

# The Billboard

NOVEMBER 5, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## TV May Get Magnetic Tape Revolution Within 18 Mos.

### CAMERA HOUND SNAPS AUDIENCE

DETROIT, Nov. 28.—Accustomed to complaints from temperamental performers when audiences try to take pictures of the stage, William Van Lopik, manager of the Masonic Temple Auditorium, here, is puzzling what to do when the tables are turned. During the intermission at a concert of the Helsinki Chorus from Finland, one of the men in the group strolled out and snapped pictures of the audience.

### Kaye to Play Solo in Philly

HOLLYWOOD, Nov. 28.—Danny Kaye will fulfill his one-man show vaude date at the Shubert Theater, Philadelphia, February 15. Booking was postponed when Kaye was cast to star with Bing Crosby in the Paramount "White Christmas" flicker. In a deal set by the William Morris agency, Kaye will head a straight variety bill for four weeks. Following his Philly date, Kaye returns to Hollywood where he is set to play the film biog of Maurice Chevalier.

### Broadcast Gross Near \$1,000,000,000 Peak

WASHINGTON, Nov. 28.—The broadcasting industry this year will reach an all-time high of upward of \$915,000,000 in revenue—and next year may hit the billion-dollar mark. That's the official view of government and industry dopesters here on the basis of reports of earnings so far this year and forecasts of next year's probable economic outlook. TV broadcasting revenue for 1953 is expected to run around \$440,000,000, a whopping jump from last year's \$324,000,000. Total

### Hit Disks Get Start in Five Major Cities

Kick Off in Boston, Pittsburgh, St. Louis, Detroit, Cleveland

By NEV GEHMAN  
NEW YORK, Nov. 21.—Hit records get their start in Boston, Pittsburgh, St. Louis, Detroit and Cleveland. These are the findings of an examination of The Billboard's pop record charts for the first 11 months of 1953.

For determining which cities provided the initial spark for national hits, the disks that made The Billboard's national best-selling chart thus far this year were compared with The Billboard's 20 territorial charts to see which city or cities were first to include these among their top selling records.

Some 85 different sides have hit the national best-seller chart so far in 1953. Of these hits, 49 "broke" first in a single city. The other 36 disks had a wider sales

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### TOO LITTLE TV CAN MAKE KID A DELINQUENT

WASHINGTON, Nov. 28.—Too little TV rather than too much was called a cause of juvenile delinquency at hearings of the Senate Judiciary Subcommittee on Juvenile Delinquency here this week. Mrs. Lynn Stratton Morris, administrative secretary to the New York City Welfare Board's committee on the use of narcotics, quoted in her testimony a psychiatrist's report on the causes of youthful drug-taking which listed as one cause a lack of TV in homes. Asked how she interpreted this, Mrs. Morris said that TV "keeps the kids off the streets."

### Capitol's Bozo Tops \$5 Million

By JOEL FRIEDMAN  
HOLLYWOOD, Nov. 28.—Bozo the Clown, Capitol Records' kiddie best seller series, celebrated its seventh anniversary as a moppet favorite by racking up a total of \$5,500,000 in sales to date, despite a flood of cut-price merchandise on the market aimed at producing volume sales.

Sales mark achieved by Bozo is probably an all-time high for the kiddie field, and represents substantial dealer confidence in the product, currently pegged at a list price of \$2.26 per reader. In the face of 35 and 50-cent kidisks on the market, Bozo's record is even more startling. Since its bow in October, 1946, Bozo packages have racked up more than 2,500,000 sales.

Accounting for more than three-fourths of the Bozo volume is the firm's first album effort, "Bozo at the Circus," pioneered by the label's artist and repertoire topper, Alan Livingston. Latter album has topped the four million dollar mark in sales, with "Circus" ex-

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### Innovation May End Filming in 3 Years

RCA Unveiling to Start Fight Between Big Firms for Top Spot in Billion \$ Industry

By SAM CHASE  
NEW YORK, Nov. 28.—The magnetic tape TV sweepstakes gets under way formally on Tuesday (1) with the official unveiling of the Radio Corporation of America's developments.

It's expected that at least six top firms will be involved in the battle for tape supremacy, with billions at stake in the comparatively near future, when tape is expected to supplant film for video use and, ultimately, for theatrical exhibition.

Expert estimates are that tape will go into initial commercial TV use in about 18 months, and will enter in mass station use, replacing film stock for TV film, in about three years. Cost to TV stations at the latter time for installing tape equipment will be roughly comparable with the cost of a 35mm. film unit—about \$50,000. But the savings stemming from tape use are expected

to more than offset initial costs in short order.

Deeply involved in tape development, besides RCA, is Bing Crosby Enterprises, of course. Also working at top speed and under top secrecy are both Paramount Pictures and Minnesota Mining (Scotch Tape), with Eastman Kodak, Du Mont and Gen-

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### Gabor Sisters Set for Vegas

HOLLYWOOD, Nov. 28.—The Gabor sisters, Eva, Zsa Zsa and Magda, have been set for a two-week engagement at the Last Frontier, Las Vegas, starting December 28.

Teaming of the much publicized fems marks their first stint together, other than a guest shot via the Ed Sullivan and Martha Raye TV shows.

### CHRISTMAS RECORDS

## Sales May Tie '52 Despite Late Start

NEW YORK, Nov. 28.—Altho reports from many key markets point to what retail dealers call a "late Christmas," it is generally believed in the record industry that sales of Christmas records and albums this year will equal the business done in 1952.

Reasons for the late start reported in some areas are given as the unseasonably warm weather and local business conditions. Reasons given for the expecta-

tions for a good season are the extra shopping day this month as compared to November of last year and the strength already being shown by several key singles and some album merchandise.

Key items apparent thus far are the Arthur Godfrey and Mantovani albums, and the Liberace, Eartha Kitt and Gayla Peevey singles (see separate listings of all Christmas singles and the current seasonal leaders).

It is also generally believed that one or more additional single

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### Stations File Plea In ASCAP Fuss

NEW YORK, Nov. 30.—Television stations, tussling with the American Society of Composers, Authors and Publishers over TV music costs, are filing a motion in U. S. Southern District Court today asking the Southern District Court to set interim fees. The application is returnable Thursday.

Telecasters' spokesmen pointed out that in the past ASCAP has refused to accept money as an interim fee. This money, however, is taxed as station money, and the telecasters would prefer that it be earmarked as music license money.

## Both Coasts Embroil AGVA In Latest Crisis for Union

NEW YORK, Nov. 28.—The first round of a legal battle which may become the most important fight in AGVA's history began last week on the West and the East coasts. The hotel and cafe owners were on one side, AGVA on the other, and the Boston and Pittsburgh American Federation of Musicians on the sidelines waiting to jump in.

Los Angeles Superior Court, acting with unprecedented speed, issued a temporary restraining or-

der against AGVA in a legal action filed by the Statler Hotel Tuesday (24), the same day in what is called ex-parte proceedings. This means that only the Statler side was heard. Ruling was issued by Judge Frank G. Swain.

Under this order, returnable December 4, if sustained, AGVA will be faced with its most serious threat so far. The Statler suit cited various points alleging "conspiracy and combination"; con-

tended AGVA wasn't a "bona fide labor union" and asked relief. Hotel further charged that actors were not its employees but those of the booking agencies.

In the order handed down AGVA was restrained from placing the Statler on the unfair list or from keeping any of its members from performing there.

AGVA promptly moved for an immediate hearing and at the same time Jack Irving, AGVA

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**PINKY LEE**

## NBC to Aim Strip at Kids And Fem Fans

NEW YORK, Nov. 28.—Pinky Lee, who this week signed an exclusive seven-year pact with NBC-TV, will probably have his new 15-minute show go into the 11:55-12:30 p.m. slot across the board, starting January 4. The show will be a combination variety, audience participation and comedy. It will air live, with original material still undetermined. If it is on the time indicated, Lee will be replaced by Gabby Hayes.

The time slot is part of the 11:30 strip which NBC-TV top executives indicated would have to get a new approach, one which would appeal both to women who have been watching earlier shows, and to kids who watch the shows which follow. Lee would seem a good bet on the basis of the record of "Those Two," which aired at 7 p.m. via NBC-TV for Procter & Gamble some months ago. That sponsor reportedly dropped the show partly because the proportion of moppets watching was too high, and the bankroller did not deem kids its likeliest customers.

## CBS Ahead of Rival Webs in Radio Billings

NEW YORK, Nov. 28.—CBS-Radio, during October, showed gross billings of more than 62 per cent better than NBC-Radio, its chief rival. During September its advantage was 55 per cent.

CBS billings during October were about \$5,477,000 and NBC's \$3,395,000. Actually both were off from last year, CBS by 6 per cent and NBC by 22 per cent, but this was to be expected because there was a great volume of business in 1952 from the political parties during the presidential election.

ABC-Radio grossed \$2,653,000 in October.

## Rybutol Takes ABC-TV Seg

NEW YORK, Nov. 28.—Rybutol Vitamins this week signed to sponsor a show over ABC-TV from 7 to 7:30 p.m. Saturdays, beginning January 16.

The telecast will feature a human-interest-type format, packaged by the Rybutol's agency, Batten, Barton, Durstine & Osborn, Inc.

ABC-TV sales chief Charles Abry also chalked up a firm 52-week renewal this week with Bayuk Cigars for sponsorship of the Saturday night fights, effective January 31. Pact marks Bayuk's second year as sponsor of the event.

## 'Harlem Det.,' 'Tension' Pace WOR-TV Drama in Telepulse

NEW YORK, Nov. 28.—The first ratings on WOR-TV's two new live dramatic shows were the highest registered by the station in the November Telepulse, despite a line-up of big name film series.

Moreover, "Harlem Detective," the first serious dramatic show in this area to use Negroes in leading roles, seemed to be getting the hoped-for penetration of the Negro market here. According to a survey by The Pulse, "Detective" was caught by about 25 per cent of the Negro TV homes here. The show's over-all Pulse rating was 5.3. The other live dramatic show, "High Tension," pulled a 4.9 Pulse.

## MORSE, WILDER TO WED ON TV

NEW YORK, Nov. 28.—Leon Morse, veteran reporter for The Billboard's radio-TV department, this week was preparing to walk the last mile—in full view of millions of TV fans. Morse is slated to wed legit-TV actress Nancy Wilder at noon on Friday (4), while the NBC-TV cameras scan the nuptials for Jergens lotion on "Bride and Groom."

This marks the second Billboard wedding this year on this show. Last July, London staffer Leigh Vance and British legit-TV star Eunice Gayson flew over and were similarly spliced on the same show, then airing for General Mills on CBS-TV.

## UHF Group Holds Meet

NEW YORK, Nov. 28.—The first industry-wide meeting of UHF station operators and grantees was held by the Ultra High Frequency TV Association here early this week.

The group's board of directors Tuesday (24) adopted a nine-out program, the highlights of which called for "co-operation with manufacturers in the development of efficient all channel receivers and high power transmitters," and "a public relations policy to center public attention on the positive superiority of UHF reception." The group also set itself a goal of 50 new members by its next membership meeting, which will be held in February, 1954.

A total of 23 stations from Florida to New England and as far West as Oklahoma and Wisconsin were represented at the two-day meeting.

## ABC-TV to Pit Drama Vs. 2 Rivals' Variety

NEW YORK, Nov. 28.—The rating duel between CBS-TV and NBC-TV for viewer-attention in the Sunday night 8 to 9 p.m. time period will become a triangle in January, when ABC-TV plans to pit drama against the other two webs' variety airers.

Leaving the variety fans to Ed Sullivan and "Colgate Comedy Hour," respectively, ABC is readying a series of melodramas, tagged "The Mask," which will feature a central character as host-narrator.

The series tees off January 3, with Halsted Wells and Bob Stevens as co-producers and directors. Associate producer of the series will be Leonard Blair, who moves over to ABC-TV from ABC radio, where he has served as assistant program director.

Blair came to ABC from the legit theater, where he served as stage manager for the Broadway revival of "The Bishop Misbehaves" and worked in summer theater with Margaret Webster and Marc Connelly. Prior to moving into ABC radio he served

# Broadcast Revenue to Hit \$1 Bil Figure in 1954, Trade Predicts

'53 TV Take Nears \$440 Mil; AM-FM Branch to Do \$473 Mil

Continued from page 1

spending for advertising, the theory being that increased inventories will make it necessary for business and industry to "get out and sell." Coupled with this is the outlook for an increase in the national income as well as in population, production and employment.

Commerce Department economists consider it likely that advertising outlays will be broadly increased in practically all industries. The best guess of Commerce dopesters, based chiefly on esti-

mates and figures derived from private industry, is that roughly \$17,000,000,000 was spent on advertising last year in the United States, and presumably this year's total will be greater, with an increase beyond that foreseen for next year.

TV is figured likely to reach the \$500,000,000-mark in gross revenues next year, largely because of an increase in TV outlets, itself a factor in encouraging increased spending for television. National Association of Radio and

Television Broadcasters expects radio's total revenues will be fairly stable.

Recently NARTB Vice-President Richard P. Doherty estimated that TV income within a few years will adequately support at least 500 stations. It's likely that about 400 stations will be on the air by next April. The growing pains nevertheless will be aplenty, according to Doherty. The fight for revenue won't be an easy one; according to the NARTB, which figures that at least a third of the new stations will lose money in their first year or so. In addition, established stations will feel the impact of competition from new stations. Nevertheless, it was pointed out, TV will attract bigger venture capital.

## CIGS AND CANCER

# Ad \$ to Be Upped To Refute Charge

NEW YORK, Nov. 28.—Indications this week were that the cigarette advertisers, their backs against the wall because of damaging publicity as to the relationship between smoking and lung cancer, were preparing to add to their broadcasting budgets in an effort to convince the public that there is no truth to the reports. It is loosely estimated that more than \$60,000,000 was spent on radio and TV in 1952 for time and talent by the big five—American Tobacco, R. J. Reynolds, Liggett & Myers, P. Lorillard and Philip Morris. Estimates for 1953 run to about \$75,000,000.

Time magazine reported that

there was conclusive evidence that lung cancer would be accelerated in those smokers susceptible to the disease, and quoted several scientists to that effect.

An immediate reply was given this week by Paul M. Hahn, president of American Tobacco, who claimed that there had been "loose talk" on the subject of smoking in relation to cancer. He maintained that it had not been proven that cigarette smoking produces or contributes to cancer.

### "Scare" Talk

There has been a debate in advertising circles about methods of combatting the "scare" talk. One executive believes that advertising copy should take into consideration such reports and answer them in copy. In fact, several brands claim in their commercials that, for example, king-size cigarettes filter out harmful elements in cigarettes. One school believes that advertisers themselves are contributing to the scare by emphasizing it in their copy. They feel that cigarette advertising should not concern itself with unsubstantiated research about tobacco causing cancer or any other disease.

Many other top advertising execs maintain that the filter cigarette and copy for its sale has been greatly responsible for the public's concern about the cigarette smoking. They see the greediness of the cigarette companies who make filter cigarettes as the culprit, and point out that the profit margin is considerably higher in filter cigarettes. Consequently, they say, by marketing that kind of cigarette and using as a selling point that it strains tars and nicotine, the cigarette manufacturers have created a monster which is now on a rampage against them.

## Gray to Head WOR AM-TV

NEW YORK, Nov. 28.—The new head of WOR and WOR-TV was named this week. It is Gordon Gray, currently vice-president in charge of the Eastern office of the Goodwill Stations, WJR, Detroit, and WGAR, Cleveland.

He moves over to WOR in January, replacing Jim Gaines, who has resigned to become manager of WOAI and WOAI-TV, San Antonio.

## Bristol-Myers Buys 'Nora'

NEW YORK, Nov. 28.—Bristol-Myers bought its first program on the CBS network this week. Beginning in January, the advertiser has taken over half sponsorship of "Nora Drake" with Toni, which had the entire program.

The soap opera is in the 2:30-2:45 time period. The purchase keeps CBS S.R.O. daytime.

## Rayel to Head 'Home' Strip; Jan. Bow Due

NEW YORK, Nov. 28.—Syvester (Pat) Weaver, NBC-TV program topper, this week named Jack Rayel to the post of executive producer for the new hour-long afternoon strip, "Home." The appointment indicates that plans have come to the boiling point with this opus, now deemed certain to bow in mid-January, in the noon-1 p.m. slot.

Ted Mills, who was in charge of organizing plans for the show and setting up personnel for its production, now has completed his assignment with the show and will be given new responsibilities by the web.

Meanwhile, Weaver is awaiting results of a poll of affiliates to learn whether it will be possible to run the show 90 minutes instead of 60. This will depend upon whether the outlets are willing to give up the 1-1:30 p.m. station time to the web, as Weaver suggested at the recent Chicago affiliates' meeting.

## WGN-TV Signs Chi Cub Tilts

CHICAGO, Nov. 28.—The Chicago Cubs this week signed a one-year exclusive contract with WGN-TV for televising their 77 home, all day games. This is the seventh straight year of Cubs telecasting on WGN-TV.

The station is believed to be paying over \$100,000 for rights. Last year they signed a two-year contract for the White Sox 54 day home games at a similar figure.

The entire summer baseball package is a \$700,000 piece of business for the station. Sponsorship of all the games, plus advertisements, is virtually assured. Chesterfield and Hamm's Beer shared sponsorship last year, and will get first choice for 1954.

## M-L Benefit Has 23.2 Rate

NEW YORK, Nov. 28.—ABC-TV's "Martin and Lewis Thanksgiving Party" for the muscular dystrophy fund Wednesday (25) night chalked up a 23.2 Trendex rating during its first quarter hour here, giving WABC-TV a 50.7 share of the metropolitan New York audience.

WABC-TV had 75 per cent more of the viewing audience at that time than any other New York area station.

The one-shot was aired from 11 p.m., Wednesday night, to 1 a.m., Thursday (26) morning, but the phone survey was limited to the first 15 minutes (11-11:15 p.m.) because of the late hour.

CONTROVERSIAL AIRINGS

McCarthy Blast Cues Study of Time Grants

WASHINGTON, Nov. 28.—Spurred altho not initiated by Sen. Joseph R. McCarthy's (R., Wis.) use of free network time in his reply to former President Harry S. Truman's gibe at "McCarthyism," a move is in the works for a sweeping clarification of the Federal Communications Commission's policy on gratis time for combatants on controversial issues.

The need for clarification, it was disclosed, has been a subject of closed-door discussions at high levels of the National Association of Radio and Television Broadcasters for more than a year, but efforts will not be intensified, particularly in view of the likelihood of wide-scale recurrences of McCarthy fracas in the 1954 election year. It is likely that a major confab will be staged, representing industry-wide interests, congressional and regulatory bodies and the general public.

President Harold Fellows, of the NARTB, told The Billboard that the "free time" policy is "a large subject which we've been deliberating on seriously for over a year." Discussions have not been based on any single instance, but on the whole need for sweeping clarification.

"The broadcasting industry does not want to duck its responsibility; on the contrary, it has given every indication that it senses its responsibility keenly."

Fellows indicated that what is needed is "a general understanding" which can be reached by all elements and which won't impose increased administrative or statutory power but would instead put an end to existing confusion over what broadcast stations are required to do.

Because of the liberal interpretation given by the webs to FCC policy on "free time" for rebuttals in public controversies, Senator McCarthy's free ride on the TV-radio networks this week appears to have touched off a lot more than a political feud between McCarthy and President Eisenhower. It has kicked off a chain reaction which could subject the networks to wholesale demands for additional free rides for rebuttals and counter-rebuttals. Reduced to its lowest farcical terms, the Communist Daily Worker has already asked for free time to refute Senator McCarthy. The question is raised: What if the networks are asked to grant free time to others who were mentioned in the McCarthy talk, such as former Secretary of State Dean Acheson, plus two present government employes, plus President Eisenhower himself. For that matter, it is pointed out, the chairman of the GOP National

Committee might plausibly ask for time, particularly since McCarthy got his free ride even tho former President Truman stressed he was assailing "McCarthyism" as defined in the dictionary, and not McCarthy, the person. Further, Truman's McCarthyism reference lasted a minute, compared to McCarthy's half-hour.

A kindling of interest in the issue is evident among staffers at the Senate and House Committees on Interstate and Foreign Commerce, and it is known that the question came up for informal discussion at the FCC. A need for an early solution is stressed in legal circles here in view of next year's congressional campaigns. Unforgotten are the squabbles for free air time in the last presidential campaign. In election years, the Commission's prevailing policy is based on its editorializing rule which sprang out of the Mayflower case. Also, the FCC has expressed policy in other findings and in the controversial Blue Book.

New Aud Study Meeting Set

WASHINGTON, Nov. 28.—A new move to bring the National Association of Radio and Television Broadcasters' Audience measured plan (The Billboard, October 17) a step closer to realization will be made when NARTB's Television Circulation Study Committee meets in New York on Tuesday (1).

The upcoming meeting is one of a series designed to get the plan ready to present to ad agencies after NARTB has ironed out problems with network brass. The plan proposes to supplement existing audience measurement devices to let the broadcasters, advertisers and station operators know who's viewing what on a day-to-day basis. Chairman of the committee is Robert D. Swezey, WDSU-TV, New Orleans.

Other committee meetings announced by NARTB were the Television Information Committee, meeting in Washington on December 2 and 3, and the Public Events Committee, meeting in New York on December 4.

Du Mont Readies Montage Amplifier

NEW YORK, Nov. 28.—Engineers at the Du Mont network have completed a new montage amplifier, which, it is claimed, will outperform comparable equipment in use at the other networks. The device, which makes possible a wide range of special effects by electronic blanking, is due to make its debut next Saturday (5) on "Tom Corbett, Space Cadet."

It was as a result of suggestions from the exec producer of "Space Cadet," Allen Ducovny, that Du Mont built the gimmick. Ducovny is reputed to have suggested the first montage amplifier used in TV when "Space Cadet" was on ABC-TV two years ago.

MUGGS GETS BRITISH RIVAL

LONDON, Nov. 28.—J. Fred Muggs, chimp star of NBC-TV's "Today," continues to be headline news here. Socialist M. P. Christopher Mayhew, a leading opponent of commercial TV, debated the issue against Norman Collins, ex-BBC-TV boss and star troubleshooter for commercial interests.

To aid his cause, Mayhew dug up a baboon whom he introduced as Mr. Beauchamp—Britain's answer to Muggs—and suggested Collins sign the ape there and then. Altho this won the debate and wide publicity, Mr. Beauchamp has been revealed as something of an impostor, being actually a four-year-old baboon called Millie. The ape immediately was signed to play in a Jeannie Crain-Dana Andrews picture, "Duel in the Jungle," being shot here.

Grand Award Bypassed by Sylvania TV

NEW YORK, Nov. 28.—The Sylvania Television Awards for 1953, to be made Tuesday night (2), will bypass a grand award this year. Other awards are scheduled to go to Rod Steiger as outstanding actor for his performance in "Marty" on NBC's "Television Theater," Paddy Chayefsky for his original script on same show, Donald O'Connor for best variety performer, Danny Thomas's "Make Way for Daddy" as best comedy series, Mary Martin for her fashion pantomime on the Ford Anniversary show, ABC, British Broadcasting Corporation and the Canadian Broadcasting Corporation for their Coronation coverage, and the Ford Foundation's Radio-TV "Excursion."

Others honored include Edward Murrow's "Person to Person," Theodore Granik's "American Forum of the Air," "Ding Dong School," "Shakespeare on TV" by a local KNXT, Los Angeles, and "Dragnet."

Also "What's My Line," best panel show; Leland Hayward, Clark Jones and Jerome Robbins for production, direction and choreography, respectively, on the Ford Anniversary Show, and Irving Gaynor for his adaptation of John O'Hara's book, "Appointment in Samara," for the "Robert Montgomery Presents" series.

Kaiser to Quit Philharmonic

NEW YORK, Nov. 28.—Kaiser Motors will end its sponsorship of the hour and a half Sunday afternoon Philharmonic Symphony on CBS about the beginning of January. The advertiser recently concluded a 52-week deal for sponsorship of Lowell Thomas on the same network.

Kaiser dealers felt it would like to use the money ticketed for winter bankrolling of the Philharmonic for advertising later in the spring when new car buying might be more active.

The symphony buy was made originally by Willys, but was switched to Kaiser after the latter firm bought Willys.

FCC Limits Minority Radio-TV Ownership

WASHINGTON, Nov. 28.—The Federal Communications Commission this week placed a limit for the first time on minority interests in radio and TV outlets, and adopted final rules restricting the number of AM or FM stations in which anyone may have an interest to seven and the number of TV stations to five. The new rules are expected to force a vast number of existing stockholders with minority interests to transfer stock in order to keep under the limits. At the same time, FCC left the door open for consideration of the ownership of UHF stations, which were not included when the rules were first proposed in 1948 since UHF channels were not yet allocated.

This is the first limitation on the number of AM stations in which one party can have an interest. FM stations were previously limited to six, and TV outlets to five. A major change from the proposed rules is the adoption of the limit of seven FM stations instead of the proposed six, which was set in view of the interrelationship between FM and AM.

Another departure from the 1948 proposal is the severity of the restriction on minority interests. Under the old rules stockholders could have held minority interests

in up to 14 AM, 12 FM and 10 TV stations.

First to feel the brunt of the order were CBS, which owns six AM stations and has minority interest in three more, and J. Elroy McCaw, who has interests in eight AM stations. Both were ordered to show cause why they should not unload interests to come within the new limits inside of three years.

10th Fee TV Plea Filed

WASHINGTON, Nov. 28.—Labeling fee TV as the "first medium of mass communication that would be truly responsive to the public," the Appalachian Company, operator of Station WTOM on Channel 73, Scranton, Pa., this week joined the list of petitioners to ask the Federal Communications Commission for early rule-making on subscription TV. Appalachian is the 10th petitioner to ask the FCC for rule-making on this issue.

The petitioner declared that it "does not believe that the public is best served under a system where broadcasting revenues are derived almost exclusively from the advertising budgets of the sellers of goods and services." The public should have an opportunity to determine whether it is willing to pay directly for high quality dramatic and musical programs, sports events, educational programs and many other features that otherwise would not be available to all on home television, said the company, adding that such could be provided with the additional revenue brought in by pay-as-you-see TV.

FCC Issues 3 Video CP's

WASHINGTON, Nov. 28.—Three TV construction permits were granted this week by the Federal Communications Commission, bringing total grants to 602, of which 494 are post-freeze grants, including 26 non-commercial, educational grants.

This week's CP's went to Jefferson Standard Broadcasting Company, Channel 8, Florence, S. C.; Midwestern Broadcasting Company, Channel 7, Spartanburg, S. C.

In addition, the FCC proposed the assignment of three additional non-commercial educational channels to Tennessee, asking for comments on the proposed change by December 31, 1953. The new channels would be assigned to Lexington, Channel 11; Rock Island, Channel 7, and Sneedville, Channel 2. The change was requested by the Tennessee Educational Television Commission.

Predicts 25-30 Educational TV Outlets in Year

WASHINGTON, Nov. 28.—A prediction that from 25 to 30 educational TV stations will be on the air in another year, at an initial cost below \$125,000 and an operating cost of less than \$100,000 a year, came this week from Federal Communications Commissioner Frieda B. Hennock, speaking before the National Council of Teachers of English in Los Angeles. Commissioner Hennock called educational progress to date, consisting of 45 applications, 26 CP's granted and two stations on the air, a "major accomplishment in the light of those skeptics who predicted that there would not be an application filed with the Commission for 10 years and that educational television would never see the light of day."

Reviewing the progress of educational FM stations, Commissioner Hennock called the growth of educational stations "one of the brighter spots" in FM's history, and urged wide support of the upcoming educational TV stations. "The fundamental point to be borne in mind is the importance of getting started, of going on the air—if necessary, with a modest type of operation," she said. Educational telecasters should take their cue from the early days of TV, she added, and extend their range and hours of operation only when solidly established.

Du Mont Affils Triple in Year

NEW YORK, Nov. 28.—The Du Mont network has almost tripled its number of affiliates during 1953.

At the end of last year, Du Mont had 74 stations, and as of last week it had 205 stations, 27 of them by letter agreement.

The total number of TV markets is 208.

Steaks to Sponsor 'Tiny Fairbanks'

NEW YORK, Nov. 28.—Grand Duchess Steaks, packager of frozen meat, has signed to sponsor the "Remember With Tiny Fairbanks" show on the Mutual Broadcasting System beginning today. Grand Duchess will have it in 46 markets, and Mutual will offer the show on a co-op basis to its other affiliates.

Fairbanks, billed as "350 pounds of happiness," will offer 15 minutes of nostalgic records and verse, 11:15-11:30 a.m., Saturdays. Di Nuoscio Advertising of Akron is the sponsor's agency.

GODFREY TO AIR ON RIVAL WOR

NEW YORK, Nov. 28.—Arthur Godfrey will get a special one-shot airing on a rival station, WOR, here, tomorrow (29) morning. And the show will be announced by the son of a man that Godfrey bucked for years when he was doing the early morning beat. The half-hour show, 11:30-noon, will be sponsored by Times-Columbia, distributor of Columbia Records here, and will present Godfrey's Christmas album. Announcer will be John A. Gambling, son of John B., the veteran host of "Rambling with Gambling."

Web Readies New Sampling Service

NEW YORK, Nov. 28.—Max Buck, merchandising director of WNBC and WNBT, is readying a new consumer sampling service for the station's major advertisers. In co-operation with "Lunch-eon Is Served," Buck has arranged for 2,500 club women in Manhattan, New Jersey, Brooklyn, Westchester, and Long Island, to test a different product each week.

Both food products and non-edibles will be utilized, with manufacturers of former providing 2,500 free servings each week, and manufacturers of the latter presenting free samples to raffle off as door prizes. In return for the gratis refreshment and fundraising trophies, members will fill out questionnaires and comment sheets on the products. Each sponsor will be given a week's run, with White Rock beverages getting the first test.

WVBC NBC AFFILIATE in DETROIT OWNED AND OPERATED BY THE DETROIT NEWS NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERY CO.

ATTENTION: ALL RADIO AND TELEVISION STATIONS prepare your entries now for The Billboard's 16th Annual RADIO AND TELEVISION PROMOTION COMPETITION Deadline: January 31, 1954 If you have not received your entry forms in the mail—send your request today to: Promotion Competition The Billboard 1564 Broadway New York 36, N. Y.

DIVISIONS Audience Promotion Merchandising Promotion Sales Promotion CATEGORIES Radio Stations 1. 50,000 watts 2. 5,000 to 20,000 watts 3. 250 to 1,000 watts Television Stations 1. Markets of 1,000,000 or more population 2. Markets of 500,000 to 1,000,000 population 3. Markets of under 500,000 population

# LA ROSA FAME ZOOMS

## Godfrey Hangs Onto Old Loyal Following

NEW YORK, Nov. 28. — The Arthur Godfrey-Julius La Rosa affair apparently has culminated with neither entertainer getting hurt and with La Rosa being strongly benefited.

CBS, Inc., the various sponsors of Godfrey and the broadcasting industry as a whole all have been most interested in the reaction that the episode might have had on Godfrey's faithful public.

A study has been concluded by the Schwerin Research Corporation which reveals that the incident has had little adverse effect on the tremendous following that he has built up thru the CBS network.

The old study showed that 76 per cent of the people polled were pro-Godfrey, 8 per cent anti and 16 per cent had no strong feeling either way. The new study shows that 73 per cent are pro, 8 per cent anti and 19 per cent without strong feeling.

This survey is strongly backed up by the ratings on Godfrey's various radio and TV shows, which are just as good as they were before he fired La Rosa.

### La Rosa's Rise

La Rosa's meteoric rise from obscurity to fame within the period of 10 months, meanwhile, is delineated by a study of teenagers made by the Gilbert Youth Research organization. The firm polls youngsters every three months as to the popularity of motion picture, radio and TV stars and singers.

In January, La Rosa was only mentioned as a favorite by six out of 3,650 teen-agers. In a study completed November 5, La Rosa had risen to sixth place among favorite singers, giving close competition to Perry Como, Eddie Fisher and Frankie Laine.

Undoubtedly, La Rosa's recent hit records have accounted somewhat for his skyrocketing to sixth

position, but the Godfrey episode can take a large measure of credit for projecting him to a top position with teen-agers.

"In the seven years of these continuing surveys, no change has ever taken place like the Julius La Rosa popularity increase," according to Eugene Gilbert, head of the youth firm.

### Own Ticket

La Rosa is now reaping a bonanza. He now can make all the personal appearances he wishes, has a CBS network radio show which is sponsored on Mondays by Campana and was a shade away from getting a sponsored quarter hour on CBS-TV.

Gold Seal Wax placed an order for Tuesdays, 7:45-8 p.m., on the network, with La Rosa a strong candidate for the show, but the singer lost out. Instead Jo Stafford will go into the time period beginning February 2 for the client.

The reason that La Rosa didn't get the nod, according to the web, is that he is too busy. Reports still persist that Godfrey did not exactly give his benediction to the idea.

## TALENT NOTES ON AIR AND SCREEN

Perry Como will star on the "Colgate Comedy Hour" December 13. . . . Singing Jack Smith will desert his emcee role on "Place the Face," CBS-TV for five weeks starting December 3 to fulfill night club engagements in Hawaii and Canada. Jack Bailey, emcee of "Queen for a Day," will fill in for Smith. . . . Marty Glickman, sportscaster, will do the commentary for Du Mont's telecasts of the pro basketball games beginning December 12.

"Pantomime Quiz" is shifting its point of origination from Hollywood to New York. The only regular panelist to go along will be John Barrymore Jr. Producer-moderator Mike Stokey has added Robert Alda, stage and screen star, as a permanent panelist. . . . Ray Scherer, NBC's White House correspondent, and Bob Blair, news-cameraman, have been assigned to cover the Three-Power Conference in Bermuda for NBC radio and TV.

Bill Nimmo, CBS announcer, will guest-lecture at New York's Cambridge School of Radio and Television on November 30. . . . Carol Mills, teen-age star of the "Harmony Ranch" show on WATV, New York, cut two sides for Rita Records. . . . Al Freedman, scripter of "A Dollar a Second" is being considered by CBS to write the new TV version of "Earn Your Vacation." . . . Paul Knight, who took a leave of absence in 1951 from NBC to assist Radio Free Europe in the operation of its station in Munich, Germany, will rejoin the NBC radio net as an associate staff director on January 1.

