPECIALTY COMPANY**

199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700

Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

Endorsing only the very best since 1917

# CHINATOWN



SOLD OUT!

Another great Gottlieb game... and again more orders than production can accommodate!



We're sorry if you failed to get yours, but when it's a Gottlieb game, you can't wait until the last minute to buy! To be sure of delivery on the next Gottlieb winner, you must order early from your distributor!

D. Gottlieb & Co.

1140-50 N. KOSMIN AVE  
CHICAGO 31, ILLINOIS

"There is no substitute for Quality!"

**Cliff Clef Says:**

**COVEN SPECIALS THIS WEEK!**

Wurlitzer Model 1015	\$149.50
Wurlitzer Model 750E	59.50
Universal 5 Star	89.50

One-third deposit, balance C.O.D.

**COVEN** distributing company  
310 E. Ivan Chicago 18, Ill.  
INdependence 3-2310

**Exclusive Distributors of Wurlitzer Phonographs**

**Dance Dan**

NEW LOW PRICE! IF GAMBLER trade stimulator. Takes in bushels of pennies. Life-like, wooden marionette fair dances when coin lands in target cup. Electrical Player bands come against oakboard masonry fittings in cashbox below. Wood cabinet. Lights under awning. Fill in slip, get 20 lbs. Immediate \$29.50 AGENTS WANTED; OTHERS NOT ITEMS! WEBB DISTRIBUTING CORP. Chicago 31, Ill.

## Record Reviews

Popular

Continued from page 48

**HELEN O'CONNELL**  
You're the Only One I Adore... 78  
CAPITOL 2280—Helen O'Connell and the orchestra thru this wild piece of material, giving it an exciting and very lively touch. The side should grab a lot of juke spins and may catch coins.

**Don't Bother to Knock... 60**  
The thrush gives this one a hard try but the material is rather thin. Ork hands it a strong beat.

**MINDY CARSON-PERCY FAITH ORK**  
Barrett's Barretts of Blues... 77  
COLUMBIA 3985—Mindy Carson's first solo warble on the label shows the canary off nicely. The thrush hands the lively melody happy reading and the Faith ork backing still gives a solid beat. Disk will grab juke spins.

**All the Time and Everywhere... 74**  
An addictive new ballad is sung prettily by the thrush with close support from the ork. She projects more strongly on the flip, but this side will catch some spins too.

**LOUISE GRAY**  
I Don't Care... 77  
DECCA 28469—Hand claps underlie the strong beat which carries along this reading of the attractive ditty. Miss Gray hands it an engaging interpretation that many will enjoy. She has a here that can do her a lot of good on the coin boxes.

**Two Other People... 71**  
Romantic ballad in delivered persuasively by the songstress. A good side.

**THE MODERNAIRES**  
He's Got That Thing... 77  
CORAL 6081—Novelty rhythm opus is read stylishly by the combo. Effort has a solid beat and the side might come in for a bit of delay and juke attention.

**Whistler... 73**  
The tuneful oldie is given a fancy revival here. Group comes across effectively and is supported strongly by the ork.

**BILL KENNY**  
Fascinating You... 76  
DECCA 24462—Bill Kenny leads with his distinctive piping while Ink Spots backing and the aid of the Sy Oliver ork. It's a pleasant side that fits into the Kenny tradition.

**I Counted on You... 74**  
Named as the flip side.

**JOHN ARCESI**  
I'm Alone Because I Love You... 76  
CAPITOL 2275—The pretty item is performed smoothly and with feeling by the singer with fine work by the plattersmiths.

**I Promise You... 72**  
Arcesi turns in a satisfactory job on the Mercer-Atten oldie, singing it a bit stiffly while the ork dresses up the tune via a listenable arrangement.

**DON ESTES-NORMAN LEYDEN ORK**  
All Day Single  
and Dance on the Ground... 76  
V 20-5028—Cheerful opus about a picnic down South gets an equally cheerful rendition by the chanteur, ork and chorus. It's one of Estes' best washers in a long time and should be welcomed by his fans.

**One Kiss... 72**  
Dirty about a taste of romance has a folksy flavor, Estes and chorus award it a strong reading. A listenable side.

**PAT TERRY-SID FELLER ORK**  
April Fool... 76  
DECCA 24461—The warbler hands the ballad a tender, warm vocal, setting the effort in intimate style, somewhat like a love-lorned Vic Damone. The ork lends masterful backing. Terry has a good, listenable style.

**Did I Remember... 69**  
The lovely oldie receives another pleasant, intimate vocal by the warbler, with good support from the ork.

**ROB EBENLY**  
Everything I Have Is Yours... 78  
CAPITOL 2273—The disk shows the ballad revived via the flick, receives a sincere vocal from the warbler over a danceable ork backing.

**Forget Me Not... 73**  
Ebenly sets this fragile little ballad with a lot of charm, backed by the chorus and a pretty ork arrangement.

**IMBROTHERY COLLINS-SNOOKY LANSON**  
I Will Still Love You... 78  
DECCA 24461—The "His Parade" warblers, together for the first time on wax, come thru with a listenable effort here. Litty is a country-style novelty and it's delivered at an attractive bop.

**Jump Back Honey... 72**  
Tho' the tune does nicely in this reading of the rhythm opus, the wax competition is probably too strong for more than token recognition to be awarded this latest entry.

**LITTLE SYLVIA**  
A Million Tears... 75  
JUBILEE 5100—The thrush has a powerful firm here in this attractive new weeper ballad. Tune is pretty and the thrush hands it a good rendition, helped by smooth ork backing. Tune could stir action if exploited.