## RESTLESS PEOPLE, REVOLVING DOORS

Harry Albus, of Mutual Broadcasting System's publicity department, reporting to Director Frank Zuzulo. . . . Auriel Macfie, magazine editor of the NBC Press department, is taking a six-month maternity leave. Eileen Lange, former magazine editor and freelance writer, has been named acting magazine editor of the NBC Press department in the absence of Miss Macfie.

Allan Kalmus, formerly television publicity manager of NBC, has resigned his position as news bureau manager in the Public Relations division of Lever Brothers Company. . . . Martin H. Percival, NBC Spot Sales, New York, has left for San Francisco to replace Heber H. Smith as manager of Spot Radio Sales in San Francisco. . . . Pierre Crenesse, director of the French Broadcasting System in this country, and Claude Villedieu, special diplomatic correspondent, will cover the Bermuda Conference. . . . Account executives George C. Oswald and Douglas J. Coyle have been named veepees of Kenyon & Eckhardt, Inc.

Robert H. Boulware, manager of WLW-T, Cincinnati, is recovering from an automobile accident at Our Lady of Mercy Hospital, Mariemont, Cincinnati. . . . Winston Kirby, formerly account executive with O. L. Taylor & Company, has joined the sales staff of Weed & Company. . . . Harold J. Albus, press staffer at Mutual, has been upped to manager of press information for MBS. . . . Cuyler Stevens, account exec of Cunningham & Walsh, Inc., has been elected a veepee. . . . John H. Owen has been upped to vice-president of Compton Advertising, Inc. . . . J. G. Johnson, formerly manager of the Rusk Chamber of Commerce at Rusk, Tex., has resigned his position to join KAND, Corsicana, Tex.

Warren Park, director of religious and educational programming at WJAR-TV, Providence, has been named director of color TV for the station. . . . Burton N. Zaret, former Hollywood publicity man, has joined Robert Hamner Associates as veepee in charge of radio-TV activities. . . . Ted Herbert, account exec in ABC radio net sales, has been transferred to WABC's sales staff as sales specialist for Mary Margaret McBride and Martin Block. . . . Chairmen of the National Radio and Television Committees for the 1954 Heart Fund will be William B. Templeton, director of radio-TV of Sherman & Marquette, and Alvin Kabaker, veepee and director of radio-TV of Dancer-Fitzgerald-Sample, Inc.

Earle C. Ferguson, long-time KOA radio exec in Denver, last week moved up the street to competitor KLZ as sales manager. This came on the heels of an earlier move by former KOA publicist and news director Bill Day, who also went to KLZ as national sales promotion exec. Hugh Terry, proxy and general manager of KLZ radio and TV, was named member of the seven-man accrediting committee of the American Council on Education for Journalism.

James J. Newman, recently retired vice-president of the B. F. Goodrich Company, has been appointed consultant to Treasury Secretary George M. Humphrey to help whip up the government's Savings Bond drive. Treasury's Savings Bond division will stage a major drive next spring, calling on TV and radio for help. . . . William Hedgpeth has become director of administration for the program department of WTOP

# Auto Advertising On Strong Up-Beat

NEW YORK, Nov. 28.—The anticipated splurge of automotive advertising on radio and TV to promote new car models began this week with heavy local spot buying by Ford Motors and the Buick Division of General Motors. For the last several months there have been reports circulating at the networks and agencies that the car makers would spend unusually large sums to promote their 1954 models.

The new car market is expected to have its most competitive year in 1954 with two of the titans, Ford and Chevrolet, locked in a battle for the low-price car purchaser, and the independents—Nash, Kaiser, Hudson and Studebaker—engaged in a struggle to recapture some of the customers they have lost to the majors.

Buick also moved into the arena with a purchase of four participations on CBS-Radio sustainers during the first week in January. The same advertiser wants a saturation push at CBS-TV which will probably take the form of purchases of a few quarter-hour availabilities on "I'll Buy That" and the Bob Crosby show.

Ford, of course, set the pattern for saturation purchasing several years ago when it bought more than 20 radio shows on various networks during a two-week period. Ford undoubtedly will try to repeat the same formula in network radio, and may also go in heavily for spots on local TV stations, especially at night.

Packard, which keys its broadcasting activity to special events sponsorship, is another automotive client interested in mounting a heavy advertising campaign. But the type of program this client desires is more difficult to deliver. The probability is that Packard will have to settle for more routine kind of programing

and WTOP-TV in D. C., it was announced. Other appointments at the station: Donald H. Saunders moves into a newly created post of station executive; Robert A. J. Bordley becomes general sales manager. . . . New hearing examiners named at the Federal Communications Commission last week were Charles J. Frederick, Isadore A. Honig and Harold L. Schilz.

John M. Asher has been named promotion manager of KECA-TV, Hollywood. He previously was director of promotion and advertising with Consolidated TV Sales and had been with CBS-KNX.

George Castleman has been named manager of sales development for CBS Radio Spot Sales on the Coast. He replaces Herbert A. Carlborg, who has assumed the post of director of editing for CBS-TV. . . . Roland McClure is the new program promotion manager for KNX and the Columbia Pacific Radio Network. He succeeds Leon W. Forsyth, who resigned to become chain store merchandising co-ordinator for Regal Amber Brewing Company, Los Angeles. . . . Milt Klein, KECA-TV general sales manager since May, has been appointed account executive. . . . Norman H. Sloane has been appointed TV sales service manager for both KECA-TV and the ABC-TV network.

if it wants to go saturation, the there may be a few holiday shows available.

Other automotive clients culling availabilities from the webs are Chevrolet, Plymouth, Dodge and Kaiser. Several car makers not now in nighttime network video — Plymouth and Dodge — will get into the act shortly.

## OTHER NEWS OF TRADE IN BRIEF

Du Mont had total gross billings of \$1,373,808 during the month of October, a hike of 43 per cent over the same month a year ago, and a substantial gain over October. . . . Tenor Christopher Lynch starts a new show on Mutual next week, Tuesday and Thursday, 7:50-8 p.m. . . . Pond's Extract Company, for Angel Face, has purchased a 52-week schedule of Class A announcements on WABD, New York, beginning December 29. J. Walter Thompson is the agency. . . . Procter & Gamble will take on sponsorship of two more quarter-hour segments of "On Your Account" on NBC-TV next week. The product that P&G plugs on the daytime show is Tide, thru Benton & Bowles. . . . The Association of American Railroads has renewed "The Railroad Hour" on NBC-Radio for another 13 weeks. . . . "The Living Blackboard," educational show on WPIX, New York, will devote its Tuesday segments during December and January to instruction in music. . . . The Ninth Annual Michigan State Radio and TV Conference will be held March 5, 1954, at Michigan State College, East Lansing, Mich.

NBC Spot Sales has been signed to represent WAVE and WAVE-TV, Louisville, effective January 1. . . . Phil Davis Musical Enterprises has been signed to create a waltz jingle for Rainier Beer. . . . Stag Beer has contracted for a 33-hour-per-week record show on KMOX, St. Louis. . . . For the third consecutive year NBC will carry the Rose Bowl Game on both radio and TV as part of the "Gillette Cavalcade of Sports." . . . Educational TV will begin in Los Angeles tomorrow when KTHE-TV-UHF station, set up by the Hancock Foundation, takes to the air. . . . More than 100 clerical employees of ABC, Los Angeles, will vote Tuesday (8) to determine whether they will be represented by the National Association of Broadcast Engineers and Technicians, which includes virtually all of ABC's other personnel here. . . . The closed hearings by a sub-committee of the House un-American Activities Committee on the West Coast ended abruptly without the expected appearance of any radio-TV newscasters. One major metropolitan newspaper there had been circulating reports that "red rats" have been responsible for subversive propaganda on the local airlines. . . . WJR, Detroit, is putting on a special one-hour show of 75 of its entertainers for New York sponsor, agency and network executives at the Starlight Roof of the Waldorf-Astoria December 10.

## New Plea for Lift Of Ban on Grid TV

WASHINGTON, Nov. 28. — A new plea to the National Collegiate Athletic Association to reconsider its restrictions on college football telecasts came from the National Association of Radio and Television Broadcasters this week following a two-day meeting of the NARTB Sports Committee. NARTB said it will follow up the request with the results of a survey showing examples of discrimination against telecasts in sports.

NARTB's plea came as the Justice Department is preparing final court briefs urging a lifting of the ban on telecasts of professional football games except where TV may hurt gate receipts (The Billboard, November 21). The briefs will be submitted to a Federal Court in Philadelphia soon. If the Federal Court decides against the pro football restrictions, the decision will become a springboard for hailing the collegians into court on the same issue.

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THIS WEEK'S SPOTLIGHT FEATURE

## Advertiser &amp; Agency Film Buying

Tape Due for TV in 18 Mos.,  
Supplant Films in 3 YearsRCA Unveiling to Kick Off Battle  
For Supremacy in Billion \$ Biz

• Continued from page 1

eral Electric also said to be getting into the act.

**Tops Hue Progress**

The quality of the RCA tape, which will get its initial public showing next week, is said to be much ahead even of RCA's progress on compatible color TV, which is almost set to get Federal Communications Commission approval.

A top RCA official told The Billboard that there now are fewer bugs in the tape system than still exist in RCA's tricolor camera. It also stands up well in comparison with color kinescopes, with the tapes showing but slight degradation of quality as against live performance.

This is not to say that there are still no problems to be overcome. Some of these are slowing up the speed of the tape, so that less tape is necessary for a show, thinning the width of the tape used and streamlining the process in general—all of which will reflect upon the ultimate cost of the process.

However, the theory of the RCA labs has been to work backward on these problems. First, they had to secure the quality, which they feel now has been practically accomplished, and now they will work on refining the processes by improving the methods involved.

**Timetable**

The timetable for introducing tape into TV use runs something like this: Initially, tape will replace the hot kinescope process in Hollywood for NBC in about 18 months. This, in itself, will be a significant development, and a few months later will permit clock time airing of network shows, with an 8 p.m. EST show airing at 8 p.m. in the Central zone and at the same hour in the Mountain and Coast zones.

This will be possible via instantaneous tape recordings and rebroadcasts from giant fixed tape storage facilities with library pools which can be set up in each time zone, at Chicago, Denver and Hollywood.

Ultimately, NBC-TV shows may even be shot initially on tape, rather than done live, to make production schedules more flexible, and stars' appearances more easily set. Tape then will be used for all kinescope recording purposes.

**Stations' Use**

Within a year of its first use, along the lines outlined, tape will be introduced into stations which can make similar use of the process on a local basis. The rapidity of its adoption as standard equipment will depend upon the development of the mass manufacturing process.

An interim period of about two years after its first station use is seen during which capital investments in both tape and film will continue. After that time, it is now deemed a foregone conclusion that film will no longer play a significant role on TV.

As a result, several prominent TV film producers polled by The Billboard admitted that the coming of tape is significantly affecting their production plans. Primarily, it is causing several of them to hold back on full-blast color film production. Their feeling is that their color TV will not become a national mass medium for some three to five years. Thus, running the extra costs of shooting in color now may be sheer waste, for by that time color TV tape will almost certainly have replaced film.

**Not Imminent**

However, TV film production will continue unabated in black and white for the present. It's not until over 100 and closer to 200 stations have been equipped to transmit tape images that actual production will shift its emphasis to tape. That is not likely until about the start of 1957.

To utilize color tape, TV stations need only add a tape handling drive mechanism to the regular color transmitting unit. While the cost of such a device now will run about \$150,000 in pilot production, assembly line methods likely will cut that price to about one-third that figure in about three years.

The tape mechanism has not yet been turned over from RCA Laboratories to RCA Victor for manufacture, the success of the coming demonstration to determine how soon that step will come.

The application of tape as a substitute for film will come after its full use in place of kinescopes. First inroads will be on film for TV, with later developments, by which tape will be used for theatrical pictures, to follow perhaps by 1958. A top RCA exec said that progress will be determined largely by the amount of interest shown by the motion picture industry.

All current efforts are now being directed at meeting the limitations of the TV system, whose band width and other technical requirements necessitate refining tape to reproducing the picture quality of a 16mm. film system.

**Theatrical Use**

For tape to be used for theatrical purposes, however, the system will have to be perfected to a much finer resolving power than the present home TV picture. A great deal more detail will have to be captured on tape for this.

The U. S. video picture, with its 525-line system, is regarded as roughly equivalent to a 16mm. picture, and this is the tape quality now being sought. For theatrical purposes, the tape would have to be improved to be equivalent to an 800-line picture. This would require other equipment, in addition to a tape drive mechanism.

The benefits of tape use, instead of film, whether for TV or theaters, are many and obvious. Altho the raw stock costs will be about the same, there will be no waste of tape, either in shooting or editing. Any scenes not used will not mean discarding of costly stock. On tape, the picture will merely be wiped off and shot over. Also, pictures deemed not worthy of keeping in a library similarly can be wiped off and, similarly, excess prints can be cleaned off and re-used.

This difference is even more striking in comparing costs with color film than with black and white film. For color film, the equivalent of three costly basic prints are needed before duplicate prints can be made, via virtually any process other than Koda-

chrome. A single master tape serves the same purpose.

Of course, one of the most intriguing qualities of tape, at the moment, is its instantaneous nature. A few seconds after a picture has been recorded on the tape, it can be played back. This can save much time and money in the shooting of either a TV show or a theatrical picture, by speeding up the entire process of completing the finished product.

One problem in the near future is reducing the amount of tape necessary. RCA color tape runs at 200 inches per second and may already have been reduced to 180 inches. The Crosby tape, demonstrated in black and white some months ago, runs at about 100 inches per second. Via the RCA method, a 30-inch drum is necessary to house the amount of tape needed to show a full house show.

**Shipping Problem**

This is deemed larger than desired, but not too large to be practical even now. The basic problem is one of shipping, but with the initial broadcast use likely from the static regional storage plants, the experts will have time to cut down the amount of tape needed.

Already, RCA technicians are working on a completely new tape, even before the demonstration of the tape used up until now. The new, more adaptable tape is not the same type as is used for sound, which is to be demonstrated, but is a stock half as thick but equally strong. This would reduce the size of the tape housing drum considerably.

The total picture indicates conclusively that a new industry is being born—one which will drastically affect other major industries.

**LIBERACE**Guild Films  
Would Bio  
TV Pianist

NEW YORK, Nov. 28.—Guild Films goes into negotiation with Greenberg Publishers next week for the publication of a \$1 biography of Liberace. Greenberg would have Milton Luban write the book, which would be illustrated. Meanwhile, Keith Monroe on the West Coast is writing a piece for Coronet on the pianist.

Also, the Pictorial Review is due to have a feature on Liberace, and The New York Sunday News will shortly have him as the cover photo on its magazine.

30% Boost in Candy  
Sales Laid to Kid Pix

NEW YORK, Nov. 28.—M & M Candy sales have risen as high as 30 per cent in areas where the only advertising used by the firm was its sponsorship of Kagan's kid TV film show "Johnny Jupiter," according to M & M's agency, Roy S. Durstine, Inc. On the basis of this showing, M & M last week ordered 31 additional outlets for the show, making a total of 85 markets in which the candy company is now spot booking the series.

M & M also ordered 13 more episodes of the show, bringing the Kagan Corporation's total production count to 39 half hours. Kagan is backing up the "Jupiter" series with a merchandising program similar to that already in operation on its "Howdy Doody" show and Martin Stone, Kagan's proxy, credits some of

the M & M sales showing to initial promotion in this field.

Kagan is shelling out its own money to promote the show in markets where M & M Candy is sponsoring it. First big splurge took place in Huntington, W. Va., earlier this month, via a personal appearance there by Reject the Robot, a character from the show.

Kagan retains all residual rights on the series and is offering the show for local sale in markets where it isn't sponsored by M & M. In line with this, Kagan will shoot "Johnny Jupiter" in color next year, in a move to bolster the series' future re-run value in the color TV era. Merchandising licenses have already been granted on Johnny Jupiter balloons, puppets, color books and various kind of toys.

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TV FILM PRODUCTION

DISTRIBUTION SALES &amp; MARKETING

NETWORK &amp; STATION BUYING &amp; PROGRAMING

ADVERTISER &amp; AGENCY FILM BUYING

Execs See Bigger  
Vidfilm Use in '54Sponsors, Agencies Hunting Right Buys  
Make 1953 Greatest Film Year So Far

By LEON MORSE

NEW YORK, Nov. 28.—Top advertising execs anticipate an even wider use of syndicated vidfilm in 1954 than during this year, according to a survey made by The Billboard. And they made it abundantly clear that 1953 had broken all records for the purchasing of TV film by sponsors for local use.

The majority of both advertiser and agency execs felt that film programming now has been accepted completely by audiences and has gained a status equal to live shows. Consequently, most sponsors were satisfied with the results of their local film program buys.

Operating to add new sponsors to the list already purchasing film are two factors: (1) Local spots are becoming more and more unavailable and (2) the increase in the requirements necessary to purchase minimum networks has steadily been boosted and are expected to be hiked again in 1954.

The alternative, of course, to purchasing of spots is film buying. And those sponsors who do not need as many stations as a network buy requires have, as an alternative, multi-market national spot buys of vidfilm series.

**Not All Agree**

However, not all these agency toppers agreed on the quality of the film that was being presented for local sponsorship. Among those most satisfied with the current crop of shows was Hank Booraem, McCann-Erickson veepee, who said that they compare very favorably with network caliber programming. He cited "City Detective" as an example of his contention.

An exec in the radio and TV department of one of the three top agencies claimed that there was nothing available of a distinctive "A" quality in a vidfilm series for local sale.

He explained that while "My Favorite Story" was an example of a good series, it could not really rate with the better network shows. He contended that the best local film series are reruns of network shows.

There was universal agreement

that there is a market for more comedy shows for local syndication. The execs maintained that distributors were missing a bet by not making more such programs available. There also was a feeling that a strong adventure series, something which might personify man's struggle against the elements, was also needed.

One complaint by the agency brass was that distributors asked the same price for film regardless of where the film series were slotted. For example, an advertiser might wish to buy a mystery show and slot it on Sunday afternoons, or Saturday mornings, neither of which is "A" time.

The purchaser finds that he must pay the sale price for the series no matter where he shows it, even if the likelihood of reaching a mass audience is small. With the current tight nighttime availabilities, especially in the East, the execs felt distributors were not being realistic and not taking into consideration the problems of the advertiser.

There was also a belief that stations were not aggressive enough in their selling of vidfilm series. Instead of constantly pitching film shows, the station salesmen wait to find if there are any prospective purchasers at the agencies.

**Salesmen Vs. Execs**

The execs felt that they couldn't tip their positions when they had potential buyers and that the salesmen should sell strongly whether or not there was an immediate buyer in the house.

It was also recommended by some agency men that vidfilm producers make their series in color from now on in order to cover their investments.

However, there was confusion as to what effect color might have on the local film market. There was a feeling that there were technological problems to be overcome before color film would meet the same success that has come to black and white film.

All in all, the consensus is for a happy 1954 for vidfilm syndicators, according to their own clients—the advertisers and ad agencies.

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Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

## Canada Holding Film to 30% of Program Time

### Government Sees Boom Year Ahead For TV Industry

TOTONTO, Nov. 28. — Altho there is no official restriction on the amount of film that can be used by the Canadian Broadcasting Corporation, in actual practice an attempt is being made to hold film to about 30 per cent of all TV programming time, a spokesman for CBC revealed this week. In film buying, preference is being given, wherever possible, to Canadian distributors, "who are the doorstep." But U. S. distributors are by no means being shut out. This is in line with the general CBC policy of encouraging the use of native material. The CBC is also committed to a policy of "reasonable balance" in its programming, in film as well as live.

Two distributors here that appear to be taking the lead in representation of U. S. distributors are Spence Caldwell, Ltd., and Telepix Movies, Ltd. The latter last week signed to agent Comet TV Films' package of 25 feature films.

Meanwhile a boom year for the Canadian TV industry is expected in 1954, Commerce Department reported this week. Ten stations are scheduled to begin telecasting next year, making TV available to most of Canada's population. Many of the stations will continue the present practice of tying into American networks for certain programs.

Canadian dealers are expected to sell 400,000 TV sets in 1954, and in future years the market will be about 350,000 sets a year, Commerce said. The value of 1954 sales will be about Canadian \$152,000,000. This year's sales are estimated at 325,000 sets valued at Canadian \$123,500,000.

With a new station just under way at Sudbury, Ont., stations will begin operation next year at Edmonton, Alta.; Quebec; Halifax, N. S.; Hamilton, Windsor, London and Kitchener, Ont.; Winnipeg and Vancouver, B. C. A second station will open in Montreal, giving that city both an English-language and a French-language station. All outlets, whether operated by the Canadian Broadcasting Company or private firms, will sell some time for commercial programs, with TV taking on considerable importance in Canadian merchandising, according to Commerce Department.

## Industrials Make Series

NEW YORK, Nov. 28.—Modern Talking Picture Service now has 33 stations programming its sponsored films on a weekly basis. Modern is now trafficking enough of these industrial films to make up a series of 26 half-hour shows.

Dick Ritenour, head of the TV division of MTPS, said they will shortly have 39 weeks worth of industrial shows. The 33 cited above do not include stations using the films on a sporadic basis. Altogether, Modern makes 400 shipments a month of these sponsored films, and does not bicycle them.

## Western Feature, Plus 'Star,' Sells for Texas Supermarket

SAN ANTONIO, Nov. 28. — Western feature films, combined with a colorful "live" characterization, are delivering the goods for the participating sponsors on "Sagebrush Ranch" telecast on Monday thru Friday on WOAI-TV from 5 to 6:15 p.m. That the combination is doing an eminently successful job of selling is attested by L. Jerry Spengler, director of public relations for the Handy-Andy supermarket chain, which operates 18 stores here.

In a letter to Edward V. Cheviot, commercial manager of WOAI-TV, Spengler reported that sales of Bosco chocolate syrup, a product advertised on the telecast series, had jumped 26 per cent as a result of the spot participation.

## WELL, THEY SAY IT HAPPENED

CINCINNATI, Nov. 28. — TV promotion boys at WLW-TV here bagged a natural to push local re-runs of "Dragnet," now titled "Badge 714," for syndication showings. Anyway, they swear these are the facts: When the holder of Badge 714 in the local police department was rounded up to plug the film series and its hero, Sgt. Joe Friday, on the air, his name turned out to be Officer Freitag. English translation: Friday.

## Rooney Show In Doubt for NBC Slotting

NEW YORK, Nov. 28. — The new Mickey Rooney vidfilm series may not be able to go into the 8-8:30 p.m. Saturday slot on NBC-TV after all. Despite strong interest from Plymouth in the \$31,500 per show series, Rooney's non-availability for shooting additional episodes has put a crimp in the deal.

The time slot is open as of the first week in January, when Ezio Pinza's "Bonino" series gets the axe from Lady Esther and Philip Morris. Thus, NBC is confronted with the problem of getting a suitable show to buck Jackie Gleason's CBS-TV opus.

Rooney was the top candidate, but he is slated to leave for Korean appearances shortly, and he also is contracted to make a picture for M-G-M upon his return in January. NBC has numerous bankrollers anxious to pick up the only prime time slot which the web has open, but no deals are possible until a show has been picked. Web brass hope to reach a decision in the next week or so.

## GT's 'Greatest Dramas' Booked in 40 Markets

NEW YORK, Nov. 28.—"Greatest Dramas," the 15-minute show that Movietone News is producing with General Telecasting, bowed into its first four cities last week under the sponsorship of General Tire Corporation in co-operation with its dealers.

The D'Arcy Agency, for the tire company, has booked the film show into 40 markets so far, and is aiming at 50 or 60. General Tire does not intend to sponsor the show in New York.

Whether further syndication will be handled by General Telecasting, 20th Century-Fox or some other distributor was still undetermined this week. The producers are understood to be seeking another regional sponsor before actual syndication sales begin.

Arnold Kaufman, veepee of General Telecasting, said that for his firm the "Greatest Dramas" show is an experimental venture. He added that it could conceivably start General Telecasting in the film distribution business.

Should the situation mature in that way, it is recognized that

Spengler attributed the increase in sales entirely to the advertising, which made Bosco "one of the hottest items in our stores." And he added: "Frankly, it is one of the best success stories I have heard in some time on the effectiveness of TV advertising."

The live portion of "Sagebrush Ranch" features Art Dickson as "Old Sage," foreman of the ranch. Dickson introduces the daily Western film, and handles the various commercials. For four years Dickson played the role of Tom Mix on the NBC network in the "Tom Mix Ralston Straight Shooter" series and has also played Western roles on the CBS program "Pretty Kitty Kelly."

## UHF Off-Air Pick-Ups Seen In Works for N. Eng. 'Net'

NEW YORK, Nov. 28. — The UHF program-relay idea was showing signs of rapid expansion this week. Six New England stations agreed to a meeting in Worcester, Mass., Monday (30) morning, with the hope of completing arrangements for an interchange of programs by off-the-air pick-up. And WPIX here added a third station to its relay operation.

The new station added to the WPIX off-the-air chain this week is also a member of the group meeting in Worcester on Monday. This, of course, leads to the possibility of the eventual development of an off-the-air "network" extending from Pennsylvania to

Northern Massachusetts, and, with the addition of a couple of stations further north, ultimately linking up with two outlets in Maine which have a similar setup.

The main objective of the relay idea is, of course, to beat the high cost of programming. But at the Worcester meeting on Monday, a package sales plan will also be discussed. This angle is already being exploited by Frank Hoy, owner of the two UHF stations in Maine (The Billboard, November 21). Hoy's plan actually went into effect this Thursday (26), when his second station, WLAM-TV, Lewiston, began programming.

If the Worcester group decides in favor of offering some kind of

discount to multiple-station advertisers, it will undoubtedly also try to get commensurate discounts from film distributors, as Hoy has done.

The Worcester plan has been in cursory discussion for the past two weeks. It appears to have originated with Ansel Gridley, general manager of WWOR-TV, Worcester, which begins programming next Friday (4). Gridley has discussed the idea with Charles de Rose, WHYN, Springfield-Holyoke, Mass., and Frank Lyman, WTAO, Boston. Those two stations are already on the air, as is WATR, Waterbury, Conn.

The other two stations in the group are WNET, Providence, and WMGT, Adams, Mass., which are not as yet operating.

### Dec. 25 Start

WMGT, which is due to begin programming December 25, is the one that this week signed to pick up WPIX's "Sports Parade." WMGT may, in addition, pick up WPIX's 7-7:30 p.m. news, weather and sports block. The other two stations in WPIX's relay operation take only its sports coverage, 9-11 p.m., Tuesday, Wednesday, Thursday and Saturday. The WPIX relay, so far, has not involved any sales plan.

Among the six stations meeting Monday, WWOR, Worcester, is centrally located, and would probably be the point of origination for the programs relayed. The programming that will be proposed for an early at the meeting will be for relay to Western, a late-evening feature theater and newscasts. However, the group will endeavor to explore all possibilities of exchange programming, live, film and news.

Even if the plan should be effected only on the programming level, Gridley believes that they will as a group be able to offer advertisers thoro New England coverage, with programming tailored for regional interest, and at an attractive cost per thousand.

## World Nixes Pic Producer Use of Catalog

NEW YORK, Nov. 28.—Altho World Broadcasting System's new transcribed sound and music library service for TV stations is intended for use behind local news films and as bridges for feature film presentations, the catalog is not available to TV film producers.

The reason for this, of course, is that the Ziv subsidiary services the sound and background music needs on all of Ziv's own TV film productions.

In line with this, it is probable that the World TV service idea was originally inspired by its use on the Ziv film shows. The new service catalog includes music for use as themes, backgrounds, bridges and fanfares, with three main sections listing more than 5,000 different TV program applications of the material.

The catalog is indexed by (1) program type—music for home making, appliance demonstration, etc., (2) selections by mood and types and (3) alphabetically. Outstanding facet of the service is a special musical background section for news broadcasts, with music arranged to fit the moods of various types of news stories and features.

## G-K to Resume On 'Big Town'

HOLLYWOOD, Nov. 28.—Shooting resumes Wednesday (2) on the first of six additional "Big Town" telefilm series by Gross-Krasne Productions at California Studios. A total of 20 more telefilms are on the schedule, which will include Beverly Tyler as the new Lorelei opposite star Pat McVey.

Following shooting of the six "Big Town" telefilms, Gross-Krasne will continue filming its "Lone Wolf" series starring Louis Hayward. Three additional scripts are ready, with shooting to be done on location in San Francisco, Honolulu and New Orleans. Bob Dennis has scripted the episodes.

## TV Film Registers In Coast ARB Study

HOLLYWOOD, Nov. 28.—Entertainment on TV film rates high among Los Angeles area viewers, a rundown on American Research Bureau's November ratings indicate. Of the top 14 shows in ARB's latest ratings, only five are live shows, some of which are seen here on kinescope.

Not only do local viewers more regularly watch telefilmed shows, but find no objection to second runs of a series which continues on the air. "Dragnet" with a healthy 64.8, ranks first and under its re-run title of "Badge 714" is 14th with a 26.2. "Badge 714" aired on KTTV has been on the air locally for only a few weeks on Saturday nights, while "Dragnet" has continued regularly on the NBC outlet, KNBH, in its Thursday slot.

Filmed shows in the top 14 include "You Bet Your Life" with 57.3; "I Love Lucy," 54.1; "Ford

Theater," 37.4; "Burns and Allen," 35.8; "I Married Joan," 35.8; "Our Miss Brooks," 33.4, and "My Little Margie," 28.0, in addition to "Dragnet" in both its spots. "T-Men in Action," with a 34.2, and "This Is Your Life" are seventh and eighth, while "What's My Line" and "Lawrence Welk" are 10th and 11th with 30.7 and 29.0, respectively. The "Blue Ribbon Bouts" is the only other live show among the top 14, its November rating being 27.6, one notch above "Badge 714."

The second run of "Dragnet" not only shows a healthy climb in audience, but is ahead of "Kraft Theater," Red Skelton, "Your Shows," Shew, Arthur Godfrey and "Toast of the Town."

### HOWDY \$OODY

## Castle to Distrib 2 Home Films

NEW YORK, Nov. 28.—There is still money to be made in the home movie field, according to Martin Stone, prexy of Kagan Corporation. Altho Kagan's "Howdy Doody" show has always been a live ailer, Stone is distributing two "Howdy Doody" shorts for home movie use, thru Castle Films, with 8mm. and 16mm. sound editions available.

United Productions of America ("Gerald McBoing-Boing" creators) meanwhile has produced a group of animated "Howdy Doody" color cartoons for Kagan, which Stone is offering for theatrical release and eventually plans to make available for home distribution. The eight-minute cartoons are budgeted at around \$15,000 each, and Stone will not release them to TV. The first U.P.A. cartoon, "Howdy Doody and His Magic Hat," opens at the Paris Theater here next month.

## LC Announces Paper Print Film Process

WASHINGTON, Nov. 28.—A new process of reproducing "paper prints" of old films deposited before 1912 in the Library of Congress was announced here this week. The process will be previewed here and in Hollywood Monday (30) as part of Library drive to raise funds for converting the stock of paper prints it has on hand (The Billboard, November 28). The old films include such epics as the "Great Train Robbery," "Old Faithful Geysers" and "Airy Fairy Lillian Tries on Her New Corset," as well as shots of troop movements in the Spanish-American War, President McKinley speaking just before his assassination, and the steamship "Titanic."

Organizations such as TV stations who want copies of the old films can have them at cost plus the cost of making a copy for the Library. The films were printed on paper up until 1912, since copyright protection did not extend to film until that year.

## UTP 250G Sales On Crosby Pix

HOLLYWOOD, Nov. 28.—More than \$250,000 in sales has been written by United Television Programs, Inc., within the past three weeks with its new price and sales plan for two Bing Crosby Enterprises telefilm properties that UTP handles. Most of the business was realized from sales to WABD, New York; KTTV, Los Angeles, and WXYZ, Detroit.

Shows involved are the presently titled "Royal Playhouse," originally produced by BCE for Procter & Gamble's "Fireside Theater" and Packard Motors' "Rebound" series. Deals made give the stations unlimited use of 52 half-hour shows for two years. Under this new package arrangement, UTP Sales Manager Wynn Nathan said he feels UTP will be able to similarly sell the telefilms in all major markets within the next 60 days.

Commercial Critique

By AL CANTWELL

For a man who has spent a good part of his life working for advertising agencies, Don McClure was certainly rough on agencies and clients in his column on competitive bidding in the November 7 Billboard. Much as I hesitate to argue with a man of Don's background, I must say that I think his views about competitive bidding were somewhat prejudiced on the side of the producers.

I will admit that many of the things he says about competitive bidding are true, and from a film producer's viewpoint, it is a very unhappy situation.

For good reasons, most film producers wish that they had never heard of the system. But you can't really blame agencies and clients for perpetuating it when you run into situations like the one that confronted an agency friend of mine not long ago. This is a true story; only some of the particulars have been changed to protect his job.

Case in Point

A client had a fairly large group of commercials to produce, and insisted that the agency get competitive bids. The job was estimated by four large, well-established, legitimate producers, each with an excellent reputation for high standards of production.

When all four bids were in, the client was more than a little upset when he found that the bids ran from a low of \$25,000 to a high of \$43,000.

As Don McClure says, out-of-

pocket cost of production is no secret. Anyone can estimate that. But the variables—profit and overhead—in this case showed an \$18,000 spread between four producers. Some variable! So you can hardly blame a client for wanting bids when he sees a possibility of saving \$18,000.

Incidentally, I think the final disposition of the job in our case history is more indicative of price alone. It was given to the producer the agency recommended before the client asked for bids. This producer was not the low bidder, but his price was very close to the price estimated by the agency to be a fair one for the job.

Future Signpost

This is another signpost to the future, because more and more agencies now do have people who know film and its costs, and it indicates that competitive bidding will soon be a thing of the past.

Altho I am almost out of space here, I'd like to live up to the title of this column with a short bow to Elliot, Unger & Elliot for the lush production of the Helena Rubinstein Color-tone Shampoo commercials made for Hewitt, Ogilvy, Benson & Mather. They create a mood of elegance for the product by showing three gorgeous and gorgeously gowned girls with white-tie-and-tails escorts in a setting that suggests wealth and position. The implication, of course, is that the shampoo made all these things possible.