**Love's Name My Heart... 76**  
Little Sylvia does a warm job with this ballad, but the flip carries all the excitement.

**JOYCE BRYANT**  
A Shoulder to Weep on... 75  
OKEMI 6927—Miss Bryant opens her disk career on the label with a sensitive reading of the new tune. Ork

and humming chorus add a fine backing. Thrush, who is creating some action via her night club appearances, projects strongly, and with the right material could break thru.

**Love for Sale... 70**  
This is a cute and wonderful tune which has always fallen short of what it might have been because the lyrics were banned by most radio stations. What will happen this go-around remains to be seen. Thrush's reading is heavy with emotion. If juke can spin it could get attention.

**GEORGIA CARR**  
I Dream of You... 74  
CAPITOL 2277—Miss Carr's presentation is an accident one. Her reading of this quiet ballad should please her fans.

**I Let a Kiss Go Out of My Heart... 73**  
The old favorite is sung with spirit by the thrush with the Nelson Riddle ork backed by the brass, providing a listenable background.

**WICKY HALE**  
If You're No... 74  
DANA-7101—A new disk artist opens his wax career with a sparkling reading of the appealing new tune. Hale is of the bus-sound school, the project nicely and has a warm set of pipes. Jimmy Carroll ork lends nice backing.

**Open Your Heart... 71**  
Hale again shows to nice advantage on this effort. There's a tear in his voice. Ork shifts from fox trot to a thumba beat at one point for an interesting effect.

**HELENIE FIELDS ORK**  
Everything I Have Is Yours... 74  
CORAL 60817—Fields blows some pretty air on this instrumental version of the oldie, now being revived via the flick while the ork supports him neatly. Jukejays may use.

**Hardcore... 68**  
The ork shows off every type of ork style possible in this hedge-podge arrangement of the oldie, but it ends up as a mild-mash.

**JERRY GRAY**  
Jazz... 73  
DECCA 28435—Interesting performance of the Spanish dance tune by the ork featuring a lot of reed work and strong ensemble playing. A danceable platter.

**Best You Is My Woman... 73**  
Smooth instrumental siding of the Gershwin "Foggy and Bew" favorite, played in a semi-Glenn Miller style by the Gray ork.

**LISA KIRK**  
Boomerang... 73  
V 20-5016—Patter ditty is sold effectively by the thrush to a wild backing by the ork. Side builds in excitement, and may get delay play.

**Harlequin... 70**  
Miss Kirk and ork are heard in another production opus. The gal gives it her all and that's a good deal.

**TEDDY PHILLIPS ORK**  
Hick on a Mountain... 73  
KING 15207—Effective use of a large chorus and a splash ork arrangement help make this new ballad a listenable and danceable disk item. The ork plays it smoothly and the platter should be used by the juke.

**Chapel of St. Clare... 68**  
Big new effort is performed satisfactorily by the chorus and ork. However material is rather thin and slow is dullish.

**LOUIS JORDAN ORK**  
You're Much Too Fat... 73  
DECCA 24444—Jordan socks across a humorous lyric about obesity. His ork bammers out a fast trot beat behind him.

**Friendship... 68**  
This side is a sabbler with Jordan carrying on about false friendship with the band members joining in from time to time.

**FRED LOWERY**  
Sweet Lillian... 72  
COLUMBIA 39887—Whittier Fred Lowery does a pretty job on this warm greenery, aided in his whistling by a smooth chorus and ork. His fans will enjoy.

**Dancing Tambourine... 72**  
Same Comment.

**BETHE DOUGLAS**  
Memory Lane... 72  
VOGUE 1013—Miss Douglas carries this one nicely with her warm and coy-sweet-to-voice. Ork is on the lush side.

**Forgive and Forget... 60**  
Songstress gives an okay reading to this tune which is in the minor key. Ork behind her is heavy with strings.

**LU ANN SIMMS-PERCY FAITH ORK**  
It's the End of the Lane... 63  
COLUMBIA 3985—A moody blues ballad is sung in rather dull style by the young canary, recently puffed by the label. Ork has a strong arrangement but the listless vocal doesn't help.

**Red & Roses... 60**  
Lu Ann Simms turns in a so-so reading of this new ballad, tho' the ork of this new ballad, tho' the reading is nice. Ork's production is poor and the words come thru with little meaning.

**ALAN PAUL-BUDDY MOSTER'S ORK**  
Late, Oh, Late... 63  
RIALTO 600—Waite ballad sounds almost like an all-time three-quarter beat favorite. The resemblance may help it some.

**Brave... 59**  
Paul warbles the romantic ditty appealingly above a Latin beat.

**NORMY HOAGY ORK**  
I Had a Dream... 62  
LITTON 1449—Time is pleasantly played by the Hoagy ork in a good dance tempo. Ork backed by Jodi.

**Rock and Roll... 60**  
A deep lament is sung by Michael Fowler with nice support from the ork.





**ORDER Williams HONG KONG**

# HONG KONG

**NEW! Fast! EXOTIC! NEW!**

**COMBINING POPULAR IN-LINE PLAY WITH HIGH NUMBER SCORING!**

**Yes! 29 DIFFERENT WAYS TO SCORE REPLAYS!**

**IMAGINE!**

- ANY THREE IN LINE lite up both top side roll-overs for replays!
- MAKING BUMPERS 1 to 8 scores replay and lites both side bottom rollovers for replays!

**Fast and Furious THUMPER BUMPER AND FLIPPER ACTION!**

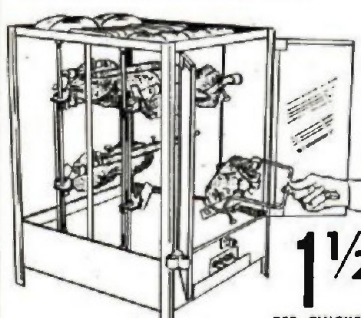
**NO ALLEE SAMEE!**

**CREATORS OF DEPENDABLE PLAY APPEAL!**  
6242 W. FILDARE ST. CHICAGO 24, ILL.



**NEW!**

## Alert Operators Please Note New BARBE-CUTIE



**Means Sizzling PROFITS!**

**OPERATORS ARE BUILDING NEW ROUTES DAILY—**

**1 1/2¢ PER CHICKEN**

**INCREASING PROFITS!**

**A NATURAL FOR AMUSEMENT PARKS, BEACHES, ARCADES, KIDDELANDS**

Here is the greatest development in the history of barbecue roasting... the new Barbe-Cutie Infra-Red Barbecue Roasting Machine... in a space of only 2 1/2 square feet your customer can barbecue eight whole chickens at a cost of as little as 1 1/2¢ per chicken!

You can't help reaping enormous profits with Barbe-Cutie's tremendous mark-up range from \$197.50 a machine. But you must call down your protected territory... to act at once. Write now, be sure to tell us how you operate, lines you carry, territory you serve.

**BELL ENGINEERING COMPANY**  
DEPT. B-12, 2858 S. W. 32nd STREET MIAMI, FLORIDA

**RIDES! RIDES!**

Hot Rod  
Space Racer  
Midway Racer  
Planet Patrol  
Space Patrol

**WANT TO BUY:**

Main Arch ..... \$475.00  
Atlantic City ..... 350.00  
Coney Island ..... 250.00  
Bright Spot ..... 160.00  
Phone of Wind Ill.

**SHUFFLE GAMES**

UNITED 10th FRAME STAR S. A.  
UNITED 10th FRAME SUPER S. A.  
CH. 6 PLAYER BOWL-A-BALL 10'  
CH. 10th FRAME MATCH BOWLER, 6 Player  
CH. 10th FRAME SUPER BOWLER  
Keeney 10 Player Team Bowler  
Star Bowler, 10' 3 Player, wood balls ..... \$324.00  
Gambol Super Twin Bowling Write for Prices

**United's LITE-A-SCORE**

New Match Score Conversion Unit fits all standard type 3, 4, 5 and 6-Player Bowling Game \$57.50

**S-BALLS**

NEW UNITED CIRCUS  
BALLY PUBLICS  
GENCO JUMPIN' JACKS  
Ch. Big Hit  
Gott. Chinatown  
Wms. 6 Corners

**ARCADE**

Wag Motor Leasee ..... \$125.00  
4 Player Derby ..... 195.00  
Metal Typist ..... 225.00  
United 4-Player ..... 230.00  
United 4-Player ..... 230.00  
United Twin Rebound ..... 145.00  
United Twin Shuttlecock ..... 195.00  
Un. Double 6A Barrow Rebound, 9' ..... 125.00  
United 6-Player ..... 75.00  
Un. 2-Player 9A Express ..... 120.50  
United Single 3A Rebound ..... 49.50  
Un. Super Twin Bowler ..... 109.50  
Chicoen 6-Player, Perma-Play ..... 109.50  
Chicoen Shuttle Horse Shoes ..... 129.50  
Chicoen Bowling Classic ..... 109.50  
Chicoen Trophy Bowl ..... 119.50  
Bally Hoop Bowler ..... 175.00  
Keeney Double Bowler League ..... 229.50  
Keeney League Bowler, 4 Player ..... 125.00  
Keeney Double Bowler ..... 125.00  
Wms. Double Header ..... 75.00  
Genco Shuffle Target, 10' or 8' ..... 125.00

**BINGO**

Touchdown ..... \$245.50  
County Fair ..... 345.00  
Hardburner ..... 320.50  
Harshooter ..... 160.50  
Shoot the Moon ..... 129.50  
Minstral Man ..... 157.50  
Old Faithful ..... 119.00  
Snap Shoot ..... 110.50  
Oasis ..... 107.50  
Herald Time ..... 89.50  
Playland ..... 94.50  
Hot Rod ..... 99.50  
Dreamy ..... 99.50  
Arizona ..... 99.50  
Thing ..... 99.50  
Judy ..... 99.50  
De-Icator ..... 99.50

**CIGARETTE VENDERS**

FACTORY REBUILT, 25c KING SIZE COILS.

How Royal, 1 Col. .... \$130  
New Royal, 16 Col. .... 148  
National Model 958, 9 Col. .... 135  
National 908, 9 Col. .... 135  
DuGeneral Champion, 11 Col. .... 125  
Pete President, 16 Col. .... 125

**WMS. MUSIC MITE. \$99.50**

for better buys **BUY MCGINNIS**

You Can Depend on Roy for Quality Reconditioned Equipment

Camel Caravan .. \$45.00	Winners .. \$49.50	Nifty .. \$100.00
Catalina .. 25.50	Photo Finish .. 35.00	Punchy .. 65.50
Champion (2C) .. 70.00	Kingskous .. 75.00	Double Shuffle .. 75.00
Challena .. 65.00	Golden Gloves .. 90.00	Turf Kings .. 100.00
Champions (Quality) .. 85.00	Sharphooter .. 75.00	Lite-A-Line .. 125.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT  
KENNEY ELECTRIC CIGARETTE VENDOR  
KENNEY "31" TELEVISION  
KENNEY TEAM BOWLER (TEN PLAYERS)

**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1806

**Empire Coin MACHINE EXCHANGE**

102-14 MILWAUKEE AVE. CHICAGO 22, ILL.