The unpleasant aspects of hair washing and coloring are minimized, so that it looks very easy to be lovely with this product. This seems to be a good approach for a product with the high fashion connotations attached to the name Helena Rubinstein.

Not So Good

A not so good approach for another product used by women is found in a one-minute commercial for something called Tobyjell. I looked at this commercial five times before I realized that they were trying to explain a new way to make jelly without the use of fruit.

It seems to me that a believable live demonstration would have been a much better way to explain this new idea in home economics that the limited animation of spoons stirring in pots and the supposedly delighted faces of children and mothers reacting to the taste of the product.

The audio side is no better. An unconvincing female voice delivers such gems as "cut your jelly budget in half." Now I ask you, who has a jelly budget these days? This commercial reminds me of television circa 1948.

I didn't bother to check on who made this commercial, since it's better left unpublished, but I wonder if they got competitive bids on it. This could prove Don McClure's point better than anything, because it certainly appears that price was the most important consideration in the making of these commercials.

Dudley Color Pix for Tele

HOLLYWOOD, Nov. 28.—Dudley Pictures Corporation, which owns what is said to be the world's largest library of color stock footage, is planning to make the tint film available to TV networks in anticipation of the day when color TV becomes commercially available.

Carl Dudley, firm's president, planned to New York this week to meet with CBS, NBC and ABC executives to discuss the availability of his color library. Previously Dudley only leased footage to major film companies.

Davis Cup Games Set for Coverage

NEW YORK, Nov. 28.—Fremantle Overseas Radio, Inc., is arranging for film coverage of the Davis Cup tennis matches, which will be held in Melbourne, Australia, December 28-30.

The films will be flown to San Francisco daily for network origination, if a web deal is arranged. Otherwise, Fremantle probably will offer the films for syndication. NBC-TV carried Fremantle's Davis Cup films last year.

TV FILM COMMERCIALS in PRODUCTION

since Oct. 1

This feature runs in every "Advertiser and Agency Film Buying" issue of The Billboard's TV Film department. It offers the most complete directory of production of film commercials available, and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

ALEXANDER FILM COMPANY, Alexander Film Bldg., Colorado Springs, Colo.

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Pilsener Brewing Co., Hudson Motor Car Co., Lincoln-Mercury, Southern Baking Co.

ALL-SCOPE PICTURES, INC., P. O. Box 12081, Edendale Station, Los Angeles 26

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for 11 Cellars Wine, Forest Lawn Mortuary, Log Cabin Bread.

ANIMATED PRODUCTIONS, INC., 1600 Broadway, New York

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Yonkers Raceway, Roosevelt Raceway, Emorel Mfg. Co., Margo Wines, Chunky Candy Co., Various Advertisers.

S. W. CALDWELL, LTD., Caldwell Building, Toronto 5

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Boyle Midway, Carling's Breweries, Adams Brands, Ltd., Acoustison, Elgin Motors.

PETER ELGAR PRODUCTIONS, INC., 18 East 53d St., New York 22

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Gulf Oil Corp., Wallerstein Co., Jergens, Zippo, Hills Bros., Remington Rand, United States Brewers Foundation.

FILMWRIGHT PRODUCTIONS, INC., 3 E. 57th St., New York 22

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entry for Elna Sewing Machine Co.

HARRY S. GOODMAN PRODUCTIONS, 19 E. 53d St., New York 22

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Central Saving's Bank of Baltimore, Hot Shoppes.

HARTLEY PRODUCTIONS, INC., 20 West 47th St., New York 19

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Catholic Charities, Bishop Sheehan.

KLING STUDIOS, INC., Chris Petersen Jr., 601 Fairbanks Court, Chicago

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Johnson's Wax, Hallicrafters, Republican Citizen's Committee, Leonard Gasoline, Angel Soft Tissues, Standard Oil, Serta Mattress, Maryland Coffee Club, Reardon Paint Co., Centiliver Brewing Corp.

LEWIS & MARTIN FILMS, INC., 218 S. Wabash Ave., Chicago

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Angel Soft Tissues, Florsheim Shoes, Picture-Craft, Johnston's Candy, Ratner Promotions.

MOTION PICTURE SERVICE COMPANY, 125 Hyde St., San Francisco

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entry for Four-Wheel Brake Service.

OLYMPUS FILM PRODUCTIONS, INC., 2222 Chickasaw St., Cincinnati 19

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for General Mills, Master Vibrator Company, Kroger Company, Warp Bros., Community Chest.

PACKAGED PROGRAMS, INC., 634 Penn Ave., Pittsburgh 22

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length, Type. Includes entries for Duland Fryrite, Wm. G. Johnston Co., Serta, King's.

M. Gold Again Nominated as NTFC Prexy

NEW YORK, Nov. 28.—Melvin Gold, three times president of the National Television Film Council, this week again was nominated for the presidency by the group's nominating committee. Arche Mayers, of Unity Television, the current president, was nominated for distribution VP, and Sally Perle, the current vicepres, was nominated for executive secretary.

To the post of exec veepee, the committee named John Schneider, of the Biow Company. Other veepees nominated were: Production—Bert Hecht, Bill Sturm Studios; station—Ardien Rodner, WABC-TV; agency—Jim Ellis Jr., Kudner; membership—John Bergen Jr., Film and Radio-TV Daily. Also attorney Samuel Spring was named for treasurer, and attorney Sid Mayers was named for general secretary.

Petitions for additional nominations, bearing the signatures of 15 or more members, may be sent to Arche Mayers before December 2. The election meeting is due December 17.

The proposed by-laws expanding the list of officers and establishing the nominating committee were passed last week with only one dissenting vote.

HOWARD FARMS Now Guarantees 16% PER ANNUM ON \$10,000 YEAR AFTER YEAR THIS IS NOT A GET RICH SCHEME, BUT A LONG RANGE PROGRAM 100% INSURED AGAINST LOSS BY ONE OF AMERICA'S OLDEST INSURANCE COMPANIES Capital Gain & Other Tax Deductions CALIFORNIA RESIDENTS ONLY HOWARD FARMS 10020 BALBOA, NORTHRIDGE, CAL. EM-31981 Eves. DI-22230



BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart shows the American Research Bureau's ratings of syndicated film series during the 2d week of October in one-third of the cities surveyed individually by ARB.

The program titles are arranged according to category and as they appear in the rating books—no rank order has been attempted.

For further information on distributorship, number of sets in market, running time, etc., please refer to The Billboard's complete CATEGORY BY CATEGORY summary chart, which appears once every four weeks following this cycle.

For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4; 516 Fifth Avenue, New York; P. O. Box 6934, Los Angeles 24.

BUFFALO 3 STATIONS

Table with columns: Title of Show, Category, Station—Days—Time, October ARB Rtg.

GREATER HOUSTON 2 STATIONS

Table with columns: Title of Show, Category, Station—Days—Time, October ARB Rtg.

SAN ANTONIO 2 STATIONS

Table with columns: Title of Show, Category, Station—Days—Time, October ARB Rtg.

(Continued on page 10)

TV FILM PURCHASES

A week-old sales offensive netted 28 markets for "Racket Squad," and several large regional prospects lined up for "The Playhouse," formerly "Schlitz Playhouse of Stars," with ABC Film Syndication Division estimating the division's sales close to \$250,000.

M & M Candies, thru Roy S. Durstine Agency, has extended its contract for "Johnny Jupiter" to 85 markets, an addition of 28 markets, and has ordered from the Kagan Corporation 13 more series for a total of 39 half-hour films.

CBS Television Film Sales sold "Amos 'n' Andy" to the following markets: WJBF, Augusta, Ga., for Castleberry Foods, WHEC, Rochester, N. Y., for Ring Jewelers; KPIX, San Francisco, for Brown-Haley Candy, and WSUN, St. Petersburg, Fla., for Lykes Brothers Meat Packers.

The Pure Oil Company has purchased "Badge 714" from NBC Film Division for Augusta, Ga., bringing the total markets sponsored to 30. The new "Hopalong Cassidy" half-hour films have been sold to Greenville, N. C., and Greenville, S. C., for the Kurt L. Rogers Company.

Other NBC Film Division sales this past week include: "Inner Sanctum" to KAFY, Bakersfield, Calif., and KRON, San Francisco; "The Navigator" to KVOA, Tucson, Ariz.; "Captured" to KVOA, Tucson, Ariz., and WFBM, Indianapolis for Sinclair Oil; "Victory at Sea" to KFDD, Wichita Falls, Tex., and "Life of Riley" to KOPR, Butte, Mont., and KFVY, Bismarck, N. D.

Re-Run Case History

'Victory at Sea'

First Run: Via NBC-TV
Re-Run: Syndicated by NBC Film Division

Table with columns: City, ARB Rating, ARB Homes (000's), Second Run ARB Rating, Second Run ARB Homes (000's), Percentage Increase in Homes Reached

All ratings are by American Research Bureau. First run ratings are for November, 1952, except for Chicago and Houston-Galveston. Chicago rating is average of December, 1952, and January, 1953. Houston-Galveston is for April, 1953.

Second-run ratings are for October, 1953, except for Chicago, which is average of September and October, 1953.

'Victory' Pulls Coup With ARB Re-Run Ratings in 6 Cities

NEW YORK, Nov. 28.—An impressive re-run record is currently being made by "Victory at Sea." In six of the major markets surveyed by the American Research Bureau, the half-hour documentary series pulled substantially higher ratings in its second run than it did in its original network airing via NBC-TV.

work airing in Washington, "Victory" had only 15.6 per cent share of audience, but in its re-run it got 48.4 per cent last month.

New York Story

In New York, WNBT is slotting the syndicated version of the show Tuesday, 7-7:30 p.m., and it is pulling the highest ratings the station has ever achieved in that period. Since April, 1951, the best WNBT has pulled in that slot was a 6.2 with "Kukla, Fran and Ollie." "Victory" got 11.3 in the October ARB report.

In Chicago the re-run of "Victory" is in the same slot as its original run, and it continues to buck the competition of "What's My Line?" Despite this continuity in the same competitive situation, its audience—on a two-month average—picked up 2.8 percentage points in rating and 76,000 in homes over the first run.

Another interesting facet of "Victory's" re-run picture is the obvious pull it is making on the strength of its own appeal. In three of the six markets herein covered, "Victory" had virtually no "carry-over" factor.

In Washington, where the accompanying chart shows the most impressive pick-up, it enjoyed a considerable improvement in its competitive situation. In its net-

In Washington, for example, the show preceding "Victory" had only a 7.2 rating, with "Victory" scoring with a 15.6 and the show following dropping off to a 4.2 rating.

In Cleveland, the story is similar. The preceding show pulled a 5.5, "Victory" hit 10.9 and the following show's 3.1 showed a drastic decline.

The San Francisco story follows the same pattern, with the preceding show hitting 14.3, "Victory" coming up with a 22.9 and the succeeding stanza slipping back to a 10.2 rating.

Also, latest reports clearly indicate that "Victory's" re-run audience is still picking up. In New York the show's second monthly ARB rating was 13.0, against an 11.3 the first month.

In Chicago it went from a 11.7 in October up to 15.0 in November. And in Washington it jumped from 15.6 to 16.6. Of course, during "Victory's" first run in these markets, its second ratings also showed quite a boost over its first ratings. In its first run, on NBC-TV, it went from a 5.2 to an 11.0 in New York, from 8.3 to 12.8 in Chicago and from 6.5 to 12.1 in Washington.

MARK HAWLEY

To Act as N. Y. Rep for Coast Film

NEW YORK, Nov. 28.—Mark Hawley Associates, TV film buying representative, this week added a new facet to its operation. Hawley is offering to serve as New York representative for West Coast TV film producers.

The service he offers consists of circularizing the producers' offerings around the ad agencies here, trafficking audition prints and opening negotiations for the producer. Hawley's cut is 10 per cent.

Hawley would not reveal how many shows he is now handling on this basis, but he did say this operation resulted from requests producers had made to his West Coast office.

JFP Pacts Brahm to Meg 'This Ring'

HOLLYWOOD, Nov. 28.—Jerry Fairbanks Productions this week signed John Brahm to direct "With This Ring," a feature length film in color which will be made available to TV. Film is a story of the history of brewing and is being made for the Miller Brewing Company. The brewery and Mathison & Associates agency, Milwaukee, will release the feature thru all non-theatrical outlets as well as making it available directly to telestations.

Brahm replaces Irving Pichel, who had withdrawn from the directing chores because of an overlap in commitments. Brahm directed "Miracle of Fatima" and will start shooting Tuesday (1) on the KTTV lot from a script by Leo Rosecrans and Hugo Bauch. Marsha Hunt is the fem lead. Considerable footage already has been made by Fairbanks in Bavaria and Milwaukee.

Safer . . . Happier



thanks to Christmas Seals!

Like a protected radar network, a barrier formed by Christmas Seals helps to guard us against tuberculosis.

The money which you donate for Seals fights TB the year round—with continuing medical research, education, rehabilitation, and case finding.

To keep the barrier high, send your contribution today, please, to your tuberculosis association.

Buy Christmas Seals

Advertisers (and show, if any) Products Agency How Many Length Type

PRODUCTIONS ON FILM, INC., 1515 Euclid Ave., Cleveland 15

Table with columns: Advertiser, Product, Agency, How Many, Length, Type

SHAMUS CULHANE PRODUCTIONS, 207 E. 37th St., New York 16

Table with columns: Advertiser, Product, Agency, How Many, Length, Type

TV SPOTS, 5746 Sunset Blvd., Hollywood

Table with columns: Advertiser, Product, Agency, How Many, Length, Type

VIDEO FILMS, 1004 E. Jefferson Ave., Detroit 7

Table with columns: Advertiser, Product, Agency, How Many, Length, Type

BILL STURM STUDIOS, INC., 734 Broadway, New York

Table with columns: Advertiser, Product, Agency, How Many, Length, Type



## Christmas Brightens Chi Club Date Pic

CHICAGO, Nov. 28.—The outlook for the Christmas season for club date bookers and acts in the Middle West is bright with reports ranging from average to better than last year.

The Christmas season, which accounts for about 25 per cent of the club date bookings for the year here, according to a survey of the club date bookers in the area, looks like it will equal last year for some, and be better than that for others. However, there was a note of skepticism on the outlook for the next year's general club date bookings.

On the whole, bookers here are still of the opinion that Chicago rates highest in the nation as a club date center. Both acts and bookers seem to agree that working conditions, as well as salaries

here, are better than anywhere else in the country. Some agents claimed the area pays generally from 35 to 50 per cent higher for the acts here than elsewhere in the country. One booker stated he is paying acts at least \$100 per night. They usually receive around \$45 to \$50 per night.

All types of acts seems to be in demand for the dates here in convention city, regardless of salaries. However, it appears that acts in the \$75 to \$150 bracket receive the biggest play. Name acts are not used often, yet the demand on them is the same as it has been in the past.

The season, and the area, still attracts acts from all sections of the country. In several cases, acts playing night clubs and hotels here have found that they can garner as much or more money by staying in town and playing the club date circuit. Some of the acts play the circuit here year after year, while others play on a rotation basis of one year on and one year off. Some play here only when the occasion permits, while others make a habit of appearing here every third or fourth year.

One trend which seems to be shying away from acts, or types of acts, that are popular on TV, with the comment that they were tired of them. Bookers agree that this has not affected the business to any appreciable extent as yet.

The only bitter pill some bookers are having to swallow is that some of the talent buyers are waiting until the last minute to make up their minds. Many blame this on the unseasonably warm weather the Middle West has been having. Most shows are booked about three months in advance and those that wait until later usually wind up with little or no choice.

There has been mixed feelings

## DOUBLE TALKER GETS AROUND

NEW YORK, Nov. 28.—Al Kelly, double talker, may not be the biggest act around, but he works before the most versatile audiences. Next week he'll be working in Atlanta before the Major and Minor Baseball League Dinner. He'll be introduced as the "Assistant Secretary of State." The next day he'll "address" a joint session of the Georgia Legislature as the "Executive Secretary of the Governors' Association." Some months ago he talked before the Naval Academy Athletic Association, at Annapolis. He was introduced by E. J. Erdelatz, Navy's head coach, as "chief assistant to that grand old man, Alonzo Stagg." A few weeks later he was at the Silver Jubilee Committee of the Societies of St. Agnes Parish, where he was brought on as the "Bishop's emissary who will speak to you on the propagation of the faith."

## TA Directive To Crack Down On All Benefits

Continued from page 2

All benefits must be cleared. Headliners will go on for free; non-headliners must be paid. They will negotiate their own deals. TA will have to be provided with a list of performers and it will determine the headliners, not the sponsor. Orgs will then have to pay TA 15 per cent of the gate.

On telethons the procedure will be basically the same except that no national telethons will be permitted under any circumstances. All telethons will be on a local level. Telethon sponsors will pay 10 per cent of all takes to TA.

Some objections have been raised by sponsors that TA demands are exorbitant. TA's stand is that it will be one way of cutting down on benefits, make it more profitable to pay all acts and have less benefits.

TA recognized that it can't outlaw all benefits without raising a hue and cry. National organizations accustomed to yearly functions would have benefits one way or another. The objective, therefore, is to make it as hard to obtain clearances as possible, even make them uneconomic, and in that way cut down on the free shows.

## \$200,000 IN TALENT

### Las Vegas Hotels Line Up Big Names for New Year's

LAS VEGAS, Nev., Nov. 28.—The intense competition for lucrative tourist trade over the New Year holiday among the seven resort hotels this year will find the most expensive array of talent ever assembled in such a limited resort area.

Annually, hotel operators conspire thruout the year and hold out offers of bonuses over and above paychecks. It is estimated that the single week over the New

## Latest AGVA Crisis Embroils Union in 2-Front Legal Brawl

L. A. Statler Hotel Wins Restraint Order; L. I. Ops Back Similar Suit

Continued from page 1

head, ordered all field representatives to immediately start negotiating with Statler hotels in their area for a minimum basic agreement.

Irving charged that the Statler management had "falsified" the union position. He said the hotel management had offered to pay the \$2.50 per performer per week to the union's welfare fund, but had refused to sign a minimum basic agreement. When AGVA refused to go along on such a deal and declared the Statler unfair, the law suit was started, said Irving.

### Nassau County Case

Nassau County Supreme Court was the other side of a law suit against AGVA. Gene Seville, thru his attorney, Alfred Giadino, also charged that AGVA wasn't a union and asked for a court order enjoining AGVA from interfering with his club, Casa Seville, Franklin Square, L.I.

Under New York laws an injunction cannot be handed down in a labor dispute without both sides being heard. Case will come up for further argument December 4.

In the New York action, however, Seville is not alone. The members of the Greater New York Cafe Owners' Association are all contributing to Seville's court action. Seville said that "45 to 50 Long Island clubs are contributing about \$100 each and we are in this to the finish." Carl Hoppel, owner of the Valley Stream Park Inn, said that he was one of the contributors. According to rumors members were paying \$1,000 each and were also putting up a \$5,000 forfeit if they signed individually with AGVA.

Hoppel said, "We are putting up \$1,000 more or less" and also said "there's some kind of a bond—but I don't know what it is. But we won't sign. We are all solid against AGVA."

Hoppel said he was using "802 acts and they're great. I didn't know the musicians' union had such a wealth of good acts. When I used AGVA I had to use six to seven acts to get a good show. Now I use three or four acts—all 802—and have a better show and make more money."

### AFM's Position

The entrance of AFM into the picture is also expected, tho on

different grounds. In Pittsburgh, Hal Davis, president of Local 60, AFM, ruled that if acts appeared in studio shows for disk jockeys, whether interviewed or to do an act, they will not get AFM music when they work in Pittsburgh cafes or theaters. Davis' order was caused by what he called unfair competition in the dance field by jockeys. AGVA's Irving promptly jumped in and told Davis that he couldn't legislate against AGVA members.

Boston was another trouble spot to start bubbling last week. Boston AFM had let it leak out that it would take action against AGVA in that area for unfair practices. It charged that AGVA had promised it would not permit its members to work with non-AFM musicians, and had violated the agreement. It was also charged that a Boston agent on AFM's unfair list had been franchised by AGVA, thereby violating another agreement.

Irving said he was looking into the matter, but admitted that the Boston AGVA branch had demanded the agent be given such a franchise against the national's orders.

## Det. Michigan Books Vaude

DETROIT, Nov. 28.—A one-week spot booking of a stage-show has been set by United Detroit Theaters for the Michigan Theater, with the Harry James-Betty Grable unit opening December 5.

This will be the first stage show to play the house in a year and a half and the first under the regime of Harold Brown, who succeeded Earl J. Hudson as president last winter.

In recent seasons, occasional spot bookings of stage attractions have been made at the opposition Fox Theater. During the past year, however, this house has tried a new policy of record long runs on strong pictures, with "The Robe" now entering its 10th week, reducing the availability of a suitable house for live talent.

## Brewer Opens At Boulevard

NEW YORK, Nov. 28.—Theresa Brewer will do her first local cafe date in some years when she opens a three-day date at the Boulevard starting December 4. Price for the three days is understood to be \$2,500.

Rusty Draper is also set for the room, starting December 18. His deal calls for a sliding arrangement and a three-week engagement.

## GOOD AVERAGE: TWO OUT OF 3

NEW YORK, Nov. 28.—The Tappets, a three-person hoofing act, were booked for a theater on the Dow time, but only two showed up. A few days later the boss of the act appeared at Al Dow's office for the money.

Dow lashed out verbally. He charged that he almost lost the account, the act wasn't reliable and he wasn't going to pay for three when only two people showed up. "Mr. Dow," replied the act owner, "when you get two of the three Tappets, that's a pretty good average."

## Kaye, White Do Godfrey Act

NEW YORK, Nov. 28.—A firing which threatened for a time to become another La Rosa-Godfrey affair broke out last week involving Georgie Kaye, Ed Sullivan, the Versailles and George White.

Kaye is the lead comic on the George White package show at the Versailles. When he originally got the job, the contract barred him from doing TV shows. A subsequent contract omitted the no-TV clause.

When Kaye was offered the Sullivan "Toast of the Town" shot Sunday (21), it was okayed by the Morris office, Kaye, and later the Versailles. White, who was out of town, was notified by wire.

White immediately phoned the

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featuring—a comprehensive presentation of the outstanding new and comeback artists, acts and attractions selected by The Billboard's editors on the basis of 1953 performances.

## Miami Bans Impersonators

MIAMI BEACH, Nov. 28.—Female impersonators have been banned from appearing anywhere in public within the confines of the city of Miami Beach. The city council passed a new ordinance stiffening existing laws in this connection.

The new act forbids female impersonators from wearing female attire in any kind of entertainment. The former law ruled out female dress for the impersonators in places where liquor was sold.

### Desert Inn 40G

Probably the most expensive show over-all in Las Vegas over the holiday will be the double-header at Wilbur Clark's Desert Inn, with a tab of more than \$40,000 for Jimmy Durante and the Minsky Follies.

Competition in the other spots is less expensive, if no less entertaining. The Sands Hotel brings back Lena Horne for her third appearance in the year the resort has been open. Down the Strip, the Hotel Flamingo will show a return engagement of Tony Martin.

El Rancho Vegas will enter the big name war with Nat (King) (Continued on page 91)

## HIT BUILDING CITIES

# Disks Start in Hub, Pittsb'gh, St. Louis, Det. & Cleveland

• Continued from page 1

spread right from the start, making their first territorial chart appearance in anywhere from two to 15 cities in the same week.

### Boston Tops

The kingpin of the hitmakers so far is Boston, which in some quarters is reverently regarded more as America's last bulwark of culture than as a red hot pop record town. But Boston scored on 26 disks. Six of these started first in Boston. On the other 20, Boston was tied by one or more other centers as the kick-off point.

Next to Boston in total score, but way out in front in number of "firsts," is Pittsburgh. Of its combined total of 20 records, 11 were hits there before they got off the ground elsewhere.

After Pittsburgh come St. Louis (the key stamping ground of the independent labels) and Detroit. Each of these started on its own or helped start 15 records to national hits. Each was first with four of the 15.

### And Cleveland

In addition, Cleveland is an important city. Altho its total is only nine records, The Billboard has carried a chart for this city for only the last three months. By projecting this 10-week total over 11 months, Cleveland has to be included as a key spot to spawn a hit.

Next in rank are Chicago, Philadelphia and Atlanta with scores of 11, nine and nine, respectively. Philadelphia comes in for partic-

ular attention, since six of its nine were "firsts."

Then come New York and Cincinnati, followed by Seattle and Los Angeles.

Discounting San Francisco, Buffalo, Kansas City, Mo., and Milwaukee, since these areas have been polled for only a few months, such cities as Dallas-Fort Worth, Washington, New Orleans and Denver show up comparatively poorly as the birthplaces of national hits. With scores of three and less, these and some of the other lower-ranked cities can hardly be classified as "pulses" of the record business.

### Many Factors

Many factors have bearing on what makes some cities hotbeds of activity on new records. Aggressive distributors account for part of it, particularly aggressive indie jobbers.

Disk jockeys in the cities in the "grind circle" — as these

spawning areas are sometimes called—are of the "plug" jockey variety. That is, the few key deejays who really lay on a record and play it ad nauseum. The other type, the "program" jockey, concentrates on a well-rounded program without making an attempt to start hits.

With these two factors as a base, these cities are also the centers of concentrated manufacturer, artist and publisher activity. They literally fire both barrels in initial pushes on new records, opining that if it can be kicked off in a few of these arterial zones, the flow will spread to other of the more cautious cities.

This is the first of a series of articles. Later articles will point up in what cities specific labels do best in kicking off their records and the various factors which contribute to certain cities being leaders in making hits, while others are followers.

# BMI Now Licensing Intermission Music

NEW YORK, Nov. 28.—Broadcast Music, Inc. is extending its licensing activities in the non-radio field. Following consultation with theater exhibitors, BMI has worked out a schedule of rates covering performances of intermission music. This is the first time BMI has charged theaters a fee since the licensing agency's establishment 13 years ago.

Schedule is in two parts, one applicable to enclosed motion picture theaters and the other to drive-ins. Fees for enclosed theaters operating more than 26 weeks a year are as follows: Up to 600 seats, \$5 annually; 601 to 1,200 seats, \$7.50; 1,201 to 1,500 seats, \$10; over 1,500 seats, \$15.

Rates for drive-in theaters operating more than 26 weeks a year are: Up to 200 cars, \$5 annually; 201 to 400 cars, \$7.50; 401 to 500, \$10, and over 500 cars, \$15.

Seasonal operations—where the licensee operates for 26 weeks or less in a contract year—calls for payment of one-half the aforementioned fees.

The American Society of Composers, Authors and Publishers, about one year ago, set up a schedule of rates covering theater intermission music. These fees range from approximately \$12 to \$60 annually. This, with upcoming schedule of rates for live performances in theaters helps to make up for ASCAP income losses suffered as a result of the Leibell Decision, which kayoed the old theater per seat tax.

# King Takes on 3 New Labels

CINCINNATI, Nov. 28.—King Records made its second major switch in distribution policy within a year when the diskery this week took on distribution of the Four Star, Gilt Edge and Big Town labels. The latter lines are operated by Bill McCall, who consummated the deal with King prexy Syd Nathan and veepee Jack Kelley.

The three lines will be carried in all King branches except St. Louis, Kansas City, Mo.; Oklahoma City, Dallas, Houston, San Francisco and Los Angeles.

Earlier this year, Nathan switched long-standing policy by handing out to independent distributors the King, Federal and DeLuxe lines in Boston, Seattle, Minneapolis, Newark, N. J., and Ogden, Utah.

BMI, which came into being for the purpose of providing radio with an additional music source, has slowly extended its operations in the non-radio field. The organization now has over 4,000 licensees among operators of hotels, night clubs, skating rinks, etc. BMI, in announcing its schedule of theater rates, noted that the move was necessary in order to place the organization on the same footing as any other licensing group. This move by BMI makes available to theater exhibitors more than 132,000 active copyrights. BMI is also prepared to extend full programming facilities to the exhibitor.

## BOZO GOING STRONG

# Capitol Series Clicks Off \$5½ Mil in 7 Yrs.

• Continued from page 1

pected to top \$100,000 in sales before the end of 1953.

Lloyd Dunn, Capitol v-p, reports that "Bozo at the Circus" is the firm's leading sales item on the top side.

The entire Bozo series consists of six record readers; a 20-page color reader in each album package. Current pressing "Circus" for sales honors is "Bozo on the Farm," followed by "Bozo Under the Sea" and "Bozo Has a Party."

The Bozo story doesn't stop with the sale of records. More than 50 merchandise items have been licensed by the plattery, ranging from a \$10 Bozo doll to 10-cent comic books. Capitol is continually promoting Bozo merchandise thru close promotion and exploitation efforts on the dealer

# B. G. Confers On 2-Hour TV Weekly Show

NEW YORK, Nov. 28.—Benny Goodman is currently negotiating with top TV execs for a two-hour weekly TV show. The seg, which is still in the formative stage, will feature a new Goodman ork composed of top sidemen and will include leading record personalities as guest attractions.

This will mark the first time that B. G. has appeared with a big ork since his one-nighter trek last year and the first regular TV seg for the orkster. Contracts are expected to be signed in two weeks.

# RCA Signing Outlets For Camden Label

At Least 50 Accounts Ready to Kick Off Promotional Drive for 'Reprint' Line

By JOE MARTIN

NEW YORK, Nov. 28.—RCA Victor custom record division is making steady progress in lining up retail outlets for the low-priced Camden line, with at least 50 accounts now ready to start promoting the line and many more retailers being signed up daily.

The actual deal being offered to the selected retail outlets covers some new sales and merchandising tactics involving shipments, returns, exchanges, advertising and orders.

These are some of the hitherto sotto voice details of the Victor offer:

1. The diskery considers it's Camden line in the nature of a "record reprint" business, and points out that book retailers have long been "picking up new profits with 'pocket book' reprints."

2. Regular monthly releases will be made, but dealers will order only four times a year from lists of album packages to be issued in the three months following each order taking.

3. In almost every instance the basic acceptable order is 25 or multiples of 25. This also applies to re-orders. All orders and re-orders will be accumulated by Camden until a minimum shipping weight of 100 pounds is reached.

4. The label will pay for all shipments to dealers, no matter the location, except on exchange merchandise.

5. There is no return privilege on the Camden line. Dealers get, instead, "an extra 2 per cent initial discount."

6. The regular discount on the line is "40 per cent off list or its equivalent."

7. There will be "limited representation" in each market, the Camden points out that a volume figure has been set for each market; "we've got to reach it one way or the other... we'll be forced to open up additional outlets."

8. The dealers can exchange any records not wanted on a speed for speed and dollar for dollar basis on salable merchandise. The dealer pays all shipping costs on exchange merchandise.

9. Co-operative advertising has been set so that the dealer contributes 4 per cent of his total invoice to a special fund. RCA Victor matches it with 6 per cent; making a total of 10 per cent of the value of records bought applied to co-op advertising.

10. Where there is more than one dealer in a market, the Camden line will kick off the introduction of its disks with a factory ad of four columns by 200 lines. Where there is only a single dealer in a city, the label will come thru with extra money for the initial ad if a regular advertising schedule can be set up.

11. The label expects a minimum of one 2-column by 140-line ad each month during "the best record-selling months." Available to all retailers handling the line are mats, logotypes and booth hangers.

12. The usual distributor cash discount terms apply. As previously reported the distributor gets a 5 per cent over-ride for handling the billing on records sold in his territory.

13. All orders, re-orders, deliveries and exchanges are handled thru the Indianapolis plant; local distributors handle the billing; the Camden offices handle the co-op claims and the New York offices handle sales, policy and advertising.

# RCA's 'Label X' Meetings Set

NEW YORK, Nov. 28.—RCA Victor's subsidiary line, "Label X," will be presented to potential distributors from coast to coast during the next three weeks, as the label's general sales manager Joe Delaney makes his cross-country trip, while the label's co-exec and a.&r. topper, Jimmy Hilliard, also travels to California.

It is expected that Hilliard and Delaney will issue a policy statement soon after they both return here just prior to Christmas. Tradesters are also speculating that the issuance of the first disks on "Label X" would probably now take place in February.

Delaney's trip will cover all major market areas in the rest of the country. Early in December, Hilliard, now in Chicago, will meet with Delaney in California for sales and talent discussions.

The no official announcements have been made on the talent to be signed by "Label X," it is believed that Bill Darnell will follow Hilliard from Decca to the new label. Dick Maltby is also reported set to front a studio ork to back vocalists.

# Chappell and Morris Agree On Score Pact

Deal Involves Pic Show Tunes by Writer Tandems

NEW YORK, Nov. 28.—The E. H. Morris and Chappell music firms have worked out an arrangement involving the publication of several movie and show scores. The deal involves scores written by teams where one writer is under contract to Morris and the other under contract to Chappell. Involved are such writers as Leo Robin, Harold Arlen, Arthur Schwartz, Ira Gershwin, the late Sigmund Romberg and Dorothy Fields.

Under the arrangement, one firm will pay a participation royalty to the other and the publications, will carry the notification "published by E. H. Morris by arrangement with Chappell," or the reverse if such is the case.

Covered by the agreement are the score for the film "A Star Is Born," by Arlen and Gershwin; the same team's film score for "Country Girl," co-starring Jennifer Jones and Bing Crosby; the upcoming musical "By the Sea," starring Shirley Booth and written by Dorothy Fields and Schwartz, and the upcoming "Girl in Pink Tights," with Leo Robin working on material written by the late Sigmund Romberg. The latter musical goes into rehearsal at the end of December, and the Booth show is due here in March of next year.

### Movie, Show Scores

Morris will publish the scores for "Star Is Born," "Country Girl" and "By the Sea," while Chappell will publish "Girl in Pink Tights." It is expected that the same deal will cover additional movie and show scores now in the talking or planning stages. Arlen, incidentally, is also set to do the score of the Truman Capote musical, "House of Flowers."

Robin, Schwartz and Arlen are under contract to Morris, while Gershwin and Dorothy Fields are Chappell writers. Chappell also holds the Romberg copyrights.

# AFM Board Maps Demands For Disk Pact

NEW YORK, Nov. 28.—The executive board of the American Federation of Musicians opened sessions this week to formulate demands which it hopes to include in the upcoming recording pact.

The AFM board conferred with execs of Local 802, New York, and with John te Groen and Phil Fischer of Local 47, Hollywood. C. J. Bagley, international vice-president, was also on the scene. It was said that AFM chief James C. Petrillo and the board would discuss the disk pact with delegations from other locals before entering into the pact.

(Continued on page 24)

level. Comic book sales, Livingston reports, are at an all-time high, with an annual estimated sale of three million. Three new Bozo products were licensed this year alone.

# 17 Christmas Parties Set By Palladium

HOLLYWOOD, Nov. 28.—The Hollywood Palladium has set a string of 17 private party dates thru Christmas Eve, with 16 firms buying out the house for the schedule.

Bookings include dance dates for eight aircraft firms, with other heavy industry filling the balance of the dates.

Benn Strong ork will play the December schedule, with the Harry James ork opening Christmas Day, followed by the Ralph Flanagan ork in mid-January.

Meanwhile, Sterling Way, manager of the dance hall, appeared before the American Federation of Musicians to discuss the matter of selling out the house to private parties while traveling bands are employed. Way stated that the Palladium could not exist without booking private parties.

Recent enforcement of the AFM edict forbids the booking of traveling bands to play private party dates.

# CHRISTMAS SINGLE LIST OF DISKERIES FOR '53

Here is a list of all new pop single Christmas disks released this fall by the major and indie record firms. The listing is presented as a service to dealers and contains title, artist's name and record number. Check "This Week's Best Buys" in this issue for the list of new Christmas singles and albums that have shown early sales action among dealers in key markets. There is also a list of "standard" Christmas singles in this issue that are getting sales action.

**CAPITOL**

- The Little Boy That Santa Claus Forgot
- Mrs. Santa Claus—Nat (King) Cole ..... 2616
- Jungle Bells
- White Christmas—Les Paul—Mary Ford ..... 2617
- The Night Before Christmas—Harry Kari ..... 2618
- Yas, Das Ist Ein Christmas Tree
- I Tant Wait 'Till Quithmuth—Mel Blanc ..... 2619
- Christmas Dragnet (Parts 1 & 2)—Stan Freeberg ..... 2671
- Christmas Blues—Dean Martin ..... 2640

**COLUMBIA**

- C-H-R-I-S-T-M-A-S
- Happy Christmas, Little Friend—Rosemary Clooney ... 40102
- I Dreamt That I Was Santa Claus
- I Just Can't Wait 'Till Christmas—Lu Ann Simms ..... 40089
- Santa Got Stuck in the Chimney
- I Said a Prayer for Santa Claus—Jimmy Boyd ..... 40080
- Christmas Blues—Jo Stafford ..... 40102
- Are My Ears on Straight?
- I Want a Hippopotamus for Christmas—Gayla Peevey... 40106
- Where Did My Snowman Go?
- Freddie, the Little Fir Tree—Gene Autry ..... 40092
- I Wish My Mommy Would Marry Santa Claus
- Sleigh Bells—Gene Autry ..... 40135
- Winter Wonderland—Rosemary Clooney ..... J 175
- Ave Maria
- Christmas Medley—Liberace ..... 48001

**CORAL**

- I Saw Mommy Kissing Santa Claus
- Ebenezer Scrooge—Teresa Brewer ..... 61078
- Can I Wait Up for Santa Claus?
- How Can Santa Come to Puerto Rico?
- Steve Allen—Ricky Vera ..... 61098
- The Angel on the Christmas Tree
- Are My Ears on Straight?—Lawrence Welk Ork ..... 61081
- I Just Can't Wait 'Till Christmas
- Too Fat for the Chimney—Teresa Brewer ..... 61079
- Little Johnny Jingle Bells
- Ragmuffin Doll—Jill Whitney ..... 61082

**DECCA**

- Ring Those Christmas Bells
- It's Christmas Time Again—Peggy Lee ..... 28939
- Too Fat for the Chimney
- Sleigh Bells in the Sky—Jerry Colonna ..... 28884
- 'Zat You Santa Claus?
- Cool Yule—Louis Armstrong ..... 28943
- Please Bring My Daddy a Train, Santa
- I Saw Mommy Kissing Santa Claus
- Guy Lombardo Ork ..... 28942
- Where Did My Snowman Go?—Rex Allen ..... 28933
- Put Christ Back Into Christmas
- The Gentle Carpenter of Bethlehem—Red Foley ..... 28940

**LONDON**

- The Little Boy That Santa Claus Forgot
- St. Nicholas Waltz—Lita Roza ..... 1398
- Where Did My Snowman Go?—Billy Cotton Ork ..... 1388

**MERCURY**

- Let's Have a Merry, Merry Christmas
- Ross Bagdasarian ..... 70254
- Santa Claus Rides a Strawberry Roan—Jim Lowe ... 70625
- Where Did My Snowman Go?—Patti Page ..... 70260
- Silent Night
- The Lord's Prayer—Dinah Washington ..... 70263

**M-G-M**

- Christmas and You
- Nina-Non—Joni James ..... 11637
- Christmas Eve—Billy Eckstine ..... 11623
- Christmas Once Again
- Every Day Is Christmas—Tommy Edwards ..... 11624
- I Fell Out of a Christmas Tree
- The Miracle of Christmas—Rita Faye ..... 11625
- My Stocking Is Empty
- Missus Santa Claus—Leslie U. Crane ..... 11626
- When Christmas Angels Sing—Drew Miller ..... 11627
- Italian Christmas Bells—Frank Petty Trio ..... 11629

**RCA VICTOR**

- Santa Baby—Eartha Kitt ..... 20-5502
- Santa Brought Me Choo Choo Trains
- Where Did My Snowman Go?—Spike Jones Ork ..... 20-5497
- Silver Bells—Fontaine Sisters ..... 20-5524
- The Sound of Christmas—Voices of Walter Schumann... 20-5542
- I Saw Mommy Smoochin' Santa Claus
- My Upper Plate—Homer and Jethro ..... 20-5456

**OTHER LABELS**

- I Just Wrote to Santa—Linda Lee Jones ..... Cammarota 28
- The Church Bells Are Ringing on Christmas Morning
- Dear Santa—Irene Treadwell ..... Jay Dee 782
- A Ride in Santa's Sleigh—Judy Valentine ..... Epic 9004
- Rudolph the Red-Nosed Reindeer
- I Saw Mommy Kissing Santa Claus
- Johnny Maddox ..... Dot 15120
- Santa's Little Sleigh Bells—Ruby Wright ..... King 1288
- You'll Find Santa There
- Christmas Lullaby—Jimmy Etta ..... Stylecraft 5044
- Let's Give Santa Claus a Christmas
- Chanty the Enchanted Elf—Woody Woodell ..... Dome 1066
- Cantique de Noel
- I Just Wrote to Santa—Martin Walker ..... Camm 132
- Mommy, What Happened to Our Christmas Tree?
- Jingle Bells—Willie John ..... Prize 6900

## BING STILL TOPS XMAS DISKINGS

Early sales reports indicate that, of the "standard" Christmas singles records, the following are getting the greatest retail and juke box activity:

**Popular**

- White Christmas**
- Bing Crosby—Decca 23778
- I Saw Mommy Kissing Santa Claus**
- Jimmy Boyd—Columbia 39871
- Rudolph the Red-Nosed Reindeer**
- Gene Autry—Columbia 38610
- Christmas Song**
- Nat "King" Cole—Capitol 90036
- Silent Night**
- Bing Crosby—Decca 23777
- Jingle Bells**
- Bing Crosby—Decca 23281
- Country & Western**
- Blue Christmas**
- Ernest Tubb—Decca 46186
- Rhythm & Blues**
- Silent Night**
- Sister Rosetta Tharpe—Decca 28119

For album Christmas best-sellers of a year ago, dealers are referred to The Billboard, October 31, which contained a list of 20 best-sellers. Dealers are reminded that many of these, in addition to being available as LP's, have also been converted in part to 45 EP sets for this season's selling.

## 'SHINDIG'

# WFAA Show Celebrates 2d Anniv.

DALLAS, Nov. 28. — "Country Shindig," the c.&w. show sponsored by WFAA here, celebrated its second anniversary this month as one of the strongest new country shows in the Southwest. The show is now pulling a regular audience of 4,000 a week, a remarkable record for a show launched only one year ago. Over the past year, WFAA's

(Continued on page 24)

## Wallichs Back From Europe

HOLLYWOOD, Nov. 28.—Capitol Records' Prexy Glenn Wallichs is back at his Hollywood office after a four-week tour of Europe with aids Alan Livingston, Daniel C. Bonbright and Sandor A. Porges.

Wallichs' European jaunt, his third this year, was made in accordance with the firm's policy of expansion in foreign markets. The label hosted representatives of 10 foreign affiliates at a meet held in Paris.

Foreign reps were briefed on Cap product plans, in addition to discussions covering self-service selling.

## TALKING DISKS ON UPSURGE

# Hip Parodies on Fairy Tales Lead New Trend

NEW YORK, Nov. 28. — Way back in the '20's "Cohen on the Telephone" seduced countless record buyers and set the pattern for occasional forays into the field of talking disks. The past year, especially, has witnessed a resurgence of such creative effort, and for some it has paid off heavily. Forgotten is the sad experience of the '30's when the spoken wax of the then reigning radio comics laid egg after egg.

It was just about a year ago that John Standley's "It's in the Book," on Capitol, set the industry back on its heels by a quick vault into the No. 1 sales spot. And just a couple of months ago came the already legendary phenomenon of "St. George and the Dragonet," also mostly talk.

Coral got into the act a short while ago by cutting Al (Jazzbo) Collins' hip recitation of "Little Red Riding Hood" and "Three Little Pigs" and also found itself with a minor hit on its hands.

# Yuletide Disk Sales Seen Matching '52

Dealers Cite 'Late Christmas,' But Extra Shopping Days, Key Singles & Albums Aid

Continued from page 1

records and albums may yet become important sales items, since several firms have only this week started making deliveries on Christmas records to disk jockeys and distributors. Capitol, for example, has held off Christmas merchandise promotional activity until "after Thanksgiving."

Last year at about this time, the record industry's sales leader was "I Saw Mommy Kissing Santa Claus" by Jimmy Boyd. According to Columbia, the label's sales on the Gayla Peevey and Liberace records are now just about at the level as was the Boyd disk last year at the same stage. RCA Victor, of course, is stronger than last year with the Eartha Kitt "Santa Baby" record.

One Midwestern dealer with a chain of retail outlets said that his only fear was that this year might be a "sloppy" year. He explained that many dealers last year bought lightly and were caught short on key items at the last minute. Usually, he said, the retailer buys a little too heavily or "sloppily" the following year.

**Increased Interest**

Another comment heard from many areas and on many levels was the belief that Christmas business in general would be excellent, as the consumer continued to show increased interest in records and because of the excellent business already being reported in sales of record-playing equipment.

In Boston, the Christmas record business was reported to be almost 30 per cent behind last year, but with a feeling that it would be a last-minute season. Cleveland blamed the slow start on the weather and local conditions. In Philadelphia, retail business was reported off, but wholesalers said they were doing as well as last

year. North Carolina reported being 20 per cent behind, but not at all perturbed. New York and New Jersey dealers in some cases reported surprisingly good sales on Christmas album packages instead of singles.

Manufacturers were almost unanimous in the belief that business thru the end of the year, both on seasonal and non-seasonal merchandise, would equal or top the business done last year—the most also noted that it was still too early to forecast anything accurately.

## 5 RCA Execs Plan Series of Field Confabs

NEW YORK, Nov. 28. — Five RCA Victor sales execs are fanning out from the company's home offices here to stage a series of confabs with field men and distributors during the next 10 days. The discussions will be on a business level rather than a merchandise or talent level. According to Larry Kanaga, Victor's sales chief, the company will seek field estimates on the business to be done thru the end of the year.

Also to be presented to the field force are some plans for the first quarter of 1954. The field and distributor execs will also be told that Wednesday (25) was the biggest single day in Victor's history for orders received at the factory.

Making the trip will be Kanaga, Bill Bullock, Jack Burgess, Bill Alexander and Bob Yorke.

## JOBBER FOR RETURNS

# Get Dealers Needed Disks for Cash-Ins

By BOB ROLONTZ

NEW YORK, Nov. 28. — The record business is like none other. Where there is a need there is always someone or many who jump in to fill that need. This is probably the reason for the growth of a new group of record wholesalers, called here return privilege jobbers.

The function undertaken by these wholesalers is a simple one. They obtain the records needed by large dealers for their 5 per cent return privilege. It is true that this is a superficial explanation, in that most dealers merely return, in their 5 per cent privi-

lege twice a year, those disks that did not sell during the six-month period. The dealers who are serviced by return privilege jobbers are specialized dealers, like large cut-rate shops, et al.

**All Content**

For these shops the jobbers obtain huge quantities of disks, of any year and any condition, which the dealer can then return to the manufacturer for credit. In this flow the jobber makes a profit and so does the dealer; so everyone is content with the newly evolved system.

Here's the way it works. A large dealer finds out, when he is ready to use his return privilege, that he hasn't enough disks to return to the "hot" record manufacturer, the one that had the hits, this half-year. He doesn't want to return any LP's or EP's as these are still salable. But he has a lot of credit due him on his 5 per cent return. So he contacts a return privilege jobber; who

(Continued on page 24)

## 802 Names Knopf V-P

NEW YORK, Nov. 28. — Al Knopf, vice-president of Local 802, American Federation of Musicians, was recently appointed director of phonograph recordings, transcriptions, motion pictures and TV film. Knopf continues to handle his present duties covering arrangers and copyists. At the same time, Knopf was named chairman of the Music Performance Trust Fund for the local.

The local's president, Al Manuti, is launching a drive to increase employment and live music. In connection with the Trust Fund and Knopf's chairmanship, Manuti will seek to interest outside sponsors to co-operate financially with the expenditures for live music made thru the Fund.

## Cleffers' Suit Extended; Big Meeting Set

NEW YORK, Nov. 28. — The time limit within which defendants must answer the songwriters' \$150,000,000 anti-trust suit against Broadcast Music, Inc., and other defendants has been extended to December 21 by Hays, St. John, Abramson & Shulman, attorneys (Continued on page 35)

## Bihari's Crown R. & B. Label Bows

HOLLYWOOD, Nov. 28. — Jules Bihari, prexy of Cadet Record Pressing Company here and previously associated with the Modern and RPM record firms, this week bowed his entry in the rhythm and blues field via a label tagged Crown Records.

Bihari disclosed the signing of four artists to term papers with the firm. Under contract are Vido Musso, Joe Houston, Willie McDaniels and Lorenzo Holden.

Initial releases of the new label have already been cut, with Bihari currently setting nationwide distribution.

# Holiday music on London records

## Long Playing 33 1/3 RPM

### Mantovani

#### AN ALBUM OF CHRISTMAS MUSIC

The First Noel; Joy to the World; Hark, The Herald Angels Sing; Silent Night, Holy Night; God Rest Ye Merry Gentlemen; O Tannenbaum; White Christmas; Midnight Waltz; Good King Wenceslas; Nazareth; O Holy Night; O Little Town of Bethlehem; Adeste Fideles; Skaters Waltz. *Charles Smart at the Organ.*

LL-913

#### CHRISTMAS CHIMES—Organ and Chimes

O Come All Ye Faithful; Silent Night, Holy Night; Joy To The World; The First Nowell; While Shepherds Watched; God Rest Ye Merry Gentlemen; others. *Organ and chimes.*

LB-82

#### CAROLS BY THE BACH CHOIR—Organ acc.

O Come All Ye Faithful; Holly and The Ivy; Good King Wenceslas; In Dulci Jubilo; Ding Dong Merrily on High; others. *Bach Choir, organ acc.*

LS-263

#### A FESTIVAL OF CAROLS—Choir at Westminster Abbey

Whence is That Goodly Fragrance; Good King Wenceslas; Come Rock The Cradle; Holly and The Ivy; See Amid The Winter Snow; In Dulci Jubilo; others.

LS-267

#### SONGS AT YULETIDE—Bobby Breen, Orch. Acc.

Deck The Halls; I Saw Three Ships; O Little Town of Bethlehem; Away In A Manger; Coventry Carol; others.

LB-270

#### CHRISTMAS EVE IN VIENNA—Vienna State Opera Chorus

Stille Nacht; O Du Frohliche; O Tannenbaum; Joseph Lieber, Joseph Mein; others.

LS-486

#### GERMAN CHRISTMAS SONGS—Wilhelm Strienz w/organ acc.

O Tannenbaum; Ihr Kindeln Kommet; Christnacht; others.

LS-75

## Extended Play 45 RPM

### Mantovani

#### AN ALBUM OF CHRISTMAS MUSIC—Vol. 1

The First Noel; King Wenceslas; Hark, The Herald Angels Sing; God Rest Ye Merry Gentlemen.

BEP-6136

### Mantovani

#### AN ALBUM OF CHRISTMAS MUSIC—Vol. 2

Joy To The World; Silent Night, Holy Night; O Holy Night; Adeste Fideles.

BEP-6137

### Mantovani

#### AN ALBUM OF CHRISTMAS MUSIC—Vol. 3

White Christmas; Skaters Waltz (with bells); Nazareth; Midnight Waltz.

BEP-6138

### Mantovani

#### AN ALBUM OF CHRISTMAS MUSIC—Complete

This set contains BEP 6136/6137/6138. 3-7" BEPA-5

#### CHRISTMAS ORGAN AND CHIMES—Vol. 1

Silent Night, Holy Night; O Come All Ye Faithful; Hark, The Herald Angels Sing; While Shepherds Watched.

*Jimmy Blades—Chimes; Charles Smart—Organ.*

BEP-6122

#### CHRISTMAS ORGAN AND CHIMES—Vol. 2

Joy To The World; It Came Upon A Midnight Clear; O Little Town of Bethlehem; The First Nowell.

*Jimmy Blades—Chimes; Charles Smart—Organ.*

BEP-6123

#### CAROLS BY THE BACH CHOIR—Vol. 1

Silent Night, Holy Night; The First Nowell; Hark, The Herald Angels Sing; God Rest Ye Merry Gentlemen.

BEP-6124

#### CAROLS BY THE BACH CHOIR—Vol. 2

O Some All Ye Faithful; The Holly and The Ivy; While Shepherds Watched; Good King Wenceslas.

BEP-6125

#### CHARLIE KUNZ CHRISTMAS PIANO MEDLEY

White Christmas; Toyland; The Mistletoe Kiss; The Christmas Song; The Fairy Of The Christmas Tree; Santa Claus Is Comin' To Town; Jingle Bells; I'm Sending A Letter To Santa Claus; March Of The Toys; Happy Holiday; Deck The Hall; Winter Wonderland.

REP 8039

## Singles

the greatest Christmas instrumental ever recorded

### Mantovani — WHITE CHRISTMAS

Backed by ADESTE FIDELES 1280 (78 RPM) 45-1280 (45 RPM)

	78 RPM	45 RPM		78 RPM	45 RPM
<b>Snow, Snow, Beautiful Snow:</b>			<b>Christmas Is Come Again:</b>		
<b>Where Did My Snowman Go</b>	1388	45-1388	<b>Medley of Swedish Christmas Dances</b>	307	30147
<i>Billy Cotton with vocals</i>			<i>Sune Waldimir Orch.</i>		
<b>The Little Boy That Santa Claus</b>			<b>Teddy Bears' Picnic:</b>		
<b>Forgot: St. Nicholas Waltz</b>	1398	45-1398	<b>Sweetmeat Joe, The Candy Man</b>	353	30016
<i>Lita Roza</i>			<i>Jay Wilbur &amp; Orch.</i>		
<b>The Lord's Prayer:</b>			<b>The First Nowell:</b>		
<b>Bless This House</b>	115	30145	<b>From Every Spire on Christmas Eve</b>	489	30148
<i>Grace Fields</i>			<i>Chimes and Organ</i>		
<b>White Christmas: Christmas Love</b>	300	30133	<b>While Shepherds Watched:</b>		
<i>Grace Fields</i>			<b>God Rest Ye Merry Gentlemen</b>	490	30149
<b>Jingle Bells: The Mistletoe Kiss</b>	302	30134	<i>Organ and Chimes</i>		
<i>Primo Scala</i>			<b>Mother At Your Feet Is Kneeling:</b>		
<b>The Christmas Spell:</b>			<b>Immaculate Mother</b>	968	45-968
<b>The Christmas Song</b>	304	30136	<i>Bobby Wayne</i>		
<i>Anne Shelton</i>					

# London



**PROMOTE TUNE VIA CONTEST**

HOLLYWOOD, Nov. 28.—With participation as a one-third owner in a Victor Young-Ned Washington tune as the bait, E. H. Morris is currently sponsoring a promotion contest aimed at stirring interest in the tune.

Music for the song has been penned by Victor Young, and is currently being played daily on the KNX Ralph Story radio airer. Contestants must fit a title to the song, following which Ned Washington will write lyrics for the winning entry.

Team of four music biz figures, composed of Mitch Miller, of Columbia Records; songwriters Young and Washington and director Lud Gluskin will judge the entries.

Columbia Records will also wax the tune at the conclusion of the contest.

**TURKEYS**

**Block Spins 15 of Them On Show**

NEW YORK, Nov. 28.—In addition to the regular Thanksgiving turkey, stuffing and cranberry sauce, publishers, a.&r. men, songwriters and artists got holiday fare also this year via deejay Martin Block's annual "Turkeys of the Year" program over WNEW here.

On this seasonal show Block plays the "stiffs" of the year, according to the publishers and the diskeries, and this year he managed to come up with 15 turkeys on the one hour program.

Among the records spun by Block to which "nothing happened" were "I Am in Love" with Nat Cole on Capitol; "If You Take My Heart Away" with the Four Aces on Decca, "Now Hear This" with Tony Martin on RCA Victor, "When I See You" with Rosemary Clooney on Columbia, "Sittin' in the Sun" with Louis Armstrong on Decca, "Lightning and Thunder" with Lew Douglas on M-G-M and "The photograph on the Piano" with Georgia Gibbs on Mercury.

Block also played his own personal selections for the "biggest turkey of the year" and the "worst record of the year." The disk that grabbed the biggest turkey slot was "God Bless Us All" as sung by Bruce Weil on Barbour.

The "worst" was planted on Horrible Records' cutting of "There's a New Sound." The jock even mentioned one of his own publishing firm's tunes as a real turkey, the "Sad, Sad Day," cut by Johnnie Ray for Columbia Records.

**Store Music Sales Up 5%**

WASHINGTON, Nov. 28.—Department store sales of disks, sheet music and musical instruments for the first nine months of this year were 5 per cent ahead of the same period last year, the Federal Reserve Board of Governors reported this week. Inventories were also reported as higher, with five and one-third months' supply on hand at the end of September, a gain over the same month in 1952, when about five months' supply was on hand.

At the same time, sales on radios, TV sets and phonographs by department stores were reported as 11 per cent lower in the first nine months of 1953 than in the comparable period last year, with about nine weeks' supply on hand. Last September a seven weeks' stock was on hand, it was reported.

**Imperial Pacts Rodkay and James**

HOLLYWOOD, Nov. 28.—Lew Chudd, Imperial Records prexy, this week added to the label's country and western talent roster with the signing of Harry Rodkay and Jesse James.

Both are featured on the Cliffie

**Sees Hi-Fi Hying Demand For Classics**

CHICAGO, Nov. 28.—Herbert Gumz, executive vice-president of Webcor, manufacturer of phonographs and tape recorders, predicted this week that "better records, high fidelity phonographs, and the growth of music training in schools will rapidly increase the demand for classical music. Classical music will be popular even in the juke boxes."

The prediction was based on current response to high fidelity phonographs which bring out the full range of music and on the continuing growth of sales of classical and semi-classical records.

Gumz pointed out that some alert juke box operators already had sensed the trend and were placing "longhair" disks in their machines with no complaint from customers. He added that in some cases the classical were outselling the pops.

**N. W. Distribs Add to Sales Via Alaska**

HOLLYWOOD, Nov. 28.—Record distributors in Washington and Oregon are finding added sales in the hitherto untapped Alaskan market, and finding, too, that it is quite profitable despite the added traveling expense.

C & C Distributing Company, Seattle, along with B G Record Service, Portland, Ore., make periodic trips to Alaska, with Anchorage as their main point of saturation.

Distribs have found the Alaskan territory to be one eager for new platters, using generally accepted American hit tunes as their buying guide. Alaskan disk dealers use 78, 45 and 33 1/3 platters, in addition to the growing demand for EP disks as well.

Distribs point out that their sales trips are profitable, since disk dealers in the pole area stock up on catalog items and hits in larger quantities than do State-side dealers. Novel sales angle here is that the distribs plan their visits during the season when Alaska often has continuous daylight, with the firm's salesman often working around the clock.

Distribs believe that the market will continue to grow and that eventually it will require more frequent service.

**Mercury Holds Staff Meeting**

CHICAGO, Nov. 28.—Mercury Records held its annual staff meeting in Chicago Friday and Saturday (27-28). All executives and regional sales directors from all branch offices were present.

The meetings presented the company's sales plans for the next year as well as a review of past activities and business conditions.

In attendance from the Chicago office were I. B. Green, president; Art Talmadge, vice-president and a.&r. man; Irwin H. Steinberg, treasurer; Morris Price, vice-president and sales director; Kenny Myers, promotion director, and W. D. Kilpatrick, director of recording of country and western and rhythm and blues.

Attending from the New York office were David Hall, musical director of the classical repertoire; Wilma Cozart, administrative director of the classical repertoire; Herb Plattner, musical and sales director of the kiddie record department, and Saul Zants, Eastern regional director.

Others attending the two-day meeting were Arnold Silverman, Midwest regional director; Lloyd Cook, Southern regional director; Johnny Sippel, West Coast regional director; Ronald Wise, national classical sales director; David Carroll, Chicago division, and Richard Hayman, musical director (popular), New York division.

Stone "Hometown Jamboree" here. First wax is set for release early this month.

**5 CONDUCTORS FOR ONE ORK**

NEW YORK, Nov. 28.—Five conductors will wield batons simultaneously in a composition to be performed for the first time next Sunday (6) at a Cooper Union concert. Henry Brant's opus, "Rural Antiphonies," calls for five instrumental groups, each playing in a different portion of the hall and in a different rhythm. Over-all generalship of the effort will be in the hands of David Broekman, who long has been running the "Music in the Making" series at Cooper Union.

**SPOT OF EDEN**

**Chief Mauu Gives Acre To Goldsen**

HOLLYWOOD, Nov. 28.—When publisher Mickey Goldsen, of Criterion Music, signed Tahitian Chieftain Charles Mauu to do an album of original music, he never imagined it would result in his acquisition of a little retreat in Shangri La.

Never having appeared on wax before, Mauu showed Goldsen his appreciation this week with the gift of an acre of land in Tahiti. And Mickey is in good company, too. His neighbor is Music Corporation of America exec Abe Meyer.

**Swede Seeks Jazz Combos**

COPENHAGEN, Denmark, Nov. 28.—Nils Hellstrom, publisher of the Swedish jazz mag, Estrad, left last week for New York, on a hunt for top-ranking American jazz units.

Hellstrom is working in association with local promoter-booker Richard Stangerup, with whom he was associated in handling the appearance, in Stockholm, of the Sonja Henie ice revue and the Lionel Hampton ork.

While in New York, Hellstrom hopes to sign up for Scandinavian tours the orks of Count Basie, Artie Shaw, Louis Armstrong and Norman Granz's "Jazz at the Philharmonic." He is also gunning for a show with a big Negro talent.

Units will probably also be offered dates in Norway, where Fredrik Dietrichson, Oslo concert booker, is the usual associate of Stangerup and Hellstrom. It is practically obligatory to have local bookers for each of the three Scandinavian countries but this is no great disadvantage to units, as these bookers, thru friendly co-operation, are able to line up feasible routes and know how to handle the red tape involved in passing from one country to another.

**ASA Skeds First Benefit in Chi; Entertainers Set**

CHICAGO, Nov. 28.—The Artists Society of America, newly formed organization designed to assist newcomers in show business, will hold its first major benefit November 28, at the DuSable high school auditorium in Chicago.

Headlining the affair will be Count Basie and his orchestra, with Sugar Ray Robinson, and Billy Ward and his Dominoes providing the rest of the entertainment. There will be two performances of the concert, one at 8 p.m. and the other at 10:45.

**M-G-M Sets Single From Joni Album**

NEW YORK, Nov. 28.—M-G-M Records is rushing a single disk release taken from the Joni James album. The disk forced out by distributor demand is "You're My Everything" backed by "You're Nearer."

With the release of the new item, M-G-M will have five recent Joni James releases on sale at the same time—the album, the Christmas single, the new single, "My Love, My Love," and "I'll Never Stand in Your Way."

**GAYLE ACTIVITY WITH FISHER DISK IRKS RCA**

NEW YORK, Nov. 28.—The RCA Victor Record Corporation took official cognizance this week of the attitude of small music publisher regarding its release schedule of Eddie Fisher recordings.

The indefatigable Juggy Gayle, of Gale and Gayles Music, is now out on the road trying to push the English-made HMV slicing of Eddie Fisher's "A Fool Was I," which, tho made in this country, was never released here.

The exploitation trip of publisher Gayle occurred in the midst of RCA Victor's tremendous push behind Fisher's new release. So this week many of the RCA Victor distributors received the following orders of the day from the desk of Bernie Miller, promotion manager of the firm:

"... Reports have reached here that records of 'A Fool Was I' cut on the HMV label by Eddie

Fisher next week... It is imperative that you stop the play on the new Fisher record... which, incidentally, is called 'Oh! My Papa.'"

Gayle's object in getting the HMV waxing by Fisher played on the air was allegedly to force out the RCA Victor disk via deejay excitement. That he has created some excitement in a number of quarters seems apparent. According to Gayle, there is nothing "illegitimate" in his circulation of the HMV disks, since he obtained them with U. S. currency from a British record shop.

**Goodman, Logan Inked by Cap**


HOLLYWOOD, Nov. 28.—Alan Livingston, vice-president in charge of Capitol Records' artist and repertoire, announced the signing of Benny Goodman and thrush Ella Logan to wax pacts this week.

No immediate recording plans are in the works, altho both will do albums for the label in the near future.

Goodman rejoins the Cap roster after a short hiatus with Columbia Records this past year. Miss Logan also waxed for the Columbia plattery.

**JINGLE, JUNGLE, THEY'RE BELLS**

NEW YORK, Nov. 28.—The recent Les Paul-Mary Ford release on Capitol, "Jungle Bells," is the second tune in two years cut by the team with a practically identical title. Last year, the disk was "Jingle Bells." A Brill Building wag commented, "They've got three to go — Jangle, Jongle and Jengle."



*Singing Greater Than Ever Before!*


**SUNNY GALE**

and THE DU DROPPERS

**THE NOTE IN THE BOTTLE**

by Fred Tobias

b/w MAMA'S GONE GOOD-BYE  
RCA Victor Record No. 22-5543



*Another RCA VICTOR First-"Exclusive"*

# Music as Written

## PUB TIE-UP AIDS SHAW COMEBACK . . .

The successful comeback of the new **Artie Shaw Gramercy Five**, as noted by the pulling power of the combo at The Embers here, has resulted in a strong publicity tie-up between Farrar-Straus, the book publishers, RCA Victor, and the Shaw Artists Corporation who book the orkster. Farrar-Straus, publishers of Shaw's "The Trouble With Cinderella," has arranged a window display in Chicago book and record stores for the book and the new RCA Victor album of Shaw's off-the-air waxings while the ork leader opens the Encore Club in that city next month.

**Jane Froman** last week received the Variety Club, Washington, award as the show business personality of the year. As part of the hoopla surrounding the presentation, Miss Froman also received the keys to city, entertained at Walter Reed Hospital, and was hostess at a Capitol Records cocktail party for disk jockeys and the Washington press.

## KAREN CHANDLER GETS NEW PACT . . .

Thrush **Karen Chandler** was handed a new two-year contract by Coral Records this week, although her current contract with the label still had seven months to go. **Fred Amsel**, personal manager for the singer, set the pact with a.&r. head **Bob Thiele**. The pact calls for a guarantee with renewal. Miss Chandler, whose waxing of "Hold Me, Thrill Me, Kiss Me" was one of Coral's big hits last spring, opens a two-week engagement at the Henry Grady Hotel, Atlanta, starting December 3.

## PRIZE TO ISSUE 1ST RELEASE . . .

First release on Prize Records, new label recently started by **Dave Usher**, Chicago, features kid-singer **Willie John** singing "Mommy What Happened to Our Christmas Tree" and "Jingle Bells." John is 14 and has ap-

peared in Detroit theaters. The singer and Usher will go out on a Midwestern deejay trip next week. **Morris Diamond** is handling record promotion for the label in the East.

## SARAH VAUGHAN INKS MERC. PACT . . .

**Sarah Vaughan** signed with Mercury Records this week, just a few weeks after she ended her long relationship with Columbia. The pacting was made by diskery a.&r. head **Art Talmadge**. The thrush just completed a 12-week trek with the "Biggest Show of '53" and is now at the Hi Hat Club, Boston.

## MONTEREY RECORDS BOWS IN H'WOOD . . .

New indie label tagged **Monterey Records** made its b.w. in Hollywood last week via two releases by **Sunny Burkette** and **Don McKay**. Label is currently setting national distribution. Its initial effort was scheduled to be out last week.

## VOX TO RELEASE "ITALY ECHOES" . . .

Vox' latest in its "Echoes" series with pianist **George Feyer** is "Echoes of Italy," to be released next week. The diskery will also package all three LP's in the series in a gift box, together with a 12-page picture booklet, which will be offered at a suggested list of \$9.95.

## JOCKEY FORMS DISK COMPANY . . .

**Bob Maxwell**, WWJ-TV, Detroit disk jockey, formed his own record company, the Prize Record Company. **Dave Usher** is managing the artists and repertory for the new company, which already has acquired 14-year-old composer **Willie John** and a vocal group, **Three Lads and a Lass**.