**all the news of your industry every week in The Billboard ...**

**SUBSCRIBE TODAY**

see page 3 for rates

**EVANS CENTURY**

Now on Display



# Biggest Money-Maker Ever Built in "in-line" Class



# Bally FROLIC'S

## 6-CARD 5-BALL REPLAY GAME

**NEW SUPER-SCORE**  
MYSTERY FLASH  
Sensational  
EXTRA-COINS Attraction

REGULAR  
"IN-LINE" SCORES  
**PLUS**  
ADVANCING  
SUPER-SCORES

**POPULAR**  
EXTRA-  
BALLS  
FEATURE  
More Fun!  
More Profits!

**NEXT GAME**  
SUPER-SCORES  
START AT TOP  
WHEN ROLL-OVER HIT  
Greatest GAME-TO-GAME Carry-over  
Feature ever Created  
Positive REPEAT-PLAY Stimulator

Bally  
**SPACE-SHIP**  
SEE PAGE 108

Get FROLIC'S on  
location at once.  
Order from your  
Bally distributor  
today

**Bally MANUFACTURING COMPANY**  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

## FOREIGN BUYERS!

We represent the nation's top manufacturers including . . .

**BALLY • WILLIAMS  
GOTTLIEB  
KEENEY • EVANS**

To satisfy our world-wide demand we . . .

### WANT TO BUY

WURLITZER 1015 | WURLITZER 1100  
WURLITZER 1250 | WURLITZER 1400  
Exhibit SIX SHOOTER and GUN PATROL

Mutoscope SKYFIGHTER

Also All the Latest  
GOTTLIEB and WILLIAMS  
5-BALL GAMES

**Highest Prices Paid**

*we deliver the greatest values in equipment and service . . . that is why we are the world's largest exporter of coin machine equipment.*

**Remember:**  
For export and domestic business it is International and Scott-Crosse.

Write for FREE price list and order forms.

**INTERNATIONAL AMUSEMENT CO.**

1423 SPRING GARDEN STREET

Rittenhouse 6-7712

Branch: 906 Capouse Avenue, Scranton, Pa.

**SCOTT-CROSSE COMPANY**

PHILADELPHIA 30, PA.

## PROFIT FROM REDD-HOT VALUES!

MUSIC	
AMI-C	\$450
ROCK-OLA 5051	450
SEEBURG 146M	125

### NEW SUNSHINE PARKS

Write or Call

EXHIBIT SUPER TWIN ROTATION  
Write or Call

WRITE WIRE or CALL COLLECT!

LARGE STOCK of Horses, Midget Movies, Space Ships, Bingo Machines, One Balls, Five Balls, Music.

WRITE FOR COMPLETE INVENTORY  
ALL EXPORT ORDERS GUARANTEED

## REDD DISTRIBUTING CO., INC.

298 LINCOLN STREET  
ALLESTON 34, MASS. AL 4-4040  
BALLY-UNITED  
KEENEY-EXHIBIT

Exclusive distributors for **AMI**



**Brand New!**  
Buckley CRISS-CROSS  
JACKPOT BELLS

5c-10c-25c-50c-\$1.00  
Also made for many foreign coins

BUCKLEY  
WALL AND BAR  
MUSIC BOXES  
30-00-33  
Record Selection  
5c or 10c Play

Buckley Manufacturing Co.  
4223 W. Lake St. Chicago 34, Ill.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.  
129 W. North St., Indianapolis, Ind.



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.





# IT'S HERE!

# Keeney's TEN PLAYER BOWLER

2 FIVE-MAN TEAMS

A REAL *Surprise!*  
**KEENEY'S TEAM BOWLER**

- ★ The only bowler that truly incorporates the two full five-man team feature as in regulation bowling.
- ★ Player's name and high score may be chalked in square area under each score.
- ★ JUMBO LIFE-UP PINS on transparent plastic permit player to shoot for readily visible rollovers.



IT'S THE **BIG NEWS** FROM KEENEY! SEE YOUR KEENEY DISTRIBUTOR

1 extra shot for "Spare" and 2 extra shots for "Strike" on 10th frame!