## HUB DISKERY INCORPORATES . . .

Hub Records, headed by songwriter **Don Raye**, has organized a corporation for the label along

with **Nick Castle**, **Mike Kurlan** and **Edward Traubner**. Kurlan has been named to head national sales for the plattery and will leave on a 30-city tour this week to set national distribution. Kurlan heads Modern Distributing Company here, Coral-Brunswick distribs for this area.

## FESTIVAL NAME OF JAZZ PACKAGE . . .

The new jazz spectacle now out on a one-nighter tour, featuring **Stan Kenton**, **Erroll Garner**, **Slim Gaillard** and **Dizzy Gillespie**, is called the "Festival of Modern American Jazz," not "Calvalcade of Jazz" as erroneously reported in The Billboard last week. The show is presented by Stan Kenton in association with the "Biggest Show of 1953, Inc."

## SATHERLY ATTENDS DJ CONFAB . . .

The ever-active **Art Satherly** was in Nashville last week during the WSM disk jockey convention. He consummated several deals for song material and recordings. Pubbers, cleffers and diskers noted it was natural to see Art on the scene. The former Columbia a.&r. exec operates Art Satherly Publications in Dallas.

## New York

Capitol Records' Eastern a.&r. execs **Dick Jones** and **Sid Feller** are back in town after some recording sessions in Pittsburgh. Feller also accompanied **Jane Froman** to Washington for her award appearance with the Variety Club. Feller conducted the ork for Miss Froman. . . . **Bob Santa Maria** plays the Yankee Inn, Akron, from December 14 to 21. . . . The **George Shearing** combo opens at the Copa, Pittsburgh, December 7. . . . **Tony Aquaviva's** personal management deal with **Joni James** calls for a percentage of her income and graduated increases. He is not on salary as previously suggested. . . . **Joni James**, meanwhile, is reported to

have broken all records for a single appearance at Lakewood Park, Mahanoy City, Pa., when she drew 2,500 persons at \$2 a head, Thursday (26).

**Henry Okun** is going into the personal management business along with his record promotion work. . . . **Paul Brown**, **Dewey Bergman**, v.-p., and **Sid Ascher**, all of Benida Records, will hit Baltimore, Washington and Philadelphia next week to see distributors and to audition new talent for the firm. . . . **Chuck Darwin**, sales head for Stardust Records, just returned from a long trip thru the East and Midwest setting up distribution for the label. . . . The Audio-Master Corporation has just released a new catalog describing the firm's equipment, ranging from low-priced phonos to transcription players. . . . **Johnnie Ray** has been set for a series of week-end dates around New York before opening at the Clover Club, Miami Beach, for two weeks starting December 26. He will play the Ranch House in Johnston R. I., December 4, 5 and 6. . . . The General Artists Corporation has signed **Jill Corey**, a young thrush on the Columbia label. . . . **Eydie Gorme's** contract with Coral Records was renewed this week. . . . **Sam Burd**, owner of Prestige Hosiery, has bought into Milt Kelllem Music and Villanova Music as a partner. He now owns 50 per cent of each firm. . . . **Clarence Charters'** tune, "Isle of Compo-bello," penned in memory of the late President Franklin D. Roosevelt, has been cut by **Earl Heywood** for the Canadian RCA Victor label. Co-writer of the tune is **S. B. Whitey Hains**, Toronto. . . . **Jan August** opened the new Blue Lady in Dallas this week. He is set for two weeks at the club. . . . **Lauri Layton** starts a week's engagement at the Ranch House, Providence, R. I., starting December 7. . . . Orkster **Elliott Lawrence** will marry **Amy Bunim** December 27.

## Philadelphia

**Andre Kostelanetz** will conduct the Philadelphia Orchestra for a January 11 concert at the Academy of Music for the benefit of the Philadelphia Orchestra Pension Foundation. . . . **Roland Puggiese** joined the Granoff School of Music faculty for the teaching of harmonica—the first music school in the city to put the "mouth organ" on such a professional level. . . . **Curt Hinson** brings his recording unit to the Grayrock Tavern in suburban Fernwood, Pa. . . . The Wakeman Corporation, personal management and record promotion firm, set up a subsidiary music publishing firm, the Hesch Music Corporation, linking with Broadcast Music, Inc. . . . **Lou Stein**, New York recording maestro, has his teenage niece, **Debbie Stein**, getting vocal schooling from **Artie Singer** here.

## Chicago

Largest cocktail party of the year was held at **Linn Burton's** Steak House Tuesday (24) in honor of **Harry James** and **Betty Grable**, who opened at the Chicago Theater for a one-week engagement Friday (27). The party was also held to celebrate the Columbia release of James' waxing of "Oh Mein Pappa." Those attending were representative of all phases of the industry, including disk jockeys, press, juke box operators, record dealers and radio station librarians.

**Chuck Bomgardner**, head of Custom Records, celebrated a doubleheader last week. He became the father of a girl and has just released the second recording by the **Dreamdusters**. The release features "Buffy the Jingle-Bell Man" and "Jingle-Bells." . . . Appearing at the Chicago Theater for one week are the "Harvest Moon Festival" dance winners, **Patricia Ryan**, **Frank Alo**, **Bernard Garvin**, **Angeline Bellino**, **Ray Krecioch**, **Helen Kaye**, **Charlie Mattison**, **Rosemary Mattison**, **Nickie** and **Constance Angelo** and **Frank and Vera Ruggiero**. Also appearing were **Ed Allen** and **Viola Suits**, vocal division winners.

**Julius La Rosa** and comic **Danny Crystal** closed at the Chicago Theater this week and will open at the Lake Club in Springfield, Ill., where they will play till December 4. La Rosa then goes to New York for the **Ed Sullivan** show, and opens at the **Twin Coaches** in Pittsburgh December 7. On December 5 the pair play a one-nighter in Kalamazoo, Mich. . . . **Neil Waldo**, currently appearing in the ice show at the **Conrad Hilton**, married **Mary Ann Ehlers** in Duluth on Thanksgiving Day. **Joe Marsala** and his wife, **Adele Girard**, both accomplished and

well known jazz musicians, in town plugging Joe's latest, "I Want a Boy." . . . **Georgie Shaw**, Decca artist, in town plugging his latest release, "Till We Two Are One." Shaw opened at the Town Room in Milwaukee later in the week. . . . **Al Trace**, former band leader and now personal manager of **Teddy Phillips**, in town plugging **Teddy's** latest, "Riding to Tennessee." . . . The **Sauter-Finegan** band does a one-nighter at the **Aragon** Sunday (29).

**Dinah Kaye**, London recording artist, being escorted around town to the deejays by her agent, **Rasputin**, plugging her recording of "Grand and Glorious Feeling." She opens at La Rue's in Indianapolis December 14. . . . **Josh White**, **Rita Dimitri** and **Professor Yonely** will head the next bill at the **Black Orchid**. Josh is booked in for a six-week stay beginning late in December. . . . **Fred Waring** and his **Pennsylvanians** play a one-nighter at the **Opera House** Thursday (3). . . . **Stan Kenton** and his orchestra, featured in the "Festival of Modern Jazz," will make a one-night appearance at the **Opera House** Monday (30). Also on the bill are the **Erroll Garner Trio**, **June Christy**, **Dizzy Gillespie**.

(Continued on page 35)

**ROBE of CALVARY**  
Recorded by  
**JILL COREY**, Columbia  
**JANE FROMAN**, Capitol  
**HILL and RANGE SONGS, Inc.**

**Frankie Laine's Smash Hit . . .**  
**"ANSWER ME"**  
The Terry Theme from  
**"LIMELIGHT"**  
—instrumental—  
**"ETERNALLY"**  
From "Limelight"  
—vocal—  
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**LEROY ANDERSON**  
with his greatest yet  
*The Girl in Satin*  
and  
*The Typewriter*  
DECCA RECORD 23181  
**MILLS MUSIC, INC.**

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ROBBINS MUSIC CORPORATION

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recorded by  
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SONGWRITER OF THE DEEP SOUTH  
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FISHER**

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c/w

**(I NEVER MISSED YOUR SWEET "HELLO")  
UNTIL YOU SAID "GOODBYE"**

**with Hugo Winterhalter's Orchestra and Chorus**

20/47-5552



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b/w  
**SERENADE FOR A TIN HORN**  
 M-G-M 11551 78 rpm  
 K11551 45 rpm

**M-G-M Records**

**JONI JAMES**  
**I'LL NEVER STAND IN YOUR WAY**  
 b/w  
**WHY CAN'T I**  
 M-G-M 11606 78 rpm • K11606 45 rpm

**DAVID ROSE and his Orchestra**  
**THE RIVER SEINE**  
 Vocal by **BERYL DAVIS**  
 b/w  
**JOEY'S THEME**  
 M-G-M 30830 78 rpm • K30830 45 rpm

**FRANK PETTY TRIO**  
**ITALIAN CHRISTMAS BELLS**  
 and  
**LET IT SNOW, LET IT SNOW, LET IT SNOW**  
 M-G-M 11629 78 rpm • K11629 45 rpm

**TEDDI KING**  
**MOONLIGHT IN VERMONT**  
 and  
**I WISHED ON A MOON**  
 M-G-M 11621 78 rpm • K11621 45 rpm

**REMO BIONDI and his Orchestra**  
**HOEDOWN FOR STRINGS**  
 and  
**TURKEY RUN**  
 M-G-M 11633 78 rpm • K11633 45 rpm

**KEN REMO**  
**CARNIVAL**  
 and  
**IT'S YOU, IT'S YOU**  
 M-G-M 11617 78 rpm • K11617 45 rpm

**FRAN WARREN**  
**IT'S ANYBODY'S HEART**  
 b/w  
**IF I COULD HAVE YOU BACK AGAIN**  
 M-G-M 11616 78 rpm • K11616 45 rpm

**CHARLES PAUL and his Orchestra**  
**MARTIN KANE THEME**  
 and  
**LOVE (Nora Drake Theme)**  
 M-G-M 11634 78 rpm • K11634 45 rpm

**JO ANN TOLLEY**  
**HOW COME YOU NEVER ANSWER**  
 and  
**BUT NEVER MY LOVE FOR YOU**  
 M-G-M 11630 78 rpm • K11630 45 rpm

**FRANK CANNON**  
**YOU ARE THERE**  
 and  
**ALL OF MY LIFE**  
 M-G-M 11614 78 rpm • K11614 45 rpm

Recorded Directly from the Sound Track of M-G-M's Dazzling Color Musical



**KISS ME KATE**  
 starring  
**KATHRYN GRAYSON • HOWARD KEEL • ANN MILLER**  
 • M-G-M 223 78 rpm  
 • X 223 extended play 45 rpm  
 • E 3077 33 1/3 rpm long playing

**M-G-M CHRISTMAS SINGLES THAT SELL**

**JONI JAMES**  
**CHRISTMAS AND YOU**  
 and  
**NINA-NON**  
 M-G-M 11637 78 rpm • K11637 45 rpm

**BILLY ECKSTINE**  
**CHRISTMAS EVE**  
 and  
**WHAT ARE YOU DOING NEW YEAR'S EVE!**  
 M-G-M 11623 78 rpm • K11623 45 rpm

**LITTLE RITA FAYE**  
**I FELL OUT OF A CHRISTMAS TREE**  
 and  
**THE MIRACLE OF CHRISTMAS**  
 M-G-M 11625 78 rpm • K11625 45 rpm

**HANK WILLIAMS**  
**CALLING YOU**  
 and  
**WHEN GOD COMES AND GATHERS HIS JEWELS**  
 M-G-M 11628 78 rpm • K11628 45 rpm

**BLUE BARRON**  
**SANTA CLAUS LULLABY**  
 and  
**LITTLE MATCH GIRL**  
 M-G-M 11375 78 rpm • K11375 45 rpm

**LESLIE CRAYNE**  
**MY STOCKING IS EMPTY**  
 and  
**MISSUS SANTA CLAUS**  
 M-G-M 11626 78 rpm • K11626 45 rpm

**DREW MILLER**  
**WHEN CHRISTMAS ANGELS SING**  
 and  
**MYSTERY TRAIL**  
 M-G-M 11627 78 rpm • K11627 45 rpm

**TOMMY EDWARDS**  
**IT'S CHRISTMAS ONCE AGAIN**  
 and  
**EVERY DAY IS CHRISTMAS**  
 M-G-M 11624 78 rpm • K11624 45 rpm

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The Billboard Music Popularity Charts  
**HONOR ROLL OF HITS**  
 Trade Mark Reg.

**The Nation's Ten Top Tunes**  
 ... for Week Ending November 28

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.

- |   |             |
|---|-------------|
| <b>1. Rags to Riches</b>  | <b>2 11</b> |
| By Dick Adler and Jerry Ross—Published by Saunders (ASCAP)<br><b>BEST SELLING RECORD:</b> T. Bennett, Col 40048. <b>OTHER RECORDS:</b> T. Russo, Bell 1013; G. Shaw, Dec 28838; Billy Ward & His Dominoes, King 1280.   |             |
| <b>2. You, You, You</b>   | <b>1 22</b> |
| By Lotar Olias and Robert-Mellin—Published by Robert-Mellin (BMI)<br><b>BEST SELLING RECORD:</b> Ames Brothers, V 20-5325. <b>OTHER RECORDS:</b> K. Griffen, Col 40019; J. Horton, Mercury 70198; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.   |             |
| <b>3. Ebb Tide</b>  | <b>3 14</b> |
| By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)<br><b>BEST SELLING RECORD:</b> F. Chacksfield, London 1358. <b>OTHER RECORDS:</b> C. Applewhite-Toots Ork Dec 28875; V. Damone, Mercury 70216; B. Hayes, Bell 1012; R. Maxwell, Mercury 70177; L. Welk, Coral 61075.<br><b>TRANSCRIPTIONS AVAILABLE:</b> Hugo Winterhalter, Thesaurus.                 |             |
| <b>4. Vaya Con Dios</b>   | <b>3 24</b> |
| By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)<br><b>BEST SELLING RECORD:</b> L. Paul-M. Ford, Cap 2486. <b>OTHER RECORDS:</b> L. Clinton-A. Lloyd, Bell 1004; G. Lombardo, Dec 28780; B. London, Crystalite 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 514. |             |
| <b>5. Ricochet</b>  | <b>8 7</b>  |
| By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI)<br><b>BEST SELLING RECORD:</b> T. Brewer, Coral 61043. <b>OTHER RECORDS AVAILABLE:</b> C. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.  |             |
| <b>6. Many Times</b>  | <b>6 7</b>  |
| By Jessie Barnes and Felix Stahl—Published by Broadcast (BMI)<br><b>BEST SELLING RECORD:</b> E. Fisher, V. 20-5453. <b>OTHER RECORDS:</b> P. Faith, Col 40076.  |             |
| <b>7. Eh Cumpari</b>  | <b>5 12</b> |
| By Julius La Rosa—Published by Rosart (BMI)<br><b>BEST SELLING RECORD:</b> J. La Rosa, Cadence 1232.  |             |
| <b>8. Oh</b>  | <b>7 21</b> |
| By Bryan Gay-Arnold Johnson—Published by Feist (ASCAP)<br><b>BEST SELLING RECORD:</b> P. W. Hunt, Cap 2442. <b>OTHER RECORDS:</b> Commanders, Dec 28779; A. Mooney, M-G-M 11541; K. Griffen, Col 40062; Sauter-Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.<br><b>TRANSCRIPTIONS AVAILABLE:</b> Johnny Desmond, Thesaurus.                     |             |
| <b>9. That's Amore</b>  | <b>10 4</b> |
| By Jack Brooks and Harry Warren—Published by Paramount (ASCAP)<br><b>BEST SELLING RECORD:</b> D. Martin, Cap 2589. <b>OTHER RECORDS AVAILABLE:</b> B. Barron, M-G-M 11584.  |             |
| <b>10. Changing Partners</b>  | <b>- 1</b>  |
| By Larry Coleman and Joe Darion—Published by Porgie (BMI)<br><b>BEST SELLING RECORD:</b> P. Page, Mercury 70260. <b>OTHER RECORDS AVAILABLE:</b> B. Crosby, Dec 28969; H. Forrest, Bell 1017; P. W. King, V 20-5537; D. Shore, V 20-5515; K. Starr, Cap 2657.   |             |

**Second Ten**

- |  |             |
|--|-------------|
| <b>11. STRANGER IN PARADISE (M)</b>        | <b>- 1</b>  |
| Published by Frank (ASCAP)                 |             |
| <b>12. CRYING IN THE CHAPEL</b>            | <b>9 20</b> |
| Published by Valley (BMI)                  |             |
| <b>13. IN THE MISSION OF ST. AUGUSTINE</b> | <b>11 6</b> |
| Published by Republic (BMI)                |             |
| <b>14. TO BE ALONE</b>                     | <b>15 4</b> |
| Published by Randy Smith (ASCAP)           |             |
| <b>15. I SEE THE MOON</b>                  | <b>12 4</b> |
| Published by Plymouth (ASCAP)              |             |
| <b>15. ISTANBUL</b>                        | <b>14 5</b> |
| Published by Almo (ASCAP)                  |             |
| <b>17. YOU ALONE</b>                       | <b>12 4</b> |
| Published by Roncom (ASCAP)                |             |
| <b>18. LOVE WALKED IN</b>                  | <b>15 5</b> |
| Published by Chappell (ASCAP)              |             |
| <b>18. HEART OF MY HEART</b>               | <b>18 2</b> |
| Published by Robbins (ASCAP)               |             |
| <b>20. PA PAYA MAMA</b>                    | <b>- 1</b>  |
| Published by Sheldon (BMI)                 |             |

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# Buyboard

## TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

- THAT'S AMORE  
YOU'RE THE RIGHT ONE..... D. Martin ..... 2589
- CHANGING PARTNERS  
I'LL ALWAYS BE IN LOVE WITH YOU..... K. Starr ..... 2657
- YAYA CON DIOS  
JOHNNY (IS THE BOY FOR ME)..... L. Paul & M. Ford..... 2486
- OH!  
SAN ..... P. Hunt ..... 2442
- MAMA'S GONE, GOOD-BYE  
CONEY ISLAND WASHBOARD..... P. Hunt ..... 2647
- I LOVE YOU  
SOUTH OF THE BORDER..... F. Sinatra ..... 2638
- ST. GEORGE AND THE DRAGONET  
LITTLE BLUE RIDING HOOD..... S. Freberg ..... 2596
- JUNGLE BELLS  
WHITE CHRISTMAS ..... L. Paul & M. Ford..... 2617
- THE KANGAROO  
DON'CHA HEAR THEM BELLS..... L. Paul & M. Ford..... 2614
- I LOVE PARIS  
GIGI ..... L. Baxter ..... 2479
- THE BUNNY HOP  
THE HOKEY POKEY..... R. Anthony ..... 2427
- FROM HERE TO ETERNITY  
ANYTIME—ANYWHERE ..... F. Sinatra ..... 2560
- LOVER, COME BACK TO ME!  
THAT'S ALL ..... M. Cole ..... 2610
- CHRISTMAS DRAGNET, PART 1  
CHRISTMAS DRAGNET, PART 2..... S. Freberg & D. Butler. 2671
- DRAGNET  
DANCING IN THE DARK..... R. Anthony ..... 2562
- STRANGER IN PARADISE  
NEVER IN A MILLION YEARS..... G. MacRae ..... 2652
- DRIVE-IN  
YOU WON'T FORGET ME..... N. Riddle ..... 2648

## LATEST RELEASE

No. 397

- WHAT'S WHAT A RAINY DAY IS FOR  
YOU'VE CHANGED ..... Connie Russell ..... 2666
- FOR THE FIRST TIME  
IT'S THE LAST THING I DO ..... June Hutton & Axel Stordahl ..... 2667
- SNOWFLAKES  
JUST WANT TO BE WITH YOU..... Yvonne O'Day ..... 2668
- YOU'RE WAITING IN MY PLACE  
T'CHA I'M IN LOVE ..... Boots Woodall ..... 2670

## BIMBO

The next BIG c/w record

by **ROD MORRIS** and his Missourians

also

EVERYTHING TO LOSE,  
NOTHING TO GAIN

Record No. 2669

## TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

- 1. GO CRY YOUR HEART OUT  
WAKE UP, IRENE  
H. Thompson ..... 2646
- 2. A DEAR JOHN LETTER  
I'D RATHER DIE YOUNG (THAN  
GROW OLD WITHOUT YOU)  
J. Shepard & F. Huskey ..... 2502
- 3. IT'S CHRISTMAS  
THANKS  
J. Wakely ..... 2644
- 4. RELEASE ME  
JUST TO BE WITH YOU  
J. Heap & P. Williams ..... 2518
- 5. FORGIVE ME, JOHN  
MY WEDDING RING  
J. Shepard & F. Huskey ..... 2586
- 6. WALKIN' AND HUMMIN'  
I WOULDN'T TREAT A DOG LIKE  
YOU'RE TREATIN' ME  
F. Huskey ..... 2627
- 7. SWEEP AROUND YOUR OWN  
BACK DOOR  
SWAMP LILY  
R. Acuff ..... 2642
- 8. I BELIEVE IN LOVIN'  
I WISH IT WAS ONLY A DREAM  
G. O'Quin ..... 2655
- 9. SINGIN' ON THE OTHER SIDE  
I'VE GOT A BETTER PLACE TO GO  
M. Carson ..... 2634
- 10. YOU-ALL COME  
I WROTE MY HEART A LETTER  
H. Henson ..... 2606

## BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

- 1. MUSIC TO MAKE YOU MISTY  
Jackie Gleason ..... 455
- 2. MUSIC FOR LOVERS ONLY  
Jackie Gleason ..... 352
- 3. PORTRAITS ON STANDARDS  
Stan Kenton ..... 462
- 4. NAT "KING" COLE SINGS FOR  
TWO IN LOVE  
Nat "King" Cole ..... 420
- 5. THE EDDIE CANTOR STORY  
Eddie Cantor ..... 467
- 6. LOVER'S RHAPSODY & SONGS  
FROM LOVER'S RHAPSODY  
Jackie Gleason ..... 366
- 7. TODAY'S TOP HITS, VOLUMEX  
Top Capitol Artists ..... 9115
- 8. CAN-CAN  
Original Broadway Cast ..... 452
- 9. THE HIT MAKERS!  
Les Paul & Mary Ford ..... 416
- 10. THE DESERT SONG  
Gordon MacRae & Lucille Norman 351
- 11. JOE "FINGERS" CARR AND HIS  
RAGTIME BAND  
Joe "Fingers" Carr ..... 443
- 12. NAT "KING" COLE'S TOP POPS  
Nat "King" Cole ..... 9110
- 13. GERRY MULLIGAN AND HIS  
TEN-TETTE  
Gerry Mulligan ..... 439

## TOP SELLING— CHRISTMAS EP'S

Based on Actual Capitol Sales Reports

- 1. YINGLE BELLS  
Yogi Yorgesson ..... 461
- 2. CHRISTMAS CAROLS  
St. Luke's Choristers ..... 9000
- 3. THE ORGAN PLAYS AT CHRISTMAS  
Buddy Cole ..... 9002
- 4. CHRISTMAS ON THE RANGE  
Jimmy Wakely ..... 9004
- 5. BOYS TOWN CHOIR SINGING  
CHRISTMAS MUSIC  
Father Flanagan's Boys Town  
Choir ..... 9006
- 6. CAROLS FOR CHRISTMAS  
The Starlighters Chorus ..... 9007
- 7. UNDER THE CHRISTMAS TREE  
Jan Garber ..... 9008
- 8. CHRISTMAS CHORISTERS  
St. Luke's Choristers ..... 9012
- 9. CHRISTMAS BELLS  
Richard Keys Biggs ..... 9013
- 10. CHRISTMAS IN THE AIR!  
The Voices Of Walter Schumann 9016
- 11. SONGS OF CHRISTMAS  
Jo Stafford & Gordon MacRae.. 9021

People just like  
it better **THIS** way  
... the way




**JOE  
'FINGERS'  
CARR**

does the new  
novelty  
sensation...

**ISTANBUL**

and  
**MAPLE  
LEAF  
RAG**

Record No.  
2665



**CONNIE RUSSELL**

singing  
*That's What  
a Rainy Day  
Is For*

from M.G.M.'s Technicolor  
Musical "Easy To Love"  
coupled with:  
*You've Changed*  
on Capitol Record  
No. 2666

The Billboard's Music Popularity Charts

# Favorite Tunes

... For Week Ending November 28

## 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 weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Chart
1.		EBB TIDE (R)—Robbins..... 1
2.		VAYA CON DIOS (R)—Ardmore..... 4
3.		RICOCHE (R)—Sheldon..... 7
4.		MANY TIMES (R)—Broadcast..... 5
5.		YOU, YOU, YOU (R)—Mellin..... 2
6.		RAGS TO RICHES (R)—Saunders..... 3
7.		CHANGING PARTNERS (R)—Porgie..... —
8.		CRYING IN THE CHAPEL (R)—Valley..... 6
9.		THAT'S AMORE (R) (F)—Paramount..... 13
10.		STRANGER IN PARADISE (R) (M)—Frank..... —
11.		IN THE MISSION OF ST. AUGUSTINE—Republic.... 8
12.		OH (R)—Feist..... 9
13.		WHITE CHRISTMAS (R)—Berlin..... 14
14.		RUDOLPH, THE RED-NOSED REINDEER (R)— St. Nicholas..... 9
15.		EH CUMPARI (R)—Crescent..... 15
16.		I SEE THE MOON (R)—Plymouth..... 11
16.		I BELIEVE (R)—Cromwell..... —
18.		YOU ALONE (R)—Roncom..... 11
19.		WINTER WONDERLAND (R)—Bregman, Vocco & Conn ..... —
19.		FROSTY THE SNOWMAN (R)—Hill & Range..... —

## 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. Peatman's copyrighted 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 30 on Radio

Changing Partners (R)—Porgie—BMI	Oh, Mein Papa (R)—Shapiro-Bernstein—ASCAP
Don't Forget to Write (R)—Advanced—ASCAP	Pa-Paya-Mama (R)—Shapiro-Bernstein—ASCAP
Don't Take Your Love From Me (R)—Whitmark—ASCAP	Rags to Riches (R)—Saunders—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Ricochet (R)—Sheldon—ASCAP
Granada (R)—Peer—BMI	Secret Love (R)—Remick—ASCAP
Heart of My Heart (R)—Robbins—ASCAP	South of the Border (R)—Shapiro-Bernstein—ASCAP
Hey, Joe—Tannen—BMI	Stranger in Paradise (R) (M)—Frank—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	That's Amore (R) (M)—Paramount—ASCAP
I See the Moon (R)—Plymouth—ASCAP	Think (R)—Joy—ASCAP
In the Mission of St. Augustine (R)—Republic—BMI	Under Paris Skies—Leeds—ASCAP
Istanbul (R)—Alamo—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
Keep It Gay—Williamson—ASCAP	When My Dreamboat Comes Home—Remick—ASCAP
Love Walked In (R)—Chappell—ASCAP	You Alone (R)—Roncom—ASCAP
Many Times (R)—Broadcast—BMI	You, You, You (R)—Mellin—BMI
No Other Love (R) (M)—Williamson—ASCAP	
Oh—Feist—ASCAP	

### Top 10 on Television

Are You Looking for a Sweetheart?—Calvert—BMI	Ricochet (R)—Sheldon—BMI
Ebb Tide (R)—Robbins—ASCAP	Stranger in Paradise (R) (M)—Frank—ASCAP
No Other Love (R) (M)—Williamson—ASCAP	That's Amore (R) (M)—Paramount—ASCAP
Oh—Feist—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
	You, You, You (R)—Mellin—BMI

## England's Top Twenty

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

1. Answer Me—Bourne (Bourne)	10. Wish You Were Here—Chappell (Chappell)
2. Poppa Piccolino—Sterling (Chappell)	11. Chica Boom—Dash (Hawthorne)
3. I Saw Mommy Kissing Santa Claus—Morris (Harman)	12. Bridge of Sighs—Maurice (Leeds)
4. Swedish Rhapsody—Connolly (Dartmouth)	13. Look at That Girl—Cinephonic (Cromwell)
5. Vaya Con Dios—Maddox (Ardmore)	14. Crying in the Chapel—Morris (Valley)
6. When You Hear Big Ben—Box & Cox (Box & Cox)	15. Ricochet—Victoria (Sheldon)
7. I Believe—Cinephonic (Cromwell)	16. Flirtation Waltz—Bourne (Bourne)
8. Eternally (Limelight)—Bourne (Bourne)	17. Kiss—Feist (Miller)
9. Song From Moulin Rouge—Connolly (Broadcast)	18. Big Head—Lawrence Wright (*)
	19. April in Portugal—Sterling (Chappell)
	20. You, You, You—Mellin (American)

## Jobbers' Returns

Continued from page 15

may be a one-stop, a trans-shipper or even a record shop.

This company is given an order for so many thousand disks of the "hot" company, at 10 cents a disk or so. The jobber obtains the necessary number of records, at 6 to 8 cents, ships them to the dealer and the dealer turns them in for credit to the manufacturer or to the manufacturer's distributor at the regular dealer cost.

The jobber gets his records from one of many sources. Sometimes he goes right to the distributor and offers to buy disks that the distributor has had around for many months, such as "hits" that didn't quite make it or records that were forced on the distributor by the diskery. These are usually new records from a point of use, but dead as yesterday's newspaper.

Occasionally the jobber will visit one-stop, record shops or other trans-shippers, places where a mistake in judgment about a record means many, many boxes left over. These firms are glad to get rid of the disks for any price, and they do.

It is quite possible, under this flow system, that the distributor who sold his disks to a jobber for 8 cents will get back the same records from a large dealer for credit. Since the distributor has his own return privilege with the manufacturer, such things bother him but little.

It is also important to note that under this system it is the "hot" diskery whose disks are in demand by the dealer. He has more than enough records from the "cold" diskery laying around to fill out his return. This year, for instance, Capitol and RCA Victor records are in demand. Last year it was Columbia's.

Return privilege jobbers operate in many sections of the U. S. There are three or four in New York, one in New England, one in Philadelphia, one in Chicago, etc. They supply the return demand from many other sections than their own, and they appear to be able to take care of the demand.

## 'Shindig'

Continued from page 15

"Country Shindig," which is produced by Dan Valentine, has come up with a winning formula which has helped push the show into prominence. That formula is presenting top artists and giving new artists a showcase. Some of the names who have starred on the show include Spike Jones, Slim Willett and Jim Reeves, Hank Thompson and Marty Robbins.

New talent launched by the seg include Sonny James, now with Capitol Records; Bobby Williamson, who waxes for Victor; Curley Saunders and Joe Bill; both with Imperial, and Arlie Duff, who cuts for Starday. The show has also come up with a new flock of names recently, such as Neal Jones, Orville Couch, and kid-singer Mallie Ann Harbert.

The "Country Shindig" is presented each week at the State Fair Grounds here. The station features newer artists on the show by presenting them on "Shindig Stars" every afternoon on WFAA during the week, and has found this helps both the artists and the attendance at the fair grounds.

Alex Keesse, manager of WFAA, who takes a hand with the show, points out that "it is a family show, free of honky-tonk atmosphere... a show parents can send their children to without a qualm."

## AFM Board

Continued from page 14

tering into talks with the diskeries.

The present diskery pact expires December 31, and network radio, television and motion picture pacts expire one month later. AFM spokesmen said the disk industry was being given priority in the AFM deliberations.

It's generally believed that altho the AFM is likely to ask for a token scale increase, its primary aim is maintenance of the trust fund principle.

Diskeries, too, are believed anxious for a pact which, in its essentials, does not depart greatly from the present paper.

Petrillo has been seeking ways and means of curbing use of disks on AM and TV programing, but consideration of this will come when the AFM tackles the network execs.

This is it  
**A HIT!**



JAVE P. MORGAN

with



FRANK DE VOL  
Orchestra

LIFE IS JUST A BOWL OF CHERRIES

OPERATOR 299

DERBY 837

Derby Records, Inc. Hollywood, California New York City

Available in Canada on QUALITY label

# MISS T.N.T. = TERESA BREWER Tiny N' Terrific

## RICOCHET

and

### Too Young To Tango

Coral 61043 (78 RPM) and 9-61043 (45 RPM)

## BABY BABY BABY

and

### I Guess It Was You All the Time

Coral 61067 (78 RPM) and 9-61067 (45 RPM)



## EBENEZER SCROOGE

and

### I SAW MOMMY KISSING SANTA CLAUS

Coral Singles 61078 (78 RPM) and 9-61078 (45 RPM)  
Coral Sets 1323 (78 RPM) and 9-1323 (45 RPM)

## TOO FAT FOR THE CHIMNEY

and

### I JUST CAN'T WAIT TILL CHRISTMAS

Coral Singles 61079 (78 RPM) and 9-61079 (45 RPM)  
Coral Sets 1324 (78 RPM) and 9-1324 (45 RPM)

## TILL I WALTZ AGAIN WITH YOU



## SING SING SING

Selections include: Sing Sing Sing—I Don't Care—Gonna Get Along Without Ya Now—Roll Them Roly Boly Eyes  
EC-81008



Selections include: Till I Waltz Again With You—Hello Bluebird—Dancin' With Someone—Breakin' In the Blues—Sing Sing Sing—I Don't Care—Gonna Get Along Without Ya Now—Roll Them Roly Boly Eyes  
CRL 56093 • EC-81034

I SAW MOMMY KISSING SANTA CLAUS  
EBENEZER SCROOGE  
TOO FAT FOR THE CHIMNEY  
I JUST CAN'T WAIT TILL CHRISTMAS  
EC-81072



# has the **BIG** Hits!!

**DON CORNELL**  
**YOU'RE ON TRIAL** and **I'M YEARNING**

Coral 61068 (78 RPM) and 9-61068 (45 RPM)



*"The 3-D's"* **DON DALE DESMOND**  
sing  
**The Gang That Sang "HEART OF MY HEART"**

and  
I Think I'll Fall in Love Today

Coral 61076 (78 RPM) and 9-61076 (45 RPM)



**JOHNNY DESMOND**  
sings  
**WOMAN**

and  
The River Seine

Coral 61069 (78 RPM) and 9-61069 (45 RPM)



## CORAL RECORDS

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

The Billboard's Music Popularity Charts

for Week Ending November 28

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

Eddie Fisher Oh, Mein Papa... 90
V 20-5552—Very fast follow-up to the Eddie Calvert disk...

Until You Said Goodbye... 70
Ditty based on a familiar Straussian waltz...

Percy Faith Ork Suddenly... 80
COLUMBIA 40124—A most unusual and mighty pretty instrumental performance...

Genevieve... 76
Here's another English-styled, lush-stringed arrangement by the Percy Faith ork...

Buddy Hackett The Chinese Walter... 80
CORAL 61105—The hilarious comedy routine by Buddy Hackett...

The Diet... 72
Altho this bit has its funny moments, flip will attract most of the action.

Bing Crosby Changing Partners... 79
DECCA 28969—Warm and intimate, the Groaner's version of the big new ballad...

Y'All Come... 78
Effort is a really attractive bundle of corn, with Bing singing out the happy opus...

Ray Anthony Ork Oh, Mein Papa... 78
Capitol 2678—Trumpet player's meat, the beautiful ballad import is here...

Secret Love... 76
Pretty tune from the current "Calamity Jane" flicker is played smoothly by the ork...

Harry James-Paul Weston Ork and Chorus Oh, Mein Papa... 78
COLUMBIA 40134—The idea of having Harry James cover the fast-breaking German ditty...

Serenata... 74
Leroy Anderson's ditty of a few years ago is played with schmaltz by the trumpet man...

Jaye P. Morgan Life Is Just a Bowl of Cherries... 78
DERBY 837—Thrush Jaye P. Morgan has her best side here...

Operator 299... 74
Gal jumps with this swiny jump tune, and the ork backing swings along with her...

Cyril Stapleton Ork Theme From "The Man Between"... 78
LONDON 1389—This first instrumental version of the theme from the current flick...

Caravaggio... 72
Swiny and bright is this society-styled reading of a bouncy new ditty by the English crew...

Georgia Gibbs I Love Paris... 77
MERCURY 70274—This is the second new vocal version in recent weeks...

Helene Forrest Changing Partners... 77
BELL 1017—Fast and first-rate coverage by the 35-cent disk line...

The Three Suns The Creep... 76
V 20-5553—The English dance craze gets its introduction in this country via this disking by the group...

Axel Stordahl Ork Sadie Thompson's Song... 76
CAPITOL 2661—Movie theme is given a very attractive play by the Stordahl ork...

Dolores Gray Poppa Piccolino... 76
DECCA 28968—Opus, an Italianate novelty, has clicked big in England...

Pat O'Day Take Me Home... 76
M-G-M 11645—Ballad, a curious mixture of religion and romantic innuendo...

Ella Mae Morse Taint What You Do... 75
CAPITOL 2658—The Sy Oliver-Trummie Young hit of a decade ago is sung with some spirit...

Ruby Wright Bimbo... 75
KING 1293—This is the first slicing by a thrush of the cute, happy novelty originally started in the country field...

Brucie Weil Poppa Piccolino... 75
V 20-5554—It's the backing which takes top honors here, tho the moppet does a good job with the lyrics...

Frank Wojnarowski Ork Dzielczynsa Z... 76
DANA 809—The sideman in the polka ork injects lots of spirit in this infectious reading...

Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists labels like ABBOTT, ALADDIN, BELL, BRUCE, CAPITOL, COLUMBIA, CORAL, CRYSTALLETTE, DECCA, DERBY, EXCELLO, HOLLYWOOD, IMPERIAL, KING, LONDON, MERCURY, M-G-M, ODE, PEACOCK, PYRAMID, QUALITY, ROUND, SABRE, SCHUBERT, SUN, VICTOR.

Rhythm & Blues

Willie Nox Just Can't Stay... 79
SABRE 104—Willie Nox turns in a sock reading of a wild new Southern blues opus...

The Harp Tones A Sunday Kind of Love... 78
BRUCE 101—The Harp Tones bow on the new label impressively, mainly due to the strong vocal by Willie Winfield...

Slim Whitman Stairway to Heaven... 75
IMPERIAL 8220—Whitman delivers a fine new sacred opus which should please both his personal fans...

Sister Rosetta Tharpe-Marie Knight Shadrack... 80
DECCA 48309—The jubilee receives an exciting reading from both Rosetta and Marie...

Evangelistic Trio At the End of the Trail... 60
ZOE 101—Soloist Bernard Thomas does an adequate job with this sacred opus...

Robert Martin Singers Marching to Zion... 74
APOLLO 279—The Martin Singers, sparked by a vibrant lead, come thru with a powerful rendition...

The Jewell Gospel Singers Rest, Rest, Rest... 71
ALADDIN 2039—Slightly up-tempo and the group's blend make for easy listening on a good spiritual item.

Caravaggio... 72
Swiny and bright is this society-styled reading of a bouncy new ditty by the English crew...

Christmas

Gene Autry I Wish My Mom Would Marry Santa Claus... 85
COLUMBIA 40135—The thought expressed here should find immediate and sympathetic response...

The Starlighters La Pinita... 74
CRYSTALLETTE 662—Side could win quite a bit of attention if pushed quickly and energetically...

Lonzo and Oscar Frosty the Defrosted Snowman... 70
DECCA 28961—The comic duo handles the parody in a style certain to bring smiles to listeners...

Martin Walker Cantique de Noel... 69
Camm 132—The moppet impresses with his lovely soprano voice on a most lovely Christmas item...

Woody Wooddell Let's Give Santa Claus a Christmas... 69
DOME 1066—Cute ballad is sung smoothly by Wooddell to bouncy backing...

Willie John Mommy What Happened to Our Christmas Tree?... 66
PRIZE 6900—Here's a holiday ditty that jocks can play the day after Christmas...

Mickey Katz Haim Afen Range... 73
CAPITOL 2660—This Katzian version of the traditional Western ditty "Home on the Range"...

Sister Rosetta Tharpe-Marie Knight Shadrack... 80
DECCA 48309—The jubilee receives an exciting reading from both Rosetta and Marie...

Evangelistic Trio At the End of the Trail... 60
ZOE 101—Soloist Bernard Thomas does an adequate job with this sacred opus...

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ALADDIN 2039—Slightly up-tempo and the group's blend make for easy listening on a good spiritual item.

Caravaggio... 72
Swiny and bright is this society-styled reading of a bouncy new ditty by the English crew...

Country & Western

Kitty Wells I Gave My Wedding Dress Away... DECCA 28931—Weeper is about marriage ceremony that didn't take place...

Mitchell Torok Hootchy Kootchy Henry... ABBOTT 150—Clever novelty about Hawaii is given a good ride by Torok...

Zeke Clements Won't Cha' Love Me... M-G-M 11640—Could be that Clements has his biggest thing to date...

Chester Smith Weeping Heart... CAPITOL 2663—A bright ranchero effort with a solid piano and guitar beat...

Sonny James My Greatest Thrill... CAPITOL 2641—Sonny James, first-rate, sincere new singer who has a fine sound...

Jody Levins Hey! Liberate... IMPERIAL 8219—This is a cute novelty effort and it ought to pull deejay spins...

Burl Ives Hound Dog... DECCA 28935—Out of some folk material Ives has fashioned a pop novelty of charm...

The Carter Sisters-Mother Maybelle I Ain't Gonna Work Tomorrow... COLUMBIA 21184—This ditty is close to folk material...

Carolyn Bradshaw Say No, No, No... ABBOTT 151—Gal gives out with a heap of fine singing as she exhorts her loved one...

The Stanley Brothers Our Last Goodbye... MERCURY 70270—Fine rural side by the brothers backed by the pickin' and fiddlin'...

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories...

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories...

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.

(Continued on page 75)

**THE**  
**FOUR ACES**  
*have your DAILY DOUBLE*



**STRANGER  
 IN  
 PARADISE**  
 DECCA 28927 (78 rpm)  
 and 9-28927 (45 rpm)

**THE GANG  
 THAT SANG  
 "HEART  
 OF MY  
 HEART"**  
 DECCA 28927 (78 rpm)  
 and 9-28927 (45 rpm)

*America's Fastest Selling Records*



The Billboard's Music Popularity Charts

... for Week Ending November 28

## THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

## Popular

**STRINGS OF MY HEART** (Alfred, ASCAP)  
**MAMA PAPA POLKA** (Cool, BMI)—The Gaylords—Mercury 70258

Disk has built up strength in Buffalo, Pittsburgh, Milwaukee and St. Louis. Good reports also received from Philadelphia, Cleveland and Los Angeles. The edge is on "Strings," altho there is almost evenly split action in Buffalo and Cleveland. L. A. prefers "Polka."

**OH MY, PAPA** (Shapiro-Bernstein, ASCAP)—Eddie Fisher—RCA Victor 20-5552

Good to strong reports were returned from sources in the Philadelphia, Cleveland, Detroit, Chicago and Los Angeles territories that had received the record. The original Eddie Calvert disk made this week's national chart. Strength of these two records shows over-all power of tune. Flip is "Until You Said Goodbye." A previous "New Record to Watch."

**I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME** (Mills, ASCAP)—Ames Brothers—RCA Victor 20-5530

Reported strong in Buffalo, Milwaukee and St. Louis and good in Pittsburgh, Cleveland, Nashville and Dallas. Flip is "Boogie Woogie Maxixe" (B, V & C, ASCAP) A previous "New Record to Watch."

**THE JONES BOY** (Pincus, ASCAP) — Mills Brothers—Decca 28945

This disk has built up a fine spread of good reports across the country. Areas from which these were received included Providence, Philadelphia, New York, Buffalo, Pittsburgh, Cleveland, Chicago, Durham, Milwaukee and St. Louis. The great majority of territories prefer the "Jones Boy" side, with some action on the flip "She Was Five, He Was Ten" (Roxbury, ASCAP)

## Country &amp; Western

**I REALLY DON'T WANT TO KNOW** (Hill & Range, BMI)

**I'LL NEVER GET OVER YOU** (Hill & Range, BMI)—Eddy Arnold—RCA Victor 20-5525

Strong action on this disk was reported this past week in the Dallas, St. Louis, Philadelphia and Buffalo territories. Good reports were also returned from Western Pennsylvania, Cleveland and the Carolinas. "I Really Don't Know" was the preferred side in most areas, altho "I'll Never Get Over You" had the edge in the Buffalo, Philadelphia and Chicago sales territories. A previous "New Record to Watch."

**WAKE UP, IRENE** (Brazos Valley, BMI)

**GO CRY YOUR HEART OUT** (Brazos Valley, BMI)—Hank Thompson—Capitol 2646

Off to a good start, this disk placed on the Dallas-Fort Worth territorial chart this week and was also rated good to strong in the Philadelphia, Buffalo, Pittsburgh, Chicago, Durham, Milwaukee and St. Louis markets. At the moment, "Irene" has the edge, but there was almost equal or more interest in the flip in Chicago, Philadelphia, Durham and Los Angeles. A previous "New Record to Watch."

**YOU-ALL COME**—Arlie Duff—Starday 104

A record that has appeared consistently on the Dallas and Houston territorial charts built up enough strength to make the national retail chart this past week. Areas outside Texas from which at least one strong report was received included Chicago, St. Louis, Durham and Los Angeles. Flip is "Poor Ole Teacher."

## Rhythm &amp; Blues

**COMIN' ON** (Progressive, BMI)  
**THE FEELING IS SO GOOD** (Marvin, ASCAP)—The Clovers—Atlantic 1010

Record had strength last week in Philadelphia (where it placed on the territorial chart), Upstate New York, Cleveland, Nashville, St. Louis and Dallas. Pittsburgh and Detroit also rated the disk good. This past week "Comin' On" placed on the national juke box chart. Action is reported on both sides. A previous "New Record to Watch."

**I'LL BE TRUE** (Angel, BMI)  
**HAPPINESS TO MY SOUL** (Ajax, ASCAP)—Faye Adams—Herald 419

Disk placed for the second week on the Washington-Baltimore territorial chart and

was also reported strong in Philadelphia, Buffalo, Pittsburgh, Chicago and St. Louis. Good reports were received from the South-eastern U. S., Nashville and New York. Both sides are selling, with a slight edge on "I'll Be True." A previous "New Record to Watch."

**BABY DOLL** (Venice, BMI) — Marvin and Johnny—Specialty 479

Record broke on the national juke box chart this past week. Strong in Los Angeles, Philadelphia and New York, the disk also got good ratings in the Detroit, Nashville and St. Louis markets. Flip is "I'm Not a Fool" (Venice, BMI)

## Christmas

(The following records and albums released this year are the standouts according to early sales reports. Other "Best Buy" selections will be made next week if reports warrant additions to this basic list.)

**SANTA BABY** — Eartha Kitt — RCA Victor 20-5502

(Popular, a previous "Best Buy")

**I WANT A HIPPOPOTAMUS FOR CHRISTMAS**

**ARE MY EARS ON STRAIGHT?** — Gayla Peevey—Columbia 40106

(Popular and Children's)

**CHRISTMAS MEDLEY**  
**AVE MARIA**—Liberace—Columbia 48001

(Popular)

**PUT CHRIST BACK INTO CHRISTMAS**  
**THE GENTLE CARPENTER OF BETHLEHEM**  
 —Red Foley—Decca 28940

(Country & Western and Popular)

**REINDEER BOOGIE**  
**CHRISTMAS ROSES** — Hank Snow — RCA Victor 20-5340

(Country & Western)

**CHRISTMAS IN HEAVEN**  
**RINGIN' IN A BRAND NEW YEAR** — Billy Ward, Dominoes—King 1281

(Rhythm & Blues)

**CHRISTMAS WITH ARTHUR GODFREY AND ALL THE LITTLE GODFREYS**—Columbia CL 540

(A previous album selection.)

**CHRISTMAS CAROLS** — Mantovani—London LL 913

## NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

## Christmas

**STAN FREBERG**  
**Christmas Dagnet Parts 1 & 2** (Alamo, ASCAP)—Capitol 2671—Stan Freberg has come up with a holiday sequel to "St. George and the Dragonet" with this rib-tickling investigation of a man who doesn't believe in Santa Claus. Looks like a natural for the Christmas season.

## Country &amp; Western

**HOMER AND JETHRO**  
**You-Ewe-U** (Mellin, BMI)  
**Hay Shmo** (Tannen, BMI) — RCA Victor

20-5555—The satirical duo turn two of the country's top hits into laughable nonsense via their smart parodies here. Both the c.&w. and the pop markets should shell out loot to play these two strong sides by the boys.

**DAVIS SISTERS**  
**Ricochet** (Sheldon, BMI)

For Old Times Sake—TNT 17—New to the young label, the girls turn in a mighty strong country record. They sell "Ricochet" in a sock style that could sell it in the country field, and they turn in another scintillating reading on the flip. Good wax from the Texas indie.

## Rhythm &amp; Blues

**AMOS MILBURN**  
**Good, Good Whiskey** (D & M, BMI)—Aladdin 3218—Milburn has had a lot of good records about the beverage but he's got one of his strongest ones here to date as he sells the up-tempo ballad with emotion over a pulsating rhythm backing. This one could really step out with the jocks, on the jukes and in sales. Flip is "Let's Have a Party" (Mesner, BMI).

**WILLIE NIX**  
**Just Can't Say** (Joni, BMI)—Sabre 104—The new label may have a new star with this release. Nix is a fine Southern blues singer and he turns in a persuasive warble on this down home blues, helped by some wild guitar work. Flip is "All by Yourself."

## COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

## Popular

**BABY, BABY, BABY**  
 Teresa Brewer—Coral 61067  
**CHANGING PARTNERS**  
 Kay Starr—Capitol 2657  
**I'LL NEVER STAND IN YOUR WAY**  
 Joni James—M-G-M 11606

**NATIVE DANCER**  
 Rusty Draper—Mercury 70256

**OFF SHORE**  
 Leo Diamond—Ambassador 1005

**OFF SHORE**  
 Richard Hayman—Mercury 70252

**SOUTH OF THE BORDER**  
**I LOVE YOU**  
 Frank Sinatra—Capitol 2638

**STRANGER IN PARADISE**  
 Tony Bennett—Columbia 40121

**SWEET MAMA TREE TOP**  
**TALL**  
 The Lancers—Trend 63  
**WOMAN**  
 Johnny Desmond—Coral 61069

## Country &amp; Western

**HOPELESS LOVE**  
 Lefty Frizzell—Columbia 21169  
**KISS ME BIG**  
 Tennessee Ernie—Capitol 2602  
**RELEASE ME**  
 Jimmy Heap—Capitol 2518

**TAIN'T NICE**  
**UNPUCKER**  
 The Carlisles—Mercury 70232

## Rhythm &amp; Blues

**BANANA SPLIT**  
 Kid King—Excelllo 2009  
**I WANT YOU TO BE MY BABY**  
 Louis Jordan—Decca 28883  
**TAKE ME BACK**  
 Linda Hayes—Hollywood 1003

## CURRENT TOP RECORDS

See page 30 for the top pop records.  
 See page 77 for the top c.&w. records.  
 See page 38 for the current top r.&b. records.  
 See pages 34 and 35 for the current top packaged records.



# DOUBLE DYNAMITE!

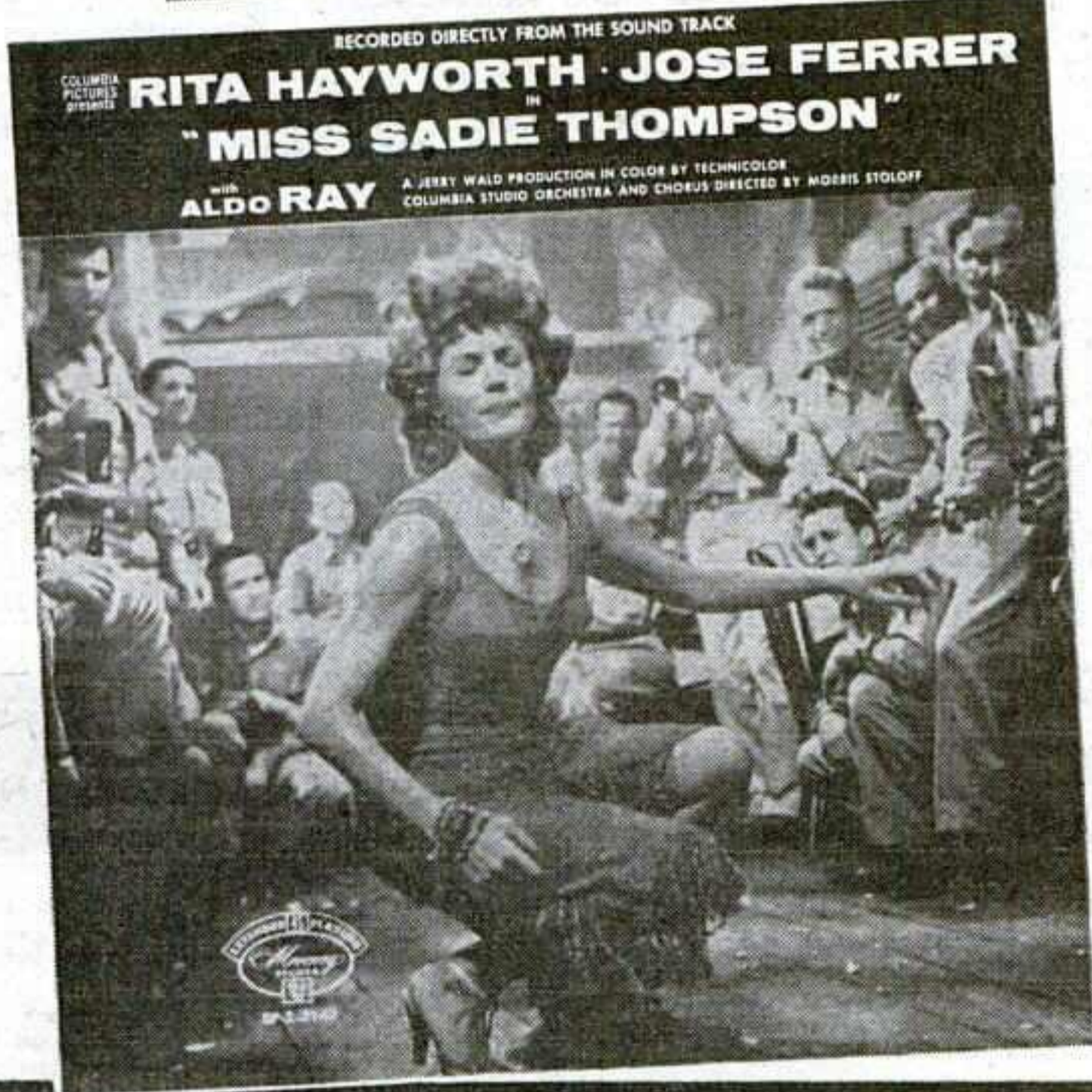


COLUMBIA PICTURES TECHNICOLOR SMASH  
Presenting

Rita Hayworth • José Ferrer  
with ALDO RAY

**"MISS SADIE THOMPSON"**

A Jerry Wald Production  
Orchestra Directed By Morris Stoloff



RECORDED DIRECTLY FROM THE SOUND TRACK  
COLUMBIA PICTURES presents  
**RITA HAYWORTH · JOSE FERRER**  
in  
**"MISS SADIE THOMPSON"**  
with  
**ALDO RAY**  
A JERRY WALD PRODUCTION IN COLOR BY TECHNICOLOR  
COLUMBIA STUDIO ORCHESTRA AND CHOIRUS DIRECTED BY MORRIS STOLOFF

Recorded Directly From The Sound Track

Rita Hayworth  
José Ferrer

IN

**"MISS SADIE THOMPSON"**

COLUMBIA PICTURES TECHNICOLOR HIT  
Orchestra And Chorus Directed By Morris Stoloff

DOWNBEAT SAYS:

"... RITA HAYWORTH, SADIE THOMPSON  
SOUND TRACK ALBUM BOUND TO  
BE CONTROVERSIAL ITEM . . ."

MG 25181      EP-2-3147

## TOP SELLING "POPS"




**PATTI PAGE**  
**"Changing Partners"**  
COUPLED WITH  
**"Where Did My  
Snowman Go"**  
MERCURY 70260 • 70260X45




**RUSTY DRAPER**  
**"Native Dancer"**  
COUPLED WITH  
**"Lonesome Song"**  
MERCURY 70256 • 70256X45



**THE GAYLORDS**  
**"The Strings  
Of My Heart"**  
COUPLED WITH  
**"Mama-Papa Polka"**  
MERCURY 70258 • 70258X45



**RICHARD HAYMAN**  
**"Off Shore"**  
COUPLED WITH  
**"Joey's Theme"**  
MERCURY 70252 • 70252X45




**DAVID CARROLL**  
**"Gadabout"**  
COUPLED WITH  
**"Caribbean"**  
MERCURY 70247 • 70247X45



**JERRY MURAD**  
**"The Story Of  
Three Loves"**  
COUPLED WITH  
**"Sweet Leilani"**  
MERCURY 70202 • 70202X45




**BOBBY WAYNE**  
**"The Jones Boy"**  
COUPLED WITH  
**"Snow, Snow,  
Beautiful Snow"**  
MERCURY 70268 • 70268X45



**EDDY HOWARD**  
**"Bimbo"**  
COUPLED WITH  
**"Ebenezer Scrooge"**  
MERCURY 70272 • 70272X45



**JAN AUGUST**  
**"Cow Cow Blues"**  
COUPLED WITH  
**"Martha"**  
MERCURY 70228 • 70228X45



**VIC DAMONE**  
**"A Village In Peru"**  
COUPLED WITH  
**"Stranger In Paradise"**  
MERCURY 70269 • 70269X45



**RICHARD HAYMAN**  
**"Sadie Thompson's  
Song"**  
COUPLED WITH  
**"Drive In"**  
MERCURY 70237 • 70237X45



**GEORGIA GIBBS**  
**"Under Paris Skies"**  
COUPLED WITH  
**"I Love Paris"**  
MERCURY 70274 • 70274X45

The Billboard's Music Popularity Charts ... for Week Ending November 28

# 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 volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1		12	RAGS TO RICHES	T. Bennett	Col 40048-ASCAP
2		14	EBB TIDE	F. Chacksfield	London 1358-ASCAP
3		25	VAYA CON DIOS	L. Paul-M. Ford	Johnny-Cap 2486-ASCAP
4		24	YOU, YOU, YOU	Ames Brothers	Once Upon a Tune-V 20-5325-BMI
5		13	EH CUMPARI	J. La Rosa	Till They've All Gone Home-Cadence 1232-ASCAP
6		8	RICOCHE	T. Brewer	Too Young to Tango-Coral 61043-BMI
7		4	THAT'S AMORE	D. Martin	You're the Right One-Cap 2589-ASCAP
8		8	MANY TIMES	E. Fisher	Just to Be With You-V 20-5453-BMI
9		2	CHANGING PARTNERS	P. Page	Where Did My Snowman Go?-Mercury 70260-BMI
10		22	OH	Pee Wee Hunt	San-Cap 2442-ASCAP
10		7	ISTANBUL	Four Lads	I Should Have Told You Long Ago-Col 40082-ASCAP
12		6	TO BE ALONE	Hilltoppers	Love Walked In-Dot 15105-ASCAP
13		5	YOU ALONE	P. Como	Pa-Paya Mama-V 20-5447-ASCAP
14		10	ST. GEORGE AND THE DRAGONET	S. Freberg	Little Blue Riding Hood-Cap 2596-ASCAP
15		4	LOVE WALKED IN	Hilltoppers	To Be Alone-Dot 15105-ASCAP
16		1	SANTA BABY	E. Kitt	Under the Bridges of Paris-V 20-5502-BMI
17		11	I SEE THE MOON	Mariners	I Just Want You-Col 40047-ASCAP
18		1	HEART OF MY HEART	A. Dale, D. Cornell	I Think I'll Fall in Love Today-Coral 61076-ASCAP
19		1	STRANGER IN PARADISE	Four Aces	Heart of My Heart-Dec 28927-ASCAP
20		1	OH MEIN PAPA	E. Calvert	Mystery Street-Essex 336-ASCAP
20		1	HEART OF MY HEART	Four Aces	Stranger in Paradise-Dec 28927-ASCAP

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1		10	RAGS TO RICHES	T. Bennett	Col 40048-ASCAP
2		23	YOU, YOU, YOU	Ames Brothers	Once Upon a Tune-V 20-5325-BMI
3		24	VAYA CON DIOS	L. Paul-M. Ford	Johnny-Cap 2486-ASCAP
4		8	RICOCHE	T. Brewer	Too Young to Tango-Coral 61043-BMI
5		21	OH	P. W. Hunt	San-Cap 2442-ASCAP
6		12	EH CUMPARI	J. La Rosa	Till They've All Gone Home-Cadence 1232-BMI
7		8	MANY TIMES	E. Fisher	Just to Be With You-V 20-5453-BMI
8		5	EBB TIDE	F. Chacksfield	Waltzing Bugle Boy-London 1358-ASCAP
9		7	TO BE ALONE	Hilltoppers	Love Walked In-Dot 15105-ASCAP
10		3	THAT'S AMORE	D. Martin	You're the Right One-Cap 2589-ASCAP
11		5	PA-PAYA MAMA	P. Como	You Alone-V 20-5447-BMI
11		12	YOU'RE FOOLING SOMEONE	J. James	My Love, My Love-M-G-M 11543-ASCAP
11		1	HEART OF MY HEART	J. Desmond, A. Dale, D. Cornell	I Think I'll Fall in Love Today-Coral 61076-ASCAP
14		5	ISTANBUL	Four Lads	I Should Have Told You Long Ago-Col 40082-ASCAP
14		16	HEY JOE	F. Laine	Sittin' in the Sun-Col 40036-BMI
16		13	DRAGNET	R. Anthony	Dancing in the Dark-Cap 2562-ASCAP
16		1	EBB TIDE	V. Damone	If I Could Make You Mine-Mercury 70216-ASCAP
16		1	MARIE	Four Tunes	I Gambled With Love-Jubilee 5128-ASCAP
16		1	HEART OF MY HEART	Four Aces	Stranger in Paradise-Dec 28927-ASCAP
20		3	YOU ALONE	P. Como	Pa-Paya Mama-V 20-5447-ASCAP
20		5	LOVE WALKED IN	Hilltoppers	To Be Alone-Dot 15105-ASCAP
20		15	CRYING IN THE CHAPEL	R. Allen	I Thank the Lord-Dec 28758-BMI

## Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1		11	RAGS TO RICHES	T. Bennett	Col 40048-ASCAP
2		15	EBB TIDE	F. Chacksfield	Waltzing Bugle Boy-London 1358-ASCAP
3		23	YOU, YOU, YOU	Ames Brothers	Once Upon a Tune-V 20-5325-BMI
4		9	MANY TIMES	E. Fisher	Just to Be With You-V 20-5453-BMI
5		10	RICOCHE	T. Brewer	Too Young to Tango-Coral 61043-BMI
6		24	VAYA CON DIOS	L. Paul-M. Ford	Johnny-Cap 2486-ASCAP
7		12	EH CUMPARI	J. La Rosa	Till They've All Gone Home-Cadence 1232-BMI
7		2	STRANGER IN PARADISE	T. Bennett	Why Does It Have to Be Me-Col 40121-ASCAP
9		2	CHANGING PARTNERS	P. Page	Where Did My Snowman Go?-Mercury 70260-BMI
10		7	LOVE WALKED IN	Hilltoppers	To Be Alone-Dot 15105-ASCAP
11		8	ISTANBUL	Four Lads	I Should Have Told You Long Ago-Col 40082-ASCAP
12		6	TO BE ALONE	Hilltoppers	Love Walked In-Dot 15105-ASCAP
13		6	YOU ALONE	P. Como	Pa-Paya Mama-V 20-5447-ASCAP
14		5	DON'CHA HEAR THEM BELLS	L. Paul-M. Ford	Kangaroo-Cap 2614-BMI
14		1	SANTA BABY	E. Kitt	Under the Bridges of Paris-V 20-5502-BMI
16		21	OH	P. W. Hunt	San-Cap 2442-ASCAP
17		1	CHANGING PARTNERS	K. Starr	I'll Always Be in Love With You-Cap 2657-BMI
18		3	SWEET MAMA TREE TOP TALL	Lancers	Were You Ever Mine to Lose-Trend 63-BMI
19		3	THAT'S AMORE	D. Martin	You're the Right One-Cap 2589-ASCAP
20		4	LOVER COME BACK TO ME	N. (King) Cole	That's All-Cap 2610-ASCAP

## VOX JOX

By CHARLOTTE SUMMERS

### Jox Trix

Sandy Singer, KCRG, Cedar Rapids, Ia., says he thinks he had a new "first" on his Saturday night show, "Hits of Tomorrow," the show on which the record salesman and Singer play the advance release samples. He writes, "Jorgy Jorgenson, the Capitol salesman in this area, brought along the two new sides by Pee Wee Hunt which he received in the mail only five hours before show time. On the same night of our show, Hunt was playing at the Armar Ballroom in Cedar Rapids, Ia. The portion of the show on which we played the two new releases was piped into the ballroom with the permission of the manager, Roy Ahlstrom, and everyone at the dance, along with Hunt, got to hear the new release for the first time that it was played on the air, anywhere. I had him on my show for an interview, and he thought it was one of the best promotion stunts ever and didn't think this type gimmick was ever presented in any ballroom before."

### Surfaces Noises

In defense of "Oh" and "San," from Jack Garrett, WQBC, Vicksburg, Miss., comes, "What's all this about 'request' campaign for 'San' and 'Oh' records. . . . I can't believe this. . . . Lindsay McPhail, composer of "San," and the tune itself are too well known

and need not resort to such cheap publicity stunts. More jockeys should flip "Oh" (variation of "Chicago") over and listen to the "San" tune. It's good - really!" . . . And more about Julius La Rosa from Jay Giles, WSOY, Decatur, Ill., "Being a CBS affiliate and with our audience very 'Godfrey' conscious, we have been swamped with letters and calls regarding the recent Godfrey-La Rosa hassle. Requests for La Rosa records have jumped too." . . . Gene Preston, WMCA, Corinth, Mass., gripes, "Due to the fact that we are not receiving Capitol, M-G-M, Victor, Mercury and London, our poll hereafter will not include any new releases from said companies. P. S.: Any suggestions on how to receive releases from said companies would be greatly appreciated." . . . Here's a tip to record companies from Al Bonapart, WBSC, Bennettsville, S. C., "Why don't record companies date disk jockey labels? It would be of great help in programing and give the deejay more conversation about the artists. Don't see how they could lose." . . . Freddie Vigder, WISN, Milwaukee, has more on La Rosa, "La Rosa was in town November 12 for show in the Milwaukee Auditorium. I met him at the train for tape interview, but his manager nixed any local interviews. Said CBS net wouldn't allow La Rosa to do any guest shots."