J. M. Keeney & CO. INC.  
 2606 W. BROADWAY STREET, CHICAGO 32, ILLINOIS

<b>UNITED ALLEYS</b> 3 Player ..... \$225.00 4 Player with Formica and large pins ..... 250.00 4 Player ..... 235.00 4 Player with Formica and large pins ..... 275.00 4 Player Deluxe ..... 235.00 4 Player Super ..... Write 2 Player ..... 65.00 1 Player Shuttle Alley ..... 50.00 Subtotal ..... 35.00	<b>COUNTER GAMES</b> Wizard ..... \$49.50 Hi-A-Money ..... 25.00 Advance Shooters ..... 34.50 Shipman's Art Show ..... 39.50 George's Punch-A-Ball ..... 18.00 Non-com ..... 12.50 Three of a Kind ..... 29.50 Shipman's 3 Way ..... 29.50 Stamp Vendor ..... 29.50 Dancing Dan ..... 50.00	<b>CIGARETTE MACHINES</b> C-3 Electric ..... \$150 9 Col. Keeney Electric ..... 185 Royal Diamond Electric ..... 185 C. Clock ..... 185 National 250 ..... 100 Bowls 10 Col. President ..... 115 Unesco 500—ES col. ..... 115 Unesco Monarch, 8 col. ..... 110 Unesco & col. ..... 110 Dugrenier Challenger, 50 ..... 125	Bally Big Innings ..... \$185.00 Bally Defender ..... 95.00 Bally Heavy Miter ..... 49.50 Bally Rapid Fire ..... 135.00 Chl. Coin Hockey ..... 75.00 Chl. Coin Pistol ..... 95.00 C. C. Midget Shoe Ball ..... 125.00 Children's Game ..... 105.00 C. C. Basketball Champ ..... 125.00 Chl. Coin Goals ..... 75.00 Eddie Paul Table ..... 75.00 Sa. Dale Gun ..... 45.00 Ed. Gun Barrel ..... 215.00 Ed. Jet Gun ..... 200.00 Ed. Silver Bullet ..... 150.00 Grand Six Star ..... 150.00 G. B. B. Bronze ..... 97.50 Jack Rabbit ..... 95.00 Keeney Sub Gun ..... 125.00 Keeney Air Rider ..... 125.00 Mark Mike Bomber ..... 130.00 Mercury Ath. Scales ..... 79.95 Mills Pancam ..... 225.00 Mountain Climber ..... 165.00 Mut. Flying Saucer ..... 150.00 Mut. Sky Pilot ..... 125.00 Mut. Photo. lat. ..... 650.00 Mut. Voice Graph ..... 435.00 Murray Set Shot, new ..... 375.00 new ..... 379.50 Pinch & Ball ..... 180.00 Pop Set ..... 69.50 Quilzer & Film ..... 100.00 QT Pool Table ..... 100.00 Star Series ..... 100.00 Six's Break Up ..... 50.00 Sci. Pottery ..... 125.00 Stand. Metal Typers ..... 300.00 Seaburg Bear Gun ..... 175.00 SIS shooter ..... 145.00 Supreme Balancer ..... 100.00 Texas League ..... 50.00 Tom Strikes ..... 75.00 Undersea Rider ..... 95.00 Wms. Super World ..... 275.00 Wilcox Gay Records ..... 150.00 Wurthier Baseball ..... 50.00 Western Baseball ..... 50.00
--	---	---	--

**MUSIC**  
 Wurthier 2500 ..... \$ 75.00  
 Wurthier 1813 ..... 150.00  
 Wurthier 2000 ..... 150.00  
 C. C. Hit Parade ..... 100.00

**ARCADIE EQUIPMENT**  
 Ace Bomber ..... \$150.00  
 Astrocar, 1st ..... 95.00  
 8-oh-Ball, new ..... 75.00  
 Bomber ..... 45.00

**MUSIC**  
 All merchandise factory reconditioned  
 Terms: 1/3 cash  
 2/3 credit with all orders  
 balance C. O. D.

**AMI Distributors**  
 for Northern Ohio  
**NOW DELIVERING MODEL D**

**Cleveland Coin MACHINE EXCHANGE, INC.**  
 Sales Manager  
 2021-2025 Prospect Ave., Cleveland 15, Ohio  
 All Phones: Tower 1-6715

**Shuffleboard Supplies**  
 Shuffle Game Wagon, Case #71 ..... \$ 3.00  
 Fast Wax, Case #71 ..... 1.50  
 Pucks 100 of 81 ..... Write  
 Score Sheet, 16 Pads ..... 7.50  
 Fluorescent Lights, 48" air ..... 27.50  
 Used Reeb Ors Shut Board Lines, or Adaptors ..... 13.50

**SHUFFLE GAMES**  
 UR. Official Bowler #379.50  
 United & Player ..... 345.00  
 3-Player ..... 245.00  
 TWIN REBOUND ..... 145.00  
 Shuttle Sluicer ..... 79.50  
 Shuttle Express ..... 45.00  
 Bally Shuffle Line ..... 125.00  
 Shuttle Target ..... 115.00  
 Super Twin Bowler ..... 47.00  
 Deluxe Louisa Bowler ..... 145.00

**Chicoin Baseball** ..... \$ 45.00  
**HARIBIT STRIKE** ..... 89.50  
**WILKINS DOUBLE HEADER** ..... 49.50  
**Bally Baseball** ..... 49.50  
**Universal Twin Bowler** ..... 49.50

**Genuine Deluxe FORMICA TOPS**  
 With original 5th screen playing instructions at the right price! Complete with cement for simplified installation. For all United 2, 4, 8 and 16 player. Also for Keeney, Chicago Coin and Universal Games. In lots of three—\$13.50 each. Write for quantity prices.

**WANT!**  
**ATLANTIC CITY (N.C.)**  
**PALM BEACH (N.C.)**  
**BRIGHT LIGHTS (N.C.)**  
 League Bowler ..... 155.00  
 Shuffle Alley ..... 75.00  
 Rock-Ola Shuffle Lane ..... 25.00

**YOUR PROFITS JUMP** with **GENCO'S Sensational NEW 'JUMPIN' JACKS'** UPRIGHT BALL GAME

**JAM-PACKED with ACTION, THRILLS, Excitement!**

**GIFFY-FAST FOR JUICY PROFITS**

- Special "JACK-IN-THE-BOX" Replays Put Extra "Jack" in your Cash Box!
- Exclusive "Skill Control" Feature adds to the Play—Adds to your Pay!
- Compact, Tested, Trouble-Free Action!
- 200 Replays for lighting up complete "JACK-IN-THE-BOX"
- 100 Replays if "JACK IN" or "THE BOX" are lit on first coin
- Up to 20 Replays for 3- to 6 letter combinations