### Change of Theme

Lee Leonard, WLOW, Norfolk, is readying his TV debut as a featured performer on WTOV-TV, WLOW's TV affiliate. "Music and Money With Miller" has bowed on WOSA, Wausau, and WLIN, Merrill, Wis. Irv Miller is the deejay with the questions and the fistful of money. . . . Bob Lee and Dick Scudder of KCOK, Tulare, Calif., have taken over the 11 to 12 midnight spot with a new

show called "Double Header." . . . Ken Blevin is back spinning on WTTW, Port Huron, Mich. . . . Fred Wolf, WXYZ, Detroit, is starting a new Saturday morning show, "Pajama Serenade," to originate from his own den at home. . . . J. L. Peters, formerly night deejay at KONO, San Antonio, has joined the staff of KBAH, Fort Sam Houston, Tex. . . . Julian (Daddy Jule) Silver, formerly with WPNX, Columbus, Ga., is now doing an hour-and-a-half rhythm and blues show and a two-hour pop show at WMIE, Miami.

well as several high school dates with Michaels. . . . Paul Masterson, the new Hollywood host of "Celebrity Table," the hour-long radio show from four different fa-

### YESTERYEAR'S TOPS

The nation's top tunes on records as reported in The Billboard

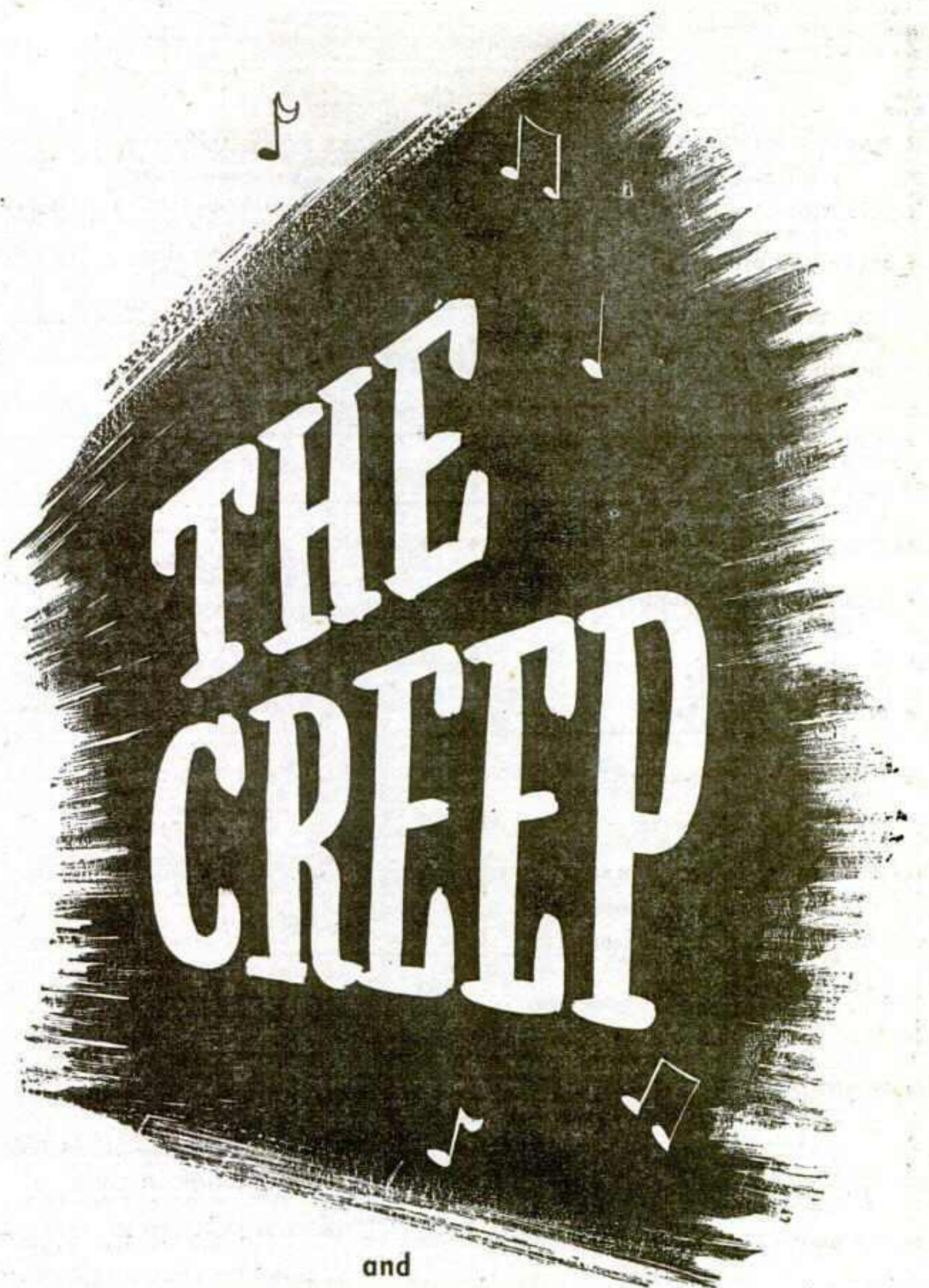
- DECEMBER 4, 1943:
1. Paper Doll
  2. Pistol Packin' Mama (Crosby)
  3. People Will Say We're in Love
  4. Sunday, Monday or Always
  5. Pistol Packin' Mama (Dexter)
  6. Oh, What a Beautiful Morning
  7. My Heart Tells Me
  8. Boogie Woogie
  9. Put Your Arms Around Me, Honey
  10. They're Either Too Young or Too Old
- DECEMBER 4, 1948:
1. Buttons and Bows
  2. On a Slow Boat to China
  3. My Darling, My Darling
  4. A Tree in the Meadow
  5. You Were Only Foolin'
  6. Maybe You'll Be There
  7. Twelfth Street Rag
  8. A Little Bird Told Me
  9. My Happiness
  10. Hair of Gold, Eyes of Blue

mous spots in the country, will have band leader Harry James among his West Coast guests this week. . . . Jill Corey made a personal appearance with Hal and Nancy, WILK, Wilkes-Barre, Pa., for a local benefit auction the Saturday after her cover picture on Life magazine.

See  
PAGES 34 AND 35  
for  
The Billboard  
Buying Guide  
Best Sellers in  
These Categories:  
EXTENDED  
ORCHESTRAL WORKS  
INSTRUMENTAL  
Packaged Record  
REVIEWS

**This 'n' That**  
Herb Rau, WIOD, Miami, is playing a flock of Haitian records he brought back with him from a recent vacation to the Dutch West Indies. Ray says the disks have been pulling good comments. . . . Dick Pickens, KEBE, Jacksonville, Tex., writes, "Looks as if J. Palmer will have a hit on his hands if folks everywhere take to his 'Soft Shoulders' and 'Mama's Gone Goodbye' as well as these here in East Texas. Also up and coming in this area is the new Kay Starr disk and "Tennessee Train" by The Four Knights." . . . Joe Smith and Dave Shallenberger, WARD, Johnstown, Pa., tells us that Latin - American rhythms are on the upswing, especially the oldie called "Spanish Candy" with Ralph and Buddy Bond.  
Herb Fontaine, WCOU, Lewiston, Me., did a record hop plus a talk on radio at Maine's annual 4-H Club last week. . . . Helene Dixon will guest on Johnny Michaels' WOKY, Milwaukee, show as

*The New Dance Sensation  
from England . . .*



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The Billboard's Music Popularity Charts

For Week Ending November 28

Territorial Best Sellers (Popular)

This Week's New 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.

- Boston Philadelphia OH! MEIN PAPA E. Calvert, Essex 336
Cleveland STRANGER IN PARADISE Four Aces, Decca 28927
OH! MEIN PAPA E. Calvert, Essex 336
SWEET MAMA TREE TOP TALL Lancers, Trend 63
Detroit STRANGER IN PARADISE Four Aces, Decca 28927
Pittsburgh STRANGER IN PARADISE Four Aces, Decca 28927
NATIVE DANCER R. Draper, Mercury 70256
Seattle SWEET MAMA TREE TOP TALL Lancers, Trend 63

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

Atlanta

- 1. Ebb Tide F. Chacksfield, London
2. Rags to Riches T. Bennett, Columbia
3. Vaya Con Dios L. Paul-M. Ford, Capitol
4. Ricochet T. Brewer, Coral
5. From Here to Eternity F. Sinatra, Capitol
6. You, You, You Ames Brothers, Victor
7. Changing Partners K. Starr, Capitol
8. Love Walked In Hilltoppers, Dot
9. Velvet Glove H. Winterhalter-H. Rene, Victor
10. Eighteenth Variation W. Kapell, Victor

Cincinnati

- 1. Rags to Riches T. Bennett, Columbia
2. Ricochet T. Brewer, Coral
3. Ebb Tide F. Chacksfield, London
4. You, You, You Ames Brothers, Victor
5. Vaya Con Dios L. Paul-M. Ford, Capitol
6. Changing Partners P. Page, Mercury
7. Santa Baby E. Kitt, Victor
8. Eh Cumpari J. La Rosa, Cadence
9. You Alone P. Como, Victor
10. Love Walked In Hilltoppers, Dot

Cleveland

- 1. Stranger in Paradise Four Aces, Decca
2. That's Amore D. Martin, Capitol
3. Changing Partners P. Page, Mercury
4. Stranger in Paradise T. Bennett, Columbia
5. Ebb Tide F. Chacksfield, London
6. Oh Mein Papa E. Calvert, Essex
7. To Be Alone Hilltoppers, Dot
8. Sweet Mama Tree Top Tall Lancers, Trend
9. Heart of My Heart D. Cornell-A. Dale, J. Desmond, Coral
10. Eh Cumpari J. La Rosa, Cadence

Dallas-Ft. Worth

- 1. Rags to Riches T. Bennett, Columbia
2. You, You, You Ames Brothers, Victor
3. Ricochet T. Brewer, Coral
4. Oh P. W. Hunt, Capitol
5. Ebb Tide F. Chacksfield, London
6. Vaya Con Dios L. Paul-M. Ford, Capitol
7. Many Times E. Fisher, Victor

Denver

- 1. Rags to Riches T. Bennett, Columbia
2. Ebb Tide F. Chacksfield, London
3. Vaya Con Dios L. Paul-M. Ford, Capitol
4. Eh Cumpari J. La Rosa, Cadence
5. You, You, You Ames Brothers, Victor
6. Oh P. W. Hunt, Capitol
7. Many Times E. Fisher, Victor

Detroit

- 1. Marie Four Tunes, Jubilee
2. Rags to Riches T. Bennett, Columbia
3. Changing Partners P. Page, Mercury
4. That's Amore D. Martin, Capitol
5. Ebb Tide F. Chacksfield, London

- 6. Stranger in Paradise Four Aces, Decca
7. Off Shore L. Diamond, Ambassador
8. You Alone P. Como, Victor
9. Heart of My Heart D. Cornell-A. Dale-J. Desmond, Coral
10. Ricochet T. Brewer, Coral

Kansas City, Mo.

- 1. Ricochet T. Brewer, Coral
2. Rags to Riches T. Bennett, Columbia
3. Ebb Tide F. Chacksfield, London
4. Vaya Con Dios L. Paul-M. Ford, Capitol
5. You, You, You Ames Brothers, Victor
6. Many Times E. Fisher, Victor
7. Oh P. W. Hunt, Capitol
8. Eh Cumpari J. La Rosa, Cadence
9. Istanbul Four Lads, Columbia

Los Angeles

- 1. Rags to Riches T. Bennett, Columbia
2. Ebb Tide F. Chacksfield, London
3. Santa Baby E. Kitt, Victor
4. Eh Cumpari J. La Rosa, Cadence
5. Vaya Con Dios L. Paul-M. Ford, Capitol
6. You, You, You Ames Brothers, Victor
7. Many Times E. Fisher, Victor
8. Oh P. W. Hunt, Capitol
9. Stranger in Paradise T. Martin, Victor
10. Ricochet T. Brewer, Coral

Milwaukee

- 1. That's Amore D. Martin, Capitol
2. Rags to Riches T. Bennett, Columbia
3. Changing Partners P. Page, Mercury
4. Eh Cumpari J. La Rosa, Cadence
5. Ebb Tide F. Chacksfield, London
6. Heart of My Heart D. Cornell-A. Dale-J. Desmond, Coral
7. Ave Maria Liberace, Columbia
8. I See the Moon Mariners, Columbia
9. Istanbul Four Lads, Columbia
10. Many Times E. Fisher, Victor

New Orleans

- 1. You, You, You Ames Brothers, Victor
2. Rags to Riches T. Bennett, Columbia
3. Changing Partners K. Starr, Capitol
4. That's Amore D. Martin, Capitol
5. To Be Alone Hilltoppers, Dot
6. My Love, My Love J. James, M-G-M
7. Many Times E. Fisher, Victor
8. South of the Border F. Sinatra, Capitol

New York

- 1. Ebb Tide F. Chacksfield, London
2. Rags to Riches T. Bennett, Columbia
3. Vaya Con Dios L. Paul-M. Ford, Capitol
4. Changing Partners P. Page, Mercury
5. You Alone P. Como, Victor
6. Love Walked In Hilltoppers, Dot
7. Santa Baby E. Kitt, Victor
8. Eh Cumpari J. La Rosa, Cadence
9. Many Times E. Fisher, Victor
10. Stranger in Paradise T. Bennett, Columbia

Philadelphia

- 1. Rags to Riches T. Bennett, Columbia
2. Vaya Con Dios L. Paul-M. Ford, Capitol
3. Many Times E. Fisher, Victor
4. Ebb Tide F. Chacksfield, London
5. You, You, You Ames Brothers, Victor
6. You Alone P. Como, Victor
7. Eh Cumpari J. La Rosa, Cadence
8. Heart of My Heart Four Aces, Decca
9. Heart of My Heart D. Cornell-A. Dale-J. Desmond, Coral
10. Oh Mein Papa E. Calvert, Essex

Pittsburgh

- 1. Oh Mein Papa E. Calvert, Essex
2. To Be Alone Hilltoppers, Dot
3. That's Amore D. Martin, Capitol
4. Stranger in Paradise Four Aces, Decca
5. Ebb Tide F. Chacksfield, London
6. Stranger in Paradise T. Bennett, Columbia
7. Santa Baby E. Kitt, Victor
8. Native Dancer R. Draper, Mercury
9. Changing Partners P. Page, Mercury

St. Louis

- 1. That's Amore D. Martin, Capitol
2. Marie Four Tunes, Jubilee
3. Rags to Riches T. Bennett, Columbia
4. Story of Three Loves J. Murad, Mercury
5. Ebb Tide F. Chacksfield, London
6. To Be Alone Hilltoppers, Dot

San Francisco

- 1. Rags to Riches T. Bennett, Columbia
2. Eh Cumpari J. La Rosa, Cadence
3. Ebb Tide F. Chacksfield, London

Seattle

- 1. Rags to Riches T. Bennett, Columbia
2. Istanbul Four Lads, Columbia
3. Sweet Mama Tree Top Tall Lancers, Trend
4. I See the Moon Mariners, Columbia
5. Story of Three Loves Liberace, Columbia
6. Eh Cumpari J. La Rosa, Cadence

Washington-Baltimore

- 1. Rags to Riches T. Bennett, Columbia
2. Ebb Tide F. Chacksfield, London
3. Eh Cumpari J. La Rosa, Cadence
4. Vaya Con Dios L. Paul-M. Ford, Capitol
5. You, You, You Ames Brothers, Victor
6. Changing Partners P. Page, Mercury
7. Love Walked In Hilltoppers, Dot
8. Ricochet T. Brewer, Coral
9. St. George and the Dragonet S. Freberg, Capitol

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 and his  
 orchestra

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**SECRET LOVE**



Capitol Record No. 2678

The Billboard's Music Popularity Charts

PACKAGED RECORD REVIEWS

Packaged Record Review Ratings

CLASSICAL LP'S

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EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category. Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

'Big' Sets

Bach, Schubert Editions Offer \$\$ Potential

The experience of record manufacturers and dealers alike that multi-disk sets can sell, and sell well, has been amply demonstrated. Just as the market for lower-priced lines has expanded, so the demand grows for the "library" edition, and the latter can often be sold with little more effort than the single record. As such, the bumper package can pad the retailer with some income fat—good protection against slow periods.

Three new album packs are well-aimed to attract some of this bonus loot. In one fell swoop, Decca has caught up with some of its competition by releasing all the preludes and fugues in Bach's Well Tempered Clavier. They come, appropriately enough, in two volumes. The artist is Rosalyn Tureck, who has earned an enviable reputation as a Bach interpreter. The reason for such acclaim is immediately apparent. These readings marked by true artistic insight and dedication that border on the devout. Unlike competing versions, the works are heard here on piano. For many this should prove an added inducement to purchase.

Columbia continues its Casals Festival series with Vol. 2 from Prades series 3. This one is all Schubert, and in three of the five works, Casals takes cello in hand. All but one of the compositions are rather heavily represented on LP. The "first" is a set of variations on a Schubert song, played beautifully by flutist John Wummer and pianist Leopold Mannes. Other works are the Quintet in C, the Trios in B Flat and E Flat, and the Violin-Piano Sonata in A. Dealers have had enough experience with previous Casals albums to weigh the prospects here. Is Horowitz.

Wagner LP Is Dealer 'Must'

Outstanding among this week's releases from the opera repertory is an LP containing orchestral excerpts from Wagner's Tristan and Goetterdaemmerung, played by the Philadelphia Orchestra under Eugene Ormandy. Wagner was never better served by an orchestra. Margaret Harshaw is the soloist in "Brunnhilde's Immolation Scene" and her voice soars over ringing and clear over the heavy orchestral texture. The gorgeous sound reproduction, the tested popularity of these excerpts, and the stature of these interpretations make this album a "must" for almost all dealers.

Of great interest to the contemporary listener is a De Falla album from Westminster that includes his popular El Amor Brujo and the lesser known but equally delightful chamber opera El Retablo De Maese Pedro. The former (Continued on page 35)

Angel Wings to Market

New EMI U. S. Label Bows With First Album Release

Long heralded, the first of the Angel releases have now been turned out to market. An unusual amount of publicity has preceded the issue of disks by the company formed here as an outlet for the Electric & Musical Industries, Ltd. British Columbia catalog. It's now up to dealers and the public to determine the place Angel will occupy in the competitive record picture.

The company, tho, has injected a couple of new twists that are bound to have an effect at the "box office." One, discussed in news columns earlier, is double packaging. Dealers are being asked to stock both a luxury, factory-sealed album and a thrift package—no notes or art—of the same works at a \$1 list price differential. Tho this is an untried area in disk merchandising, our guess is that most retailers will gradually concentrate on one or the other. The problems of duplication are already burdensome enough. Where the bulk of trade is with carriage customers the luxury pack will be it; where pricing is critical, the cheaper duplicate will obtain. The records in both cases, it is stressed, are identical.

Dealer Feast

'Christmas With Godfrey'; Band Plays Carols

From the moment Columbia released Christmas With Arthur Godfrey, the 12-inch LP archer took on the aspects of a powerhouse item for the Christmas season this year. It's already proven itself in sales in the areas in which it has been delivered. Package includes all the "Little Godfreys" (La Rosa, too) in a collection of 19 Christmas songs ranging from pop standards to well-known carols. And while nothing stands out in the collection, the Godfrey group sounds just as his millions of radio and TV fans would want it to. Could be the biggest album of the season.

Westminster has added an interesting new Christmas package to its catalog in Christmas Carols, as performed by the Deutschermeister Band conducted by Julius Herrmann. The same band has been heard here in pop concert items via previous issues. The carols presented are all familiar and all smartly performed by the brass band. Joe Martin.

Beethoven 3d Cut by Serkin

Recent additions to the catalog of concertos include some rarely-recorded items and a few in the warhorse category, but now issued in new readings. Top item in the latter category is the Beethoven Piano Concerto No. 3 as performed by Rudolf Serkin and the Philadelphia Orchestra under Eugene Ormandy. Tho the current disk catalogs are laden with some stiff competitive versions, Serkin's stature as a Beethoven interpreter and the performance in its entirety should make for a welcome addition.

In the category of first LP recordings is the Respighi Concerto Gregoriano, a secular-sounding item as suggested by the title, performed by a little known violinist. (Continued on page 35)

Art work on the sets just issued is invariably of high quality. But it is of a subdued nature, not likely to compete strongly with the product of other diskeries in a crowded window. Yet this restrained quality may very well appeal strongly to the discriminating buyer who browses assiduously before making up his mind. This, however, concerns only the luxury pack, \$5.95, which also features critical notes of comparable quality. The thrift pack lists at \$4.95.

Angel can be expected to cover a wide repertoire territory as the months pass. Even in its first release it touches down in places both expected and rare. We are given excellent readings of the Beethoven Eroica and the Cesar Franck Symphony, plus other well (Continued on page 93)

Symphonies New 'Carbons' Pad Catalog

London and Urania Records have just released a number of well-known works on disks, pointing up again the increasingly critical problem of catalog duplication. From London we have the Brahms Third Symphony and a new LP coupling Prokofiev's Classical Symphony with a number of short Russian selections. Urania has given us Beethoven's First and Fourth Symphonies on one disk, and the Brahms Fourth on another.

Both of the Urania sets contain adequate performances of the Beethoven and Brahms works, with the main selling of many indicate the low price of the disks, only \$3.50 each, both of the firm's new Request Series. The London's waxing of the Brahms Third is beautifully performed by the Vienna Philharmonic under Karl Bohm. The Prokofiev "Classical" Symphony (Continued on page 93)

Ed Murrow's

'This I Believe' Clicks on LP

During the course of the year many records are turned out. The poor sales of many indicate that the effort and expense might well have been placed elsewhere.

Not so of the This I Believe two-record LP package by Edward R. Murrow on Columbia. Long a successful radio show and equally successful in book form, it seems inconceivable that on records it should do otherwise.

The disk contains concise but very moving credos by ten living Americans—including Carl Sandburg, Will Durant, Mrs. Eleanor Roosevelt, Bernard Baruch, Helen Keller and Helen Hayes—as well as similar protestations of belief by ten immortals, ranging back as far as Socrates and Confucius. These are delivered by well-known individuals.

In these days of turmoil and upset, what these individuals have to say, many of whom have overcome personal adversities, has particular meaning. Production-wise the disk holds together extremely well with Murrow adding nice pace with his terse comments that tie the various statements together. Here is one of those unusual disks that not only should be easy to sell but also a pleasure to sell. Nev Gehman.

The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

INSTRUMENTAL

(Listed Alphabetically)

- BACH: UNACCOMPANIED SONATAS AND PARTITAS (Heifetz, Violin) RCA Victor LM 6105
HOPIN: MAZURKAS (Rubinstein, Piano) RCA Victor LRM 7001
HOPIN: SONATA NO. 3, ETC. (Lipatti, Piano) Columbia ML 4721
ERSHWIN: RHAPSODY IN BLUE; ALL-AMERICAN SUITE; DEBUSSY: EN BLANC ET NOIR (Iturbis, Duo-Piano) RCA Victor LM 9018
ANDEL: SUITE NO. 5; BACH: PARTITA NO. 6; SCARLATTI: SONATAS (Gieseking, Piano) Columbia ML 4646
LISZT: PIANO MUSIC (Horowitz) RCA Victor LRM 7019
LISZT: PIANO MUSIC; MENDELSSOHN: PIANO MUSIC (Horowitz) RCA Victor LM 9021
MUSIC OF SPAIN (Pennario, Piano) Capitol P 8190
RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; SZYMANOWSKI: SYMPHONIE CONCERTANTE (Rubinstein, Los Angeles Philharmonic-Wallenstein) RCA Victor LM 1744
RAVEL: BOLERO; LA VALSE (Whittemore and Lowe, Duo-Piano) RCA Victor LRM 7009

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- ALLET MUSIC (Stokowski and Orchestra) RCA Victor LRM 7022
RAHMS: HUNGARIAN DANCES 1-6; SMETANA: THE MOLDAU; DVORAK: HUSITSKA OVERTURE (Boston Pops Orchestra-Fiedler) RCA Victor LM 9017
RAHMS: HUNGARIAN DANCES 2-3; LISZT: HUNGARIAN RHAPSODIES 1-2 (Boston Pops Orchestra-Fiedler) RCA Victor LRM 7002
RAHMS AND LISZT: HUNGARIAN MUSIC (Boston Pops Orchestra-Fiedler) RCA Victor LRM 7003
LAIR DE LUNE AND POPULAR FAVORITES (Kostelanetz Orchestra) Columbia ML 4692
CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops Orchestra-Fiedler) RCA Victor LM 1752
OSSINI: WILLIAM TELL OVERTURE; SIBELIUS: FINLANDIA (Stokowski and Orchestra) RCA Victor LRM 7024
TRAUSS, J.: OVERTURES, MARCHES AND POLKAS (Philadelphia Pops Orchestra-Ormandy) Columbia ML 4686
OSCANINI CONDUCTS WAGNER (NBC Symphony-Toscanini) RCA Victor LRM 7029
WAGNER: LOHENGRIN—PRELUDES TO ACTS I, III; MEISERSINGER PRELUDE; TANNHAUSER OVERTURE; RIDE OF THE VALKYRIES (Detroit Symphony-Paray) Mercury MG 50021

Beethoven 3d

Continued from page 34

... Kurt Stiehler, and the Radio Leipzig Symphony Orchestra. The performance is excellent and the work delightful listening. One of the prime Ravel interpreters, Ernest Ansermet, conducts L'Orchestre de la Romande behind the piano reading of Jacqueline Blancard on the Concerto in D Major for Left Hand and the Concerto in G Major. Both works are particularly well done and not overshadowed by competition. Another work written for the left hand is the Britten Diversions on a theme, which is coupled with Richard Strauss' Burleske. The works are played with relish by Lily Ney and the Radio Berlin Symphony Orchestra.

The competition is keen on the Dvorak Concerto for Cello and Orchestra, cellist Antonio Janigro has already built a coterie of followers here and his reading with the Vienna State Opera Orchestra, a virtuoso tradition, will please many a disk buyer. Joe Martin.

Wagner LP

Continued from page 34

... enjoys the services of the leading orchestra and conductor of Spain, with an outstanding Spanish contralto, Ines De Rivarneria, in the role of Candelas. The texts of both works are included in the package.

Berlioz's Lelio was written by the composer as a supplement to his popular "Symphonie Fantastique." While it has not captured the favor that the latter has, collectors will find at least portions of the new recording by Vox fresh and vigorous. Two other recordings of limited commercial appeal, but not devoid of musical interest, are Monteverdi's opera Il Ballo Delle Innamorate and another album of Gregorian Chants by the Benedictine monks of St. Wandrille De Fontenelle. Gary Kramer.

Music—As Written

Continued from page 18

Lespie, Stan Getz, Slim Gaillard and Candido.

Ray Rayner, new deejay on Saturdays over WBBM-TV, is inviting kids to his afternoon funfest, in couples only. He lets them dance and play games before the cameras as he spins the disks. The disk jockey also pantomimes the disks along with his partner, Mina Kolb. ... Ralph Marterie opens at the Melody Mill for four weeks beginning December 16.

Chance Records again hits the pop field with Red Surrey and his trio on two new Christmas tunes. The trio is managed by Roy Rhodde. The diskery has already released pop tunes by Lucille Reed, "Tantalizing Melody," and Buddy Divito, "Dreamtime." Judy Garland wound up recording for the "Star Is Born" flicker at Warner Bros. last week.

Hollywood

Bob London, Crystalette Records warbler, set for two weeks at the Chi Chi Club, Palm Springs, starting December 25 with Carmen Miranda. London was recently signed by Gretchen Lombardo, of the Robert Bradford Agency, to represent him. ... Bow of Alma Records in the sacred disk field has apparently caused some confusion among dealers. Alma has no connection with International Sacred Records. ... Kay Bravos, former singer with the San Francisco Opera Company, has switched to the pop field after a successful night club debut and has changed her name to Brandi Kay.

Cleffers' Suit

Continued from page 15

handling the case for the embattled cleffers. The replies had been due next week.

Meanwhile, John Jacob Loeb, chairman for the writers' group, has called a mass meeting of the writers for Monday, 8:30 p.m., at

CHART COMMENTS

EXTENDED ORCHESTRAL WORKS

The merchandising wisdom of RCA Victor's decision to release the Concerto Cameo series is certainly beginning to make its mark. On the Short Orchestral Recent Release Chart of two months ago the label had no entries at all. In this week's recent release chart Victor controls seven of the 10 positions, five of them being disks in the new LRM or Concerto Cameo series.

In addition to this surge, the fast entry of Mercury's collection of Wagnerian orchestral selections is noteworthy. As far as the catalog chart is concerned, all of the works have previously made at least one chart appearance.

INSTRUMENTAL

The influence of pop music on the classical market is strongly highlighted in this week's catalog chart. Always a popular and steady seller, Rachmaninoff's Rhapsody on a Theme of Paganini mushroomed from the normal entry of Rachmaninoff's own interpretation to three versions on this sudden surge undoubtedly reflects the popularization of the basic theme as "The Story of Three Loves." One of the versions is by the late William Kapell. Note, too, the three LRM disks on the recent release instrumental chart.

NEXT WEEK

CLASSICAL

- Symphony
Opera (Vocal Excerpts)

POPULAR

- Vocal

Fare for Patrons With Continental Appetites

Dealers who have a sophisticated clientele, or who have built up a college trade, should find some of the new continental-type releases to their liking. The covers alone make them excellent for window display. One of the brightest of the new sets in this genre is "A Continental Cocktail" on Vanguard, featuring the Viennese thrush Lisne and the Bohemian Bar Trio. They have been entertaining patrons of the Boheme Bar in Vienna for many a year, and on this new set they show why they are among Vienna's favorites.

Another release in the same vein is a new slicing from Vox, Chereche la Femme featuring Renee Labas. The thrush handles both ballads and rhythm tunes with a style that accents her Gallic mannerisms. All of the tunes are French and all are sung in French. Some of them would make good American pop tunes with an English lyric. That the French touch is a good one is proven by Bing Crosby, whose latest release from Decca is a new set Le Bing—Song Hits of Paris. Le Bing sings such French favorites as "Mademoiselle de Parree," "Embrasse-Moin Bien," "La Seine," "La Mer" and "La Vie en Rose," all in French and all very nice, too. This set could move well.

Another set that could catch sales, even tho it is in English, is a new LP featuring Ted Straeter and his ork, The Most Beautiful Girl in the World on M-G-M. Straeters big hit was the title song, and of course, it is the lead tune in the album. Bob Rolontz.

the Belmont Plaza. A highly-placed cleffer said the Monday meeting would be in the nature of a pep talk and would also serve the purpose of informing the writers of details to date.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

INSTRUMENTAL

(Listed Alphabetically)

- BACH'S ROYAL INSTRUMENT—VOL. 3 (Biggs, Organ) Columbia ML 4500
CHOPIN: POLONAISES—VOL. 1 (Rubinstein, Piano) RCA Victor LM 1205
CHOPIN: WALTZES (Lipatti, Piano) Columbia ML 4522
DEBUSSY: CHILDREN'S CORNER SUITE; CLAIR DE LUNE (Gieseking, Piano) Columbia ML 4539
FIRST CHAIR (Philadelphia Orchestra Instrumentalists) Columbia ML 4629
RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (Kapell, Robin Hood Dell Orchestra-Reiner) RCA Victor LM 126
RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; PIANO CONCERTO NO. 1 (Rachmaninoff, Philadelphia Orchestra-Stokowski) RCA Victor LCT 1118
RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (Rubinstein, Philharmonia Orchestra-Susskind) RCA Victor LM 26
TEJERA: JOYS AND SORROWS OF ANDALUSIA (Maravilla and Valencia, Voice and Guitar) Westminster WL 5153

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- ALFVEN: SWEDISH RHAPSODY; GRIEG: ANITRA'S DANCE; HALL OF THE MOUNTAIN KING (Philadelphia Orchestra-Ormandy) Columbia AAL 35
BARBER: ESSAY FOR ORCHESTRA; ADAGIO FOR STRINGS; SCHOOL FOR SCANDAL OVERTURE; GOULD: LATIN-AMERICAN SYMPHONETTE (Eastman-Rochester Symphony-Hanson) Mercury MG 40002
DUKAS: THE SORCERER'S APPRENTICE; SMETANA: THE MOLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini) RCA Victor LM 1118
KOSTELANETZ PROGRAM Columbia ML 4150
LISZT: HUNGARIAN RHAPSODY NO. 2; OFFENBACH: ORPHEUS IN THE UNDERWORLD OVERTURE (Columbia Symphony-Rodzinski) Columbia AAL 2
PUCCINI: LA BOHEME—ORCHESTRAL SELECTIONS (Kostelanetz Orchestra) Columbia ML 4655
SIBELIUS: FINLANDIA; SWAN OF TUONELA (Philadelphia Orchestra-Ormandy) Columbia AAL 9
SLAUGHTER ON TENTH AVENUE AND OTHER BALLETT SELECTIONS (Boston Pops Orchestra-Fiedler) RCA Victor LM 1726
STRAUSS, J.: WALTZES (Mantovani Orchestra) London LL 685
TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (Boston Pops Orchestra-Fiedler) RCA Victor LM 1134

Best-Selling Children's Records

- 1. DOGGIE IN THE WINDOW—Patti Page Mercury Playcraft No. 1
2. PETER PAN—Bobby Driscoll RCA Victor Y 4001
3. HANS CHRISTIAN ANDERSEN—Danny Kaye Decca DL 5433
4. I TAUT I TAW A PUDDY TAT—Mel Blanc Capitol 3104
5. ME AND MY TEDDY BEAR; I FOUND MAMA—Rosemary Clooney Columbia J 70
6. ROBIN HOOD—Original Cast Capitol 3138
7. BOZO AT THE CIRCUS—Pinto Colvig Capitol 114
8. SNOW WHITE AND THE SEVEN DWARFS—Original Cast RCA Victor Y 33
9. GETTING UP IN THE MORNING AND GOING TO BED AT NIGHT—Miss Frances RCA Victor Y 466
10. MICKEY MOUSE'S BIRTHDAY PARTY Capitol 3165
11. TEDDY BEAR'S PICNIC—Rosemary Clooney Columbia J 54, J 168
12. BOZO HAS A PARTY—Pinto Colvig Capitol 3133
13. LITTLE WHITE DUCK—Burl Ives Columbia J 85
14. LITTLE RAG DOLL WITH THE SHOEBUTTON EYES; SANDY THE SANDMAN—Lu Ann Simms Columbia J 169
14. SNOWBOUND TWEETIE—Mel Blanc Capitol 3169
14. THUMBELINA—Danny Kaye Decca K 96
14. TRIN TO THE ZOO GRG 1001

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# Col., Toronto Dealers Split DeeJay Show

TORONTO, Nov. 28. — Columbia Records is co-operating on a participating basis with local dealers thru a deeJay gimmick

highlighting Columbia disks and the voice of former announcer Frank Jones, now Columbia's Ontario promotion man. Columbia pays half the time cost and supplies the package, including Jones. Four dealers in Toronto are sharing the other half, each having an individual segment of 15 minutes of the hour-long show. Jones' format is to make an imaginary tour of the co-spon-

sors, and he is supposed to be working from the record bar of each in turn. Dealers comment favorably, and Columbia is willing to expand the operation whereby their outlets are willing to co-operate either on a 30-minute or 60-minute basis. Whenever possible, visiting Columbia stars are interviewed on the program. So far in Toronto these have included Frankie Lane, Johnnie Ray, etc.