**UP TO 12 BALLS PER GAME!**  
 ● Balls on First Coin  
 ● Extra Balls for 6 Extra Coins

**ULTRA-MODERN DESIGN SAVES SPACE!**  
 Takes only 1/3 the space of conventional game, 24" wide, 17" deep, 64" high.

**GET THE "JUMP" ON BIGGER PROFITS WRITE, WIRE, OR PHONE your GENCO Distributor—today!**

**GENCO** 2621 N. Ashland Ave., Chicago 14, Illinois

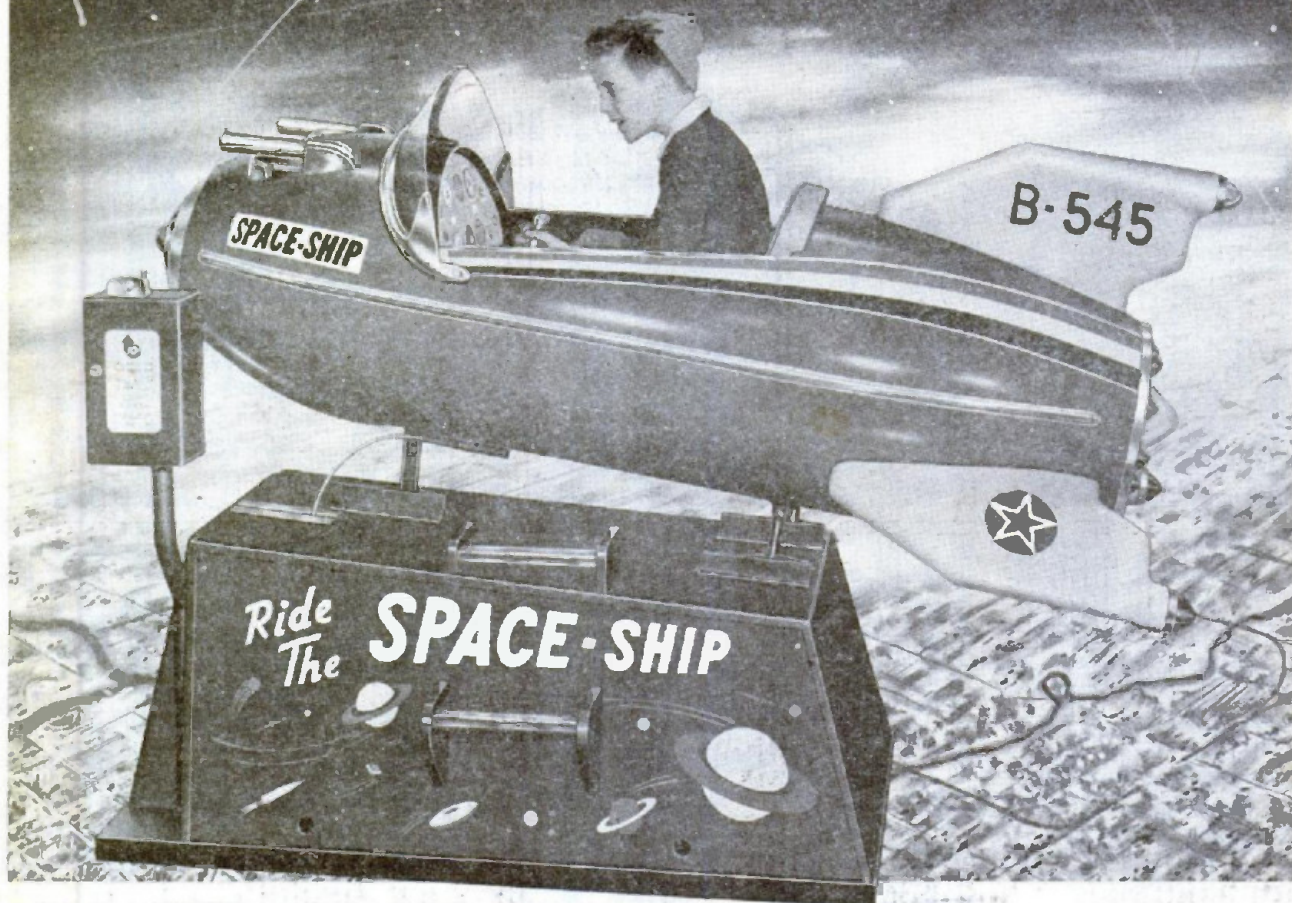
**PURVEYOR Shuffleboard Co.**  
 4322-24 N. WESTERN AVE. PHONE: JUMPER 8-1814 CHICAGO 18, ILL.



# FASTEST PROFIT-PRODUCER EVER BUILT IN KIDDY-RIDE CLASS

# Bally® SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action  
captures biggest play, insures biggest profit



- ★ Exclusive new Thrill-Action . . . ship dives, dips, rolls and swings
- ★ Variable speed controlled by pilot      ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored Lights flash in nose, tail, wings, and dials of realistic instrument-panel
- ★ Airblast blows from concealed blower      ★ Twin Ray-Guns with exciting sound-effects
- ★ Positively Safe      ★ Sturdy Construction      ★ Simple Mechanism      ★ National Rejector

## FINANCE PLAN

**NOW AVAILABLE  
SEE YOUR DISTRIBUTOR**

See the Bally SPACE-SHIP in action . . . surging forward, gliding backward . . . dipping and rising . . . rolling from side to side . . . swinging and banking like a jet-fighter in battle . . . and you will see why junior space-pilots prefer the Bally SPACE-SHIP . . . why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember . . . you can build a big-profit route of Bally Kiddy-Rides with a small cash investment. Ask your Bally Distributor for details of the Bally Kiddy-Ride Finance Plan.



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



**IT'S NEWS...IT'S NEW!  
IT'S THE GAME OF THE YEAR!**

**chicago coin's  
SIX PLAYER**

# **BOWL-A-BALL**

*It's Realistic! It's Natural!*

**\* LOCATION TESTED with SENSATIONAL EARNINGS**

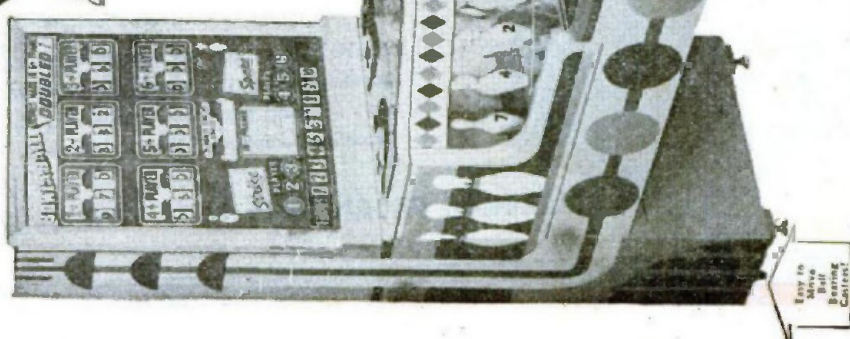
**It's 9 Ft. 11 inches x 2 Ft.**

**SEE  
YOUR  
DISTRIBUTOR**

**1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS**

**chicago  
coin  
MACHINE COMPANY**

**\*Write Us For Complete Details On Information  
of Tested Cities!**



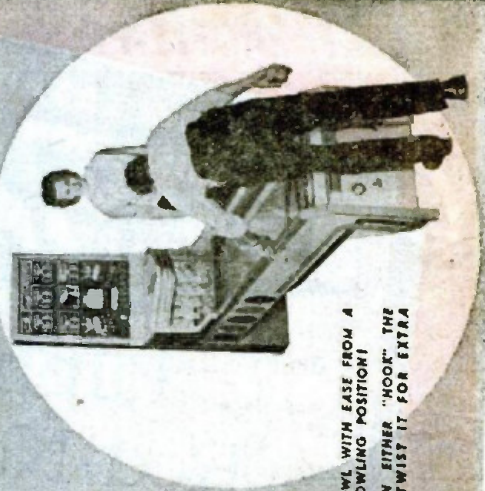
**NEW!  
FASTER!  
45 SECOND  
SCORING**

**PLAYERS ACTUALLY  
BOWL WITH A BALL-NOT A RICK!**

**BALL REBOUNDS  
FOR FASTER PLAY!**

**ADDED NEW FEATURE!  
THE BEER FRAME-SCORES MADE IN  
FIFTH FRAME DOUBLED!**

- EASY TO READ INDIVIDUAL SCORE DIALS
- 10th FRAME FEATURE
- JUMBO "FLY-AWAY" PINS
- HIGH SCORE OF THE WEEK
- NEW! 45 SECOND SCORING
- FORMICA PLAYFIELD
- 7-10 SPLIT PICK-UP
- REBOUND ACTION 20-30 SCORING



- PLAYERS BOWL WITH EASE FROM A NATURAL BOWLING POSITION!
- PLAYER CAN EITHER "HOOK" THE BALL OR "TWIST IT FOR EXTRA "ENGLISH"!





**THE UNBEATABLE  
COMBINATION FOR  
TOP PROFITS ON  
ANY LOCATION...**

# "Rudolph The Red-Nosed Reindeer"

**For Children Anywhere . . .**

Here's the favorite of kids everywhere . . .  
Authentic . . . Lovable . . . Irresistible!

The Nose Lights Up . . . Halter has Jingle Bells that jingle merrily to the gentle, easy action of this appealing animal!

**LIBERAL FINANCE  
PLAN AVAILABLE**



**and**

# ROY ROGERS "TRIGGER"

**The Favorite  
of the Young  
"Cowboy" Set . . .**

Authentic Roy Rogers Saddle and Bridle . . . Tru-Life "Trigger" Palomino Finish . . . Colorful Double R Bar Ranch and Roy Rogers picture on base . . . Retractable casters . . .

Backed by nationwide promotion to consumers and locations via every media available to bring you more profits . . . more "location-acceptance" than ever before.

**LIBERAL FINANCE PLAN AVAILABLE**



# UNITED'S CIRCUS



**DOUBLE and TRIPLE**  
**SCORE FEATURES**

## SPOTTEM FEATURE

**ALL CARDS DOUBLED**

**ALL CARDS TRIPLED**

**SPOTS Nos. 15, 16, 17**

**SPOTS Nos. 14, 19, 22**

**ALSO SPOTS ABOVE NUMBERS SINGLY**

## EXTRA BALLS

1, 2 OR 3 EXTRA BALLS  
CAN BE PURCHASED  
AFTER ONE OR  
MORE OF THE FIRST  
5 BALLS HAVE  
BEEN PLAYED.

## METHOD OF SCORING

THREE, FOUR OR  
FIVE IN-LINE-SCORING...  
DIAGONAL, VERTICAL  
AND HORIZONTAL.

**NEW**  
**HINGED**  
**FRONT DOOR**

**SLUG-**  
**REJECTOR**  
**COIN**  
**CHUTE**

EASY TO SERVICE...  
MECHANISM LOCATED  
IN BACK BOX AND ON  
HINGED BACK DOOR.

STANDARD PINBALL CABINET SIZE.

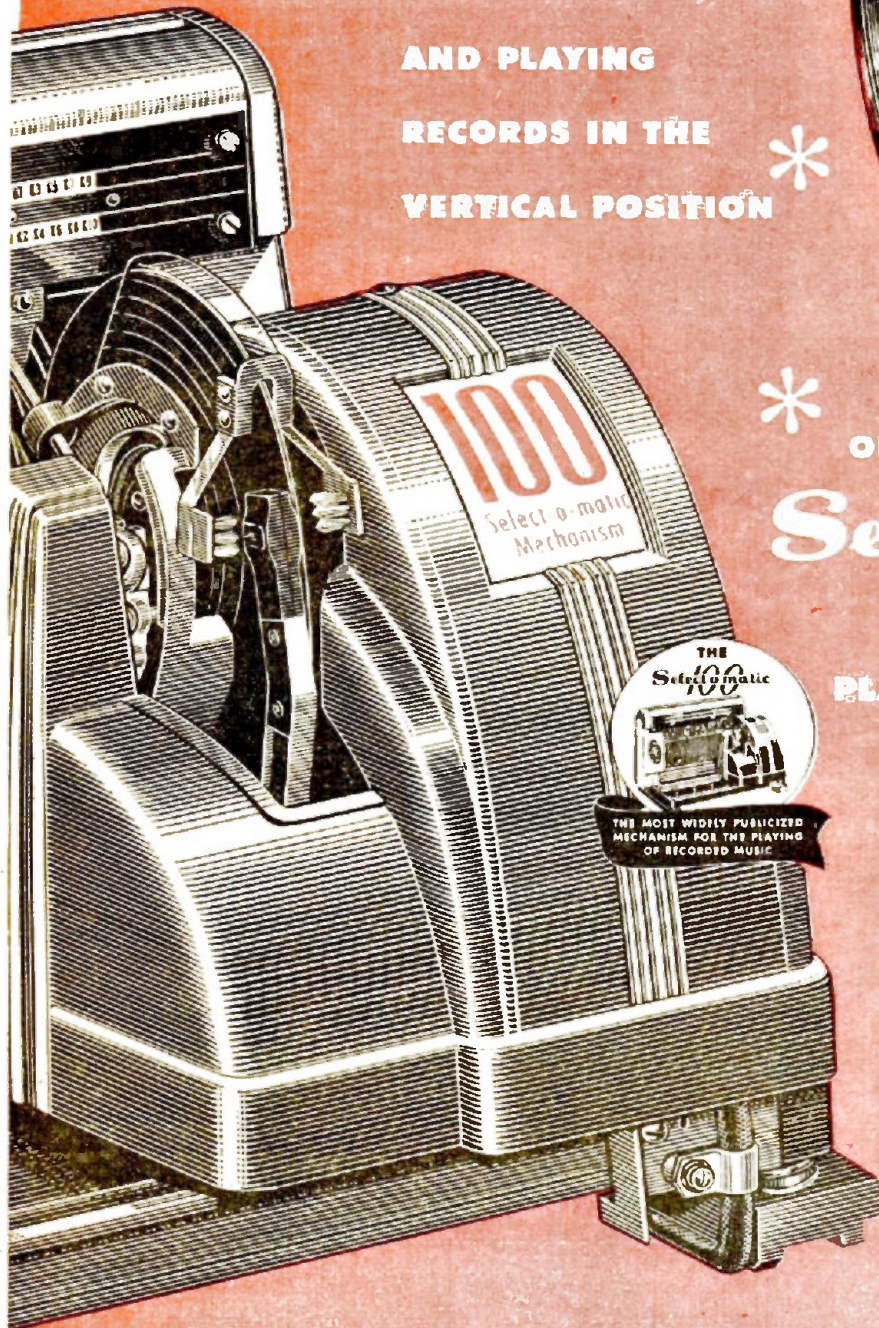
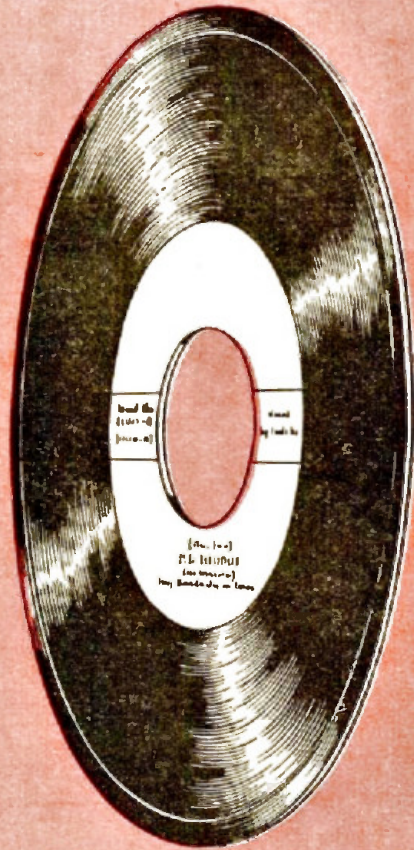
SEE YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS





ASK YOUR  
 SEEBURG  
 DISTRIBUTOR  
 ABOUT THE  
 MANY ADVANTAGES  
 OF STORING  
 AND PLAYING  
 RECORDS IN THE  
 VERTICAL POSITION



ONLY SEEBURG

Select-o-matic

MUSIC SYSTEMS

PLAY RECORDS IN

THE VERTICAL POSITION



Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION  
 Chicago, Illinois

AMERICA'S FINEST AND  
 MOST COMPLETE MUSIC SYSTEMS