# 'Moulin Rouge' Big in Sweden

STOCKHOLM, Sweden, Nov. 28. — "The Song From Moulin Rouge" is being sold on 31 different labels in Sweden. No other pop tune ever received such widespread disk coverage here. Of the different versions there are seven of American origin—on Capitol, Decca, two versions on HMV, two on Philips (one on an LP) and one on M-G-M. The top seller is Percy Faith on Philips. Swedish companies have recorded 16 versions, including several on 45 r.p.m. and EP. On sale are also one German disk on Polydor, two British, two Danish and three French. Many of the Swedish labels recorded the song twice—once with English and another time with Swedish lyrics. This occurred because diskeries were anxious and did the tune before it was assigned to a Swedish publisher.

One of the leading Swedish diskeries, Musica, veered from country-wide practice and did not record the tune. In October, "Limelight" topped the pop list, followed by the HMV Swedish language version of "Seven Lonely Days," with Percy Faith's "Moulin Rouge" third. "Vaya Con Dios" has shown great promise on the pop lists with no less than 15 versions out.

# Trav-Ler Sets Mdse. Showing

CHICAGO, Nov. 28.—A special trainload of an estimated 200 guests of Trav-Ler Radio Corporation will leave for French Lick Springs, Ind., January 4 for a preview of the firms' new 1954 line of phonographs and television and radio sets. The preview will last four days and key dealers and distributors will get the first look. While details of the program were kept secret, it is understood that Trav-Ler is planning to announce something spectacular in the way of high fidelity for its new line.

# RAMIREZ IS HIS OWN RIVAL

NEW YORK, Nov. 28. — Carlos Ramirez makes his official bow on the M-G-M label this week via a single disk coupling, "A Little More of Your Amor," and "I Had to Kiss You." As soon as the record gets out, Ramirez will be bucking himself on an M-G-M album, but under a different name. It works this way: He did the sound track in the film "Latin Lovers" for film star Ricardo Montalban. Montalban is listed as vocalist in the sound-track album. Issued as a single, tho, Ramirez takes credit in his own name.

# Injuries Lay Up Weiss, Cap Rep

HOLLYWOOD, Nov. 28. — The disk biz isn't as tough a grind as some may think it to be. Take the case of Bobby Weiss, European representative for Capitol Records. Bobby fell thru a trap door in a drugstore in Hamburg, Germany recently, suffering a broken kneecap and injuring his left shoulder. He'll be hospitalized for two weeks, following which will come a stint on crutches. And while he's out of action Bobby would like some Stateside mail. He's at the Hotel Ebenezzer Hamburg, Germany.

Weiss' Doc also thinks Bobby should have some warm weather to speed the recuperating process. And as his music biz freres bray the New York winds and the Hollywood smog, Bobby will be lolling on the sands at the Cote D'Azur. That's bad?

# PROMOTERS

—Get on our Mailing List. —Each week The Billboard receives inquiries 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 responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.



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# THINK!

By Jack Owens

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# BACK TO BACK!

The idea for THINK Came from an IBM sign seen in an early September ('53) issue of Life. J. O.

Jack sings it on one side and his daughter Mary Ann sings it on the other.

Decca #28954



**P. S.:** "THINK" was originally introduced on the Jack Owens Show, Coast to Coast on the ABC Radio Network and on Jack's KECA-TV Show.

**P. P. S.:** I'm on the TV Show too. Mary Ann

The Billboard Music Popularity Charts

... for Week Ending November 2

# TOP RHYTHM & BLUES RECORDS

## This Week's New 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... EVERY NIGHT IN THE WEEK  
C. Kittrell, Republic 7055
- Philadelphia... COMIN' ON  
Clovers, Atlantic 1010
- Washington, D. C.-Baltimore, Md.... MY GIRL AWAITS ME  
Castelles, Grand 101

## 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.

### Atlanta

1. Money Honey  
C. McPhatter, Atlantic
2. Honey Hush  
J. Turner, Atlantic
3. Shake a Hand  
F. Adams, Herald
4. One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
5. I Had a Notion  
J. Morris, Herald
6. Feeling Good  
Little Junior's Blue Flames, Sun
7. Mad Love  
M. Waters, Chess
8. Rosemary  
Fats Domino, Imperial
9. I Want to Thank You  
Five Royales, Apollo
10. Drunk  
J. Liggins, Specialty

### Charlotte

1. Money Honey  
C. McPhatter, Atlantic
2. Honey Hush  
J. Turner, Atlantic

3. Shake a Hand  
F. Adams, Herald
4. Good Lovin'  
Clovers, Atlantic
5. I Had a Notion  
J. Morris, Herald
6. Drunk  
J. Liggins, Specialty
7. One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
8. Rags to Riches  
Dominoes, King
9. TV Is the Thing  
D. Washington, Mercury
10. Rosemary  
Fats Domino, Imperial

### Chicago

1. Money Honey  
C. McPhatter, Atlantic
2. TV Is the Thing  
D. Washington, Mercury
3. Nadine  
Coronets, Chess
4. Honey Hush  
J. Turner, Atlantic
5. Shake a Hand  
F. Adams, Herald
6. One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin

7. Marie  
Four Tunes, Jubilee
8. Rosemary  
Fats Domino, Imperial
9. Proposal  
Shirley & Lee, Aladdin
10. Get It  
Royals, Federal

### Cincinnati

1. Money Honey  
C. McPhatter, Atlantic
2. Rags to Riches  
Dominoes, King
3. Shake a Hand  
F. Adams, Herald
4. Honey Hush  
J. Turner, Atlantic
5. I Had a Notion  
J. Morris, Herald
6. Good Lovin'  
Clovers, Atlantic
7. Shake a Hand  
F. Adams, Herald
8. My Country Man  
Big Maybelle, Okeh
9. Get It  
Royals, Federal
10. Please Hurry Home  
B. B. King, RPM

### Detroit

1. Money Honey  
C. McPhatter, Atlantic
2. My Country Man  
Big Maybelle, Okeh
3. Shake a Hand  
F. Adams, Herald
4. Honey Hush  
J. Turner, Atlantic
5. Rags to Riches  
Dominoes, King
6. One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
7. Marie  
Four Tunes, Jubilee
8. I Had a Notion  
J. Morris, Herald
9. TV Is the Thing  
D. Washington, Mercury
10. Gee  
Crows, Rama

(Continued on page 39)

## 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	Chart
1.		MONEY HONEY—C. McPhatter..... 1 Way I Feel—Atlantic 1006—BMI
2.		HONEY HUSH—J. Turner..... 2 Crawdada Hole—Atlantic 1001—BMI
3.		SHAKE A HAND—F. Adams..... 3 I've Gotta Leave You—Herald 416—BMI
4.		RAGS TO RICHES—Dominoes..... 6 Don't Thank Me—King 1280—ASCAP
5.		ONE SCOTCH, ONE BOURBON, ONE BEER— A. Milburn..... 4 What Can I Do?—Aladdin 3197—BMI
6.		I HAD A NOTION—J. Morris..... 5 Just Your Way Baby—Herald 417—BMI
7.		TV IS THE THING—D. Washington..... 7 Fat Daddy—Mercury 70214—BMI
8.		MARIE—Four Tunes..... 8 I Gambled With Love—Jubilee 5128—BMI
9.		DRUNK—J. Liggins..... 9 I'll Never Let You Go—Specialty 470—BMI
10.		MY COUNTRY MAN—Big Maybelle..... Maybelle's Blues—Okeh 7009—BMI

## 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	Chart
1.	1	SHAKE A HAND—F. Adams..... 1 Herald 416—BMI
1.	2	HONEY HUSH—J. Turner..... 2 Atlantic 1001—BMI
3.	5	MONEY HONEY—C. McPhatter..... 5 Atlantic 1006—BMI
4.	4	ONE SCOTCH, ONE BOURBON, ONE BEER— A. Milburn..... 4 Aladdin 3197—BMI
5.	5	TV IS THE THING—D. Washington..... 5 Mercury 70214—BMI
5.	8	PERFECT WOMAN—Four Blazers..... 8 United 158—BMI
7.	5	CRYING IN THE CHAPEL—Orioles..... 5 Jubilee 5122—BMI
7.	—	AIN'T IT A SHAME—L. Price..... Specialty 452—BMI
9.	—	COMIN' ON—Clovers..... Atlantic 1010—BMI
9.	—	BLUES WITH A FEELING—Little Walter..... Checker 780—BMI
9.	—	BABY DOLL—Marvin & Johnny..... Specialty 479

## 3 Of A Kind ALL HITS



# JOHNNY ACE

croons

## "Saving My Love For You"

b/w YES BABY Duke #118

## MAKING HIS DUKE DEBUT

JOSEPH "Mr. Goggle-Eyes" AUGUST

doing

## "OH WHAT A FOOL"

b/w

## "PLAY THE GAME"

Duke #117

## THE SUNSET TRAVELERS

singing

## "I AM BUILDING A HOME"

b/w

## "I WISH I WAS IN HEAVEN SITTING DOWN"

Duke #204



## DUKE RECORDS

2809 Erastus St. Houston 26, Texas

## RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The tune "Oh, My Papa" ("O, Mein Papa") which is grabbing a lot of action in the pop field has been cut as an r.&b. instrumental by Don Hill on the RCA Victor label. Danny Kessler handled the a.&r. work on the session, and the disk will be out on the market next week. . . . Joe Davis, of Jay Dee Records, spent three days in Chicago this week visiting deejays and working out distribution for the label. . . . Marv Holtzman, a.&r. head of Okeh Records, has pacted warbler Roy Hamilton for the label. Hamilton hails from Jersey City, N. J.

Faye Adams' first waxing for Herald with the Joe Morris ork since the smash hit "Shake a Hand" features a new tune penned by Phil Moore, who cuffed "Shoo-Shoo Baby" and other hits. Tunes are "You Have Brought Happiness to My Soul," backed with "I'll Be True." . . . Peacock Records' spiritual groups are set for a busy fall season. The Sensational Nightingales are starting a one-nighter trek that will take them thru Arkansas, Louisiana, Kentucky and Indiana; the Bells of Joy and Sister Jessie Renfro are now doing one-nighters in Tennessee, and the Southern Wonders are prepping a tour thru Ohio and Kentucky.

Fats Domino continues to grab percentage money on his Southern one-nighter dates. . . . The Willie Mae Thornton-Johnny Ace packager with Junior Parker started its Southern tour Monday in Hattiesburg, Miss. This is the first trip South for the artists since July. On Thanksgiving B. B. King joined the thrush and Ace in Houston for a giant holiday show. . . . A Thanksgiving night attraction in Meridian, Miss., featured the Tempo Toppers, backed by Raymond Taylor's Duce of Rhythm. . . . Joe Morris' ork and the Orioles hit percentage on their one-nighter in Atlanta on Wednesday (18) for promoter B. B. Beeman.



A new group featured on SABRE 103, the Five Blue Notes, do a fine job on "Ooh, Baby," backed with "My Gal Is Gone." Good reports on this from New York and Los Angeles. Keep your eye on this. Another disk that has plenty of potential is a Christmas tune by the Moonglows on CHANCE 1150. The boys come out with "Just a Lonely Christmas," backed with "Hey, Santa Claus." This one is just too good to pass up for the holiday sales crowds. Get it now.

A new release on Specialty 482 by Cuitar Slim is already showing promising results in Chicago. This boy is really great. Hear this coupling of "The Things That I Used to Do" and "Well, I Done Got Over."

UNITED RECORDS has just released a sequel to "After Hour Joint." This time it's "Raid on the After Hour Joint" and it's by Jimmy Coe and his outfit on STATES 129. The hot biscuit is flipped by "He's Alright With Me," with Helen Fox, the band's vocalist, doing a fine job on the lyrics. Don't miss this one. Another new release is "Lonesome Baby" and "I Can't Believe," by that Cleveland group, The Hornets, on STATES 127. Good harmony on this waxing. Will sell great.

The Staple Singers, a spiritual group consisting of an entire family, the father, a son and two daughters, come up on a new release, "It Rained Children" and "Won't You Sit Down," on United 165.

A new release by GHESS records, number 1555, is all set to hit the country by storm; a snowstorm, that is. Valaida Snow is featured on the disk and she does a great job of vocal interpretation on "I Ain't Gonna Tell" and "If You Don't Mean It." This is bound to sell like hot cakes, so if you're smart and take my advice you'll order heavy right now.

Len Chess, head of the diskery, informs me he is tickled pink over the prospects ahead for Christmas. He says he will release absolutely two of the best Christmas numbers ever put out and they'll create a sensation. One by Willie Mabon and one by Little Walter. Watch for them.

Get these "picks" at your dealer.

(Adv.)

# TOP RHYTHM & BLUES RECORDS

## R & B Territorial Best Sellers

Continued from page 38

### Los Angeles

1. Honey Hush  
J. Turner, Atlantic
2. Money Honey  
C. McPhatter, Atlantic
3. Rags to Riches  
Dominoes, King
4. Every Night in the Week  
C. Kittrell, Republic
5. Feelin' Good  
Little Junior's Blue Flames, Sun

6. In the Mission of St. Augustine  
Orioles, Jubilee
7. One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
8. Get It  
Royals, Federal
9. Good Lovin'  
Clovers, Atlantic
10. Blues With a Feeling  
Little Walter, Checker

### New Orleans

1. Money Honey  
C. McPhatter, Atlantic
2. Rosemary  
Fats Domino, Imperial
3. Shake a Hand  
F. Adams, Herald
4. Blues With a Feeling  
Little Walter, Checker
5. Mad Love  
M. Waters, Chess
6. Take Me Back  
L. Hayes, Recorded in Hollywood
7. Feeling Good  
Little Junior's Blue Flames, Sun
8. Good Lovin'  
Clovers, Atlantic
9. Honey Hush  
J. Turner, Atlantic
10. I Would If I Could  
Ruth Brown, Atlantic

### New York

1. One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
2. Lover Come Back to Me  
Nat (King) Cole, Capitol
3. Money Honey  
C. McPhatter, Atlantic
4. I Had a Notion  
J. Morris, Herald

5. Shake a Hand  
F. Adams, Herald
6. TV is the Thing  
D. Washington, Mercury
7. Don't Deceive Me  
C. Willis, Okeh
8. Drunk  
J. Liggins, Specialty
9. My Country Man  
Big Maybelle, Okeh
10. Good Lovin'  
Clovers, Atlantic

### Philadelphia

1. Rags to Riches  
Dominoes, King
2. Money Honey  
C. McPhatter, Atlantic
3. Baby Doll  
Marvin & Johnny, Specialty
4. Fat Daddy  
D. Washington, Mercury
5. I Had a Notion  
J. Morris, Herald
6. Comin' On  
Clovers, Atlantic
7. One Scotch, One Bourbon One Beer  
A. Milburn, Aladdin
8. TV is the Thing  
D. Washington, Mercury
9. I'll Be True  
F. Adams, Herald
10. Good Lovin'  
Clovers, Atlantic

### St. Louis

1. Honey Hush  
J. Turner, Atlantic
2. Money Honey  
C. McPhatter, Atlantic
3. Shake a Hand  
F. Adams, Herald
4. Marie  
Four Tunes, Jubilee
5. One Scotch, One Bourbon, One Beer  
A. Milburn, Aladdin
6. TV is the Thing  
D. Washington, Mercury
7. Rags to Riches  
Dominoes, King

## Rhythm & Blues Record Reviews

Continued from page 26

**WILLIE MAE THORNTON**  
I Ain't No Fool Either .....77  
PEACOCK 1626—Half-sing, half-talk item with a driving beat sounds like it could make noise for the thrush. Good Johnny Otis ork backing, too. This is an answer to Willie Mabon's "You're a Fool." (Terrific, BMI)  
The Big Change.....71  
The thrush shouts up a storm on a fair piece of material. (Lion, BMI)

**LITTLE JUNIOR'S BLUE FLAMES**  
Mystery Train .....76  
SUN 192—This is a piece of material with a folk quality of more than usual appeal. Enough exposure could easily kick up plenty of interest in this disk. (Memphis, BMI)  
Love My Baby.....72  
A rhythm item with a hot vocal. The vocalist and the group backing him

8. Perfect Woman  
Four Blazes, United
9. Don't Deceive Me  
C. Willis, Okeh
10. Feelin' Good  
Little Junior's Blue Flames, Sun

### Washington - Baltimore

1. Money Honey  
C. McPhatter, Atlantic
2. Honey Hush  
J. Turner, Atlantic
3. Rags to Riches  
Dominoes, King
4. I'll Be True  
F. Adams, Herald
5. I Had a Notion  
J. Morris, Herald
6. Fat Daddy  
D. Washington, Mercury
7. My Girl Awaits Me  
Castelles, Grand
8. Take Me Back  
L. Hayes, Recorded in Hollywood
9. Baby It's You  
Spaniels, Chance
10. These Foolish Things  
Dominoes, Federal

pack a lot of excitement into this Southern-styled material. (Memphis, BMI)

**MAXWELL DAVIS**  
The Joe Louis Story Theme .....75  
ALADDIN 3216 — Davis plays the theme from this current flick on his sax with simplicity and taste against a subdued rhythm backing. Flick should help it. (Harmon, BMI)  
Hey Boy.....72  
Paced by Davis' melodic gyrations on his sax, the group works up a sweat on this swinging instrumental. It is a listenable side with a solid beat. (D & M Music, BMI)

### FATS DOMINO

"SOMETHING'S WRONG"  
"DON'T LEAVE ME THIS WAY"  
Imperial 5262

**Imperial Records**  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

The Four Tunes  
"MARIE"  
b/w  
"I GAMBLER WITH LOVE"  
Jubilee 5128  
The Orioles  
"WRITE AND TELL ME WHY"  
b/w  
"THE MISSION OF ST. AUGUSTINE"  
Jubilee 5127

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THE THINGS THAT I USED TO DO  
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GUITAR SLIM  
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Atlantic 1010

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**VARETTA DILLARD**  
DOES IT AGAIN!  
A Double Sided Hit!  
Savoy #1118

(That's the Way) "MY MIND IS WORKING"  
b/w  
"I AIN'T GONNA TELL"

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New Release  
**LORD HAVE MERCY**  
b/w THERE'S NO DISCHARGE IN GOD'S ARMY  
The Skylarks  
Nashboro 544

**IS THERE ANYBODY LIKE JESUS**  
b/w NOTHING TOO HARD FOR THEE  
Bro. Henry Edwards  
Excello 2019

**I'M SO SAD**  
b/w LAZY PETE  
Roosevelt Lee  
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with

Sonny Parker's  
"SHE SETS MY SOUL ON FIRE"  
b/w  
"Disgusted Blues"  
Peacock #1620

Pete "Guitar" Lewis  
"BACK DOOR TROUBLES"  
b/w  
"Going Crazy"  
Peacock #1627

and these stirring Spirituals

"SINCE JESUS CAME INTO MY HEART"  
by  
SPIRIT OF MEMPHIS  
b/w  
"I WILL TRUST IN THE LORD"  
Peacock #1717

"HELL'S ATTRACTION LIGHTS"  
by  
SISTER JESSIE MAE RENFRO  
b/w  
"I MUST TELL JESUS"  
Peacock #1718

**PEACOCK RECORDS, INC.**  
2809 ERASTUS ST. HOUSTON 26, TEXAS

# Popular Record Reviews

Continued from page 26

**DANNY KAYE**  
**Not Since Nisevoh** ..... 75  
 DECCA 28953 — Danny Kaye obviously savors the hi-jinks in this opus from the forthcoming Broadway production "Kismet," which satirizes the "mysterious" Orient. For all Kaye fans. (Frank, ASCAP)  
**Night of My Nights** ..... 74  
 Also from "Kismet," this song is projected in Kaye's inimitable, always personable way. His mischievous, tongue-in-cheek approach gives a sly humor to the lyric. (Frank, ASCAP)

**BUDDY MORROW ORK**  
**Denise** ..... 75  
 V 20-5546 — The ork forsakes its rhythm and blues material for a lovely tango item. It's fine for dancing and the ork's full sound and big beat are strong assets. (Edgar, ASCAP)  
**Diggia** ..... 73  
 Frankie Lester delivers a well-projected vocal on a somewhat unusually poetic ballad. Gimmick of the digging sound makes it good deejay fare. (Clare, ASCAP)

**ELLA FITZGERALD**  
**The Greatest There Is** ..... 75  
 DECCA 28930 — A wonderful performance by the wonderful Ella. This disk should see some action in both pop and jazz fields. (Tempo, ASCAP)  
**I Wonder What Kind of a Guy You'd Be** ..... 72  
 A straight ballad styled by the thrush. As always, her fans will dig this disk with pleasure.

**FRANKIE LAINE**  
**The Gang That Sang "Heart of My Heart"** ..... 74  
 MERCURY 70262 — The diskery dug into the vaults for this slicing cut some years ago before Laine went to Columbia. It's in ad-lib style with rhythm section backing and should please his fans. (Robbins, ASCAP)  
**South of the Border** ..... 72  
 More good coverage. Material was cut at Laine's final session for Mercury. (Shapiro-Bernstein, ASCAP)

**GEORGE SHEARING QUINTET**  
**Tempo de Cencerro (Part 1 & 2)** ..... 72  
 M-G-M 11639 — The group experiments with a highly imaginative treat-

ment of Latin rhythms as scored by Shearing. This is fare for the guys with educated ears, although some of the excitement will carry thru to others.

**CINDY LORD**  
**Guessing** ..... 72  
 M-G-M 11643 — A warm reading of a tender ballad. This ought to attract some deejay attention.  
**Blue Boy** ..... 70  
 Fancy ballad with some subtle imagery is projected with skill by the sultry-voiced thrush.

**THE NOCTURNES**  
**Poppa Piccolino** ..... 72  
 M-G-M 11644 — A good group-sing of the imported ditty, with novelty effects that are designed to please.  
**For the First Time in a Long Time** ..... 70  
 Rapid beat set in the backing carries the group along effectively. Another good side.

**HOAGY CARMICHAEL**  
**Coney Island Washboard** ..... 72  
 DECCA 28951 — Fine washboard shuffle rhythm sets the pace for a jazzy play of the evergreen. Chorus backs Carmichael. (American Academy, ASCAP)  
**Ida Red** ..... 70  
 Hoagy turns to a hillbilly-styled backing for this rendition of the oldie.

**BING CROSBY-CARMEN CAVALLARO**  
**Ida! Sweet as Apple Cider** ..... 72  
 DECCA 28963 — The Cantor "property" is nicely projected here. (E. B. Marks, BMI)  
**I Can't Believe That You're in Love With Me** ..... 69  
 A smooth reading of the ballad. Tune is featured in the movie, "The Caine Mutiny." (Mills, ASCAP)

**RALPH CURTIS**  
**You Are You** ..... 71  
 DERBY 836 — Ralph Curtis bows on the label with a sincere reading of a new ballad, which he sings in legit style. The backing of the ork and chorus is first rate. Warbler has a sound somewhat in the Tony Martin manner. (Karen, ASCAP)  
**Why Go On?** ..... 70  
 Same comment. Again, Curtis impresses. (Winetone, ASCAP)

**TONI ARDEN**  
**I Wish I Knew** ..... 71  
 COLUMBIA 40125 — The thrush does a lovely job with the beautiful oldie and as usual the Faith ork lends hefty support. (Triangle, ASCAP)  
**Take Me Now** ..... 68  
 Toni Arden sells this new effort with a lot of heart over a rich, full back-

ing by the Percy Faith ork. However, the opening lines of this ditty are so brush that the disk may have some difficulties getting jocks spins. (Pickwick, ASCAP)

**THE INK SPOTS**  
**Ebb Tide** ..... 71  
**KING 1297** — The new Ink Spots do a good job on the hit ditty, with the lead handling the vocal while the group makes the harmony behind him. The lead singer has a powerful style, and the talking bit is well done. Could get spins. (Robbins, ASCAP)  
**If You Should Say Goodbye** ..... 68  
 These Ink Spots are not Bill Kenny's group, but a new group formed by Charlie Fuqua, formerly with the old Ink Spots. The group does a so-so job on this new tune. They sound somewhat like the Decca Ink Spots, but do not sparkle much here. (Spier, ASCAP)

**SIDNEY TORCH ORK**  
**Blue Night** ..... 70  
**CORAL 61101** — English ork shows a lot of precision in this well-balanced and attractive arrangement.  
**Julie** ..... 68  
 From the movie, "Take the High Road," Torch ork showcases the tune in appealing style even tho material doesn't stack up too strongly.

**BILLY COTTON ORK**  
**Poppa Piccolino** ..... 70  
**LONDON 1383** — England's number one hit is sung pleasantly here by Alan Breeze and the Bandits with good support from the Billy Cotton crew. However, it will need a stronger waxing to get much action here.  
**It Ain't the Cough That Carries You Off** ..... 70  
 The fine music hall novelty is sold warmly by warbler Alan Breeze, as he tells happily of the hard facts of life. It's fine sight material but should please vaudeville fanciers.

**JERRI ADAMS**  
**Moonlight in Vermont** ..... 70  
**COLUMBIA 40107** — The atmosphere and mood of this oldie is captured successfully by Miss Adams on her debut for the label. She has impressive vocal control, which gives a persuasive quality to her interpretation. This singer bears watching. (M. H. Goldsen, ASCAP)  
**Why Tell a Lie?** ..... 69  
 This oldie also provides Miss Adams with some lovely material that seems well-suited to her voice. She has good tone and uses it purposefully here. (Caesar, ASCAP)

**ANITA ELLIS**  
**The Big Bell and the Little Bell** ..... 69  
**ROUND 103** — The thrush comes thru with a fine reading of a charming novelty with a moral. (Elite, ASCAP)  
**My Space Cadet** ..... 65  
 The singer is referring to a space-minded youngster, to whom she sings this tender lullaby. (Elite, ASCAP)

**JOEL GREY**  
**Two Faced** ..... 69  
**M-G-M 11646** — Grey punched hard and does okay in this fast-paced reading. Boogie backing is brisk.  
**Last Night on the Back Porch** ..... 64  
 The young comic sings pleasantly in this slight and inoffensive waxing.

**THE TUNE TOPPERS**  
**Dragnet Polka** ..... 69  
**M-G-M 11642** — Typical Dragnet sound effects, plus the theme, are used to add a novelty touch to a brisk instrumental polka. Jocks might spin some.  
**My Song to You** ..... 56  
 Pretty ditty is sung by Joe Dale to slim backing.

**JACKIE FONTAINE**  
**Out of Luck Again** ..... 68  
**CRYSTALLETTE 663** — Jackie Fontaine does nicely in this well-paced reading of a tuneful ballad. (Harvey, BMI)  
**Fortune Teller** ..... 64  
 Schmaltzy love ballad is strongly projected by the husky-voiced thrush. An okay waxing. (Granson, BMI)

**JACK OWENS**  
**Think!** ..... 68  
**DECCA 28954** — Owens, the composer of this tune, turns in his own reading of it here. Listeners will recognize it as the theme song of his radio show. (Joe, ASCAP)

**MARY ANN OWENS**  
**Think!** ..... 68  
 The same song, interpreted on this side by the daughter of the composer. She is joined by her father in the final chorus. (Joy, ASCAP)

**BOB BERTRAM**  
**Babies and Bacon** ..... 67  
**ODE 6300** — A song with a novel, catchy lyric and a pleasant, swingy rhythm. Bertram easily puts over the humor in this attractive offering. (Muse, BMI)  
**You're Just My Style** ..... 63  
 Bertram gives this bouncy ballad the once-over-lightly treatment that it calls for. (Muse, BMI)

**JILL WHITNEY**  
**If You Believe** ..... 61  
**CORAL 61103** — Youngster tries hard on this religious-flavored tune. She's backed by a mixed chorus. (Tee Pee, ASCAP)  
**Darling John** ..... 60  
 One might have thought that the "Dear John" cycle was completed, but such is not the case. Here's a follow-up with the youngster making like she's the sister of the author of the original letter. (Alamo, ASCAP)



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STRONG BONDS  
UNITE ARTISTS  
AND HIS FANS

FACTS ON C&W  
RADIO JAMBOREES

## EDITORIAL

Faith is the foundation of greatness. And faith in one's art and way of life is perhaps chiefly responsible for the present high estate of country music.

This multi-faceted show business category which now constitutes one of the bright ornaments of America's musical heritage has achieved its present eminence only because its songwriters and artists had a true regard for what they did. They hitched their art to the proved philosophies of life and let their inspiration spring from the heart of a nation.

Others—in addition to the writers and artists—were necessary to make possible the great blossoming of country entertainment. There were the music publishers who believed in the writers and their songs, and there were the mechanical men who had the foresight, skill and astuteness to put it all on wax. They too had faith.

Finally there were the people—the buyers of country entertainment whose understanding and encouragement of our native art enabled it to thrive and grow.

They too had faith. And while we properly honor those individual artists who have risen to high rank in the country field, let us not forget the unnamed thousands whose appreciation of country talent and tunes has made it all possible. They are the buyers of records, the radio listeners. They are those who swell box-office grosses on the rural live talent circuit.

This certainty that one's art is genuine, that it is pegged to more than surface considerations and that it derives from the heart of a country—this is our assurance that country music will continue to charm even greater numbers.

When Jimmie Rodgers came to town with his guitar strung over his back, he surely believed in the ultimate artistic and cultural acceptance of his music. That Ralph Peer found him, recognized his art and caught his greatness on wax only seemed accidental. Actually, it was not. It was symptomatic of Rodgers' belief in himself, of Peer's firm knowledge of the field, of Victor's belief in both of them.

The country music field has never lost this belief in itself. Let us hope it never shall. For this is the surest guarantee that it will continue to swell box-office grosses and keep alive the growing folk tradition.



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FULL TIME JOB  
GAMBLER'S GUITAR  
GOING STEADY  
GUY WHO INVENTED KISSIN'  
HEY JOE  
I FORGOT MORE THAN YOU'LL EVER KNOW  
I'M GONNA WALK & TALK WITH MY LORD  
IT'S BEEN SO LONG  
LET ME KNOW  
MEXICAN JOE  
MIDNIGHT  
NO HELP WANTED  
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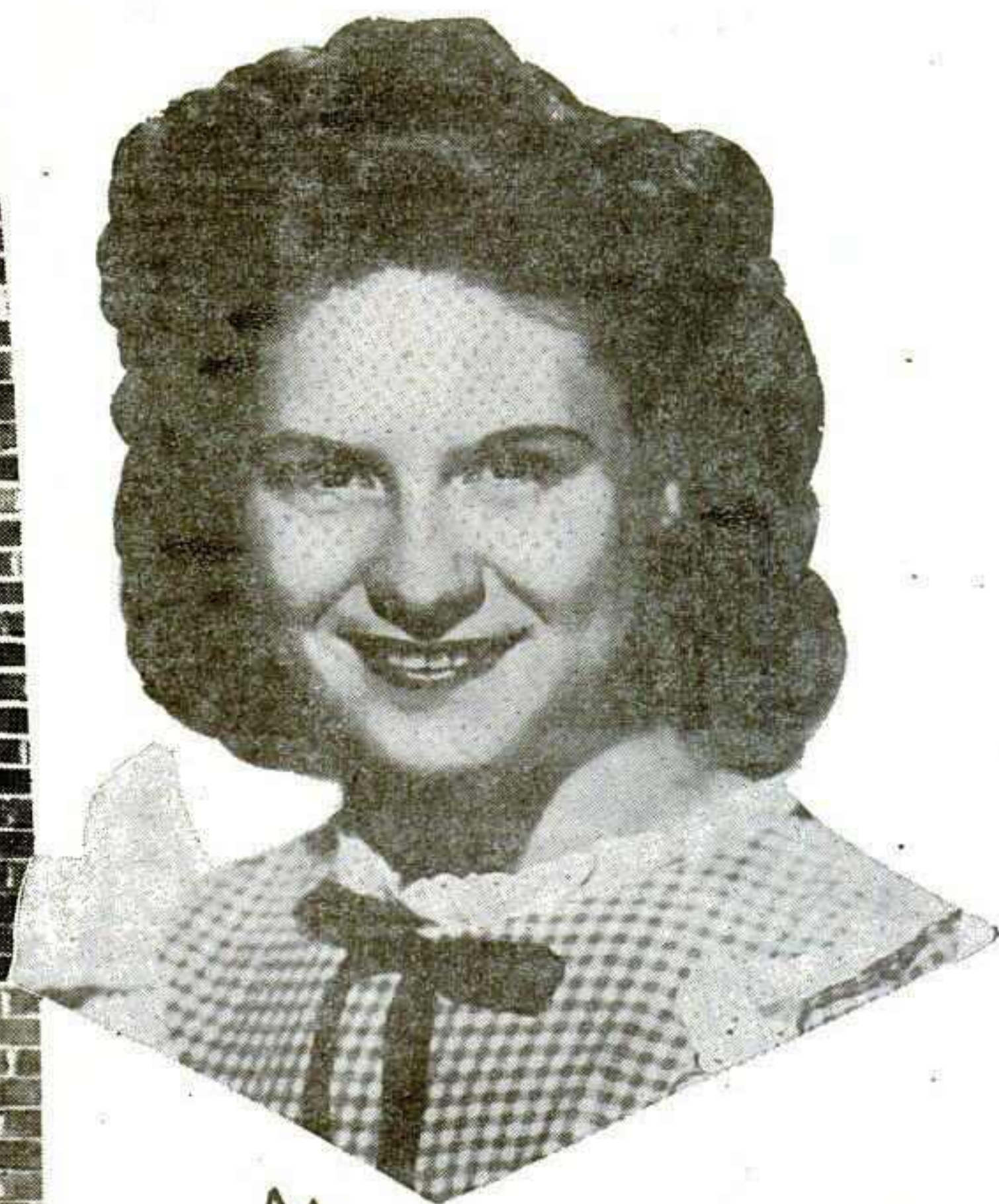
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# Honor Roll of C&W Artists

## Country Deejays Pick 8 All-Time Greats

Eight past and current country and western singers have been named by the hillbilly disk jockeys of America as the first members of The Billboard's Honor Roll of Country and Western Artists.

The selection of these "all-time greats"—Hank Williams, Eddy Arnold, Ernest Tubb, Red Foley, Jimmie Rodgers, Hank Snow, Roy Acuff and Carl Smith—was based on a special disk jockey survey made in conjunction with this special section on country and western music.

Special achievement citations marking their selection as "all-time greats" were presented to these artists or their relatives by The Billboard at the special "Grand Ole Opry" show in Nashville on November 21, marking the 28th anniversary of the WSM radio feature.



HANK WILLIAMS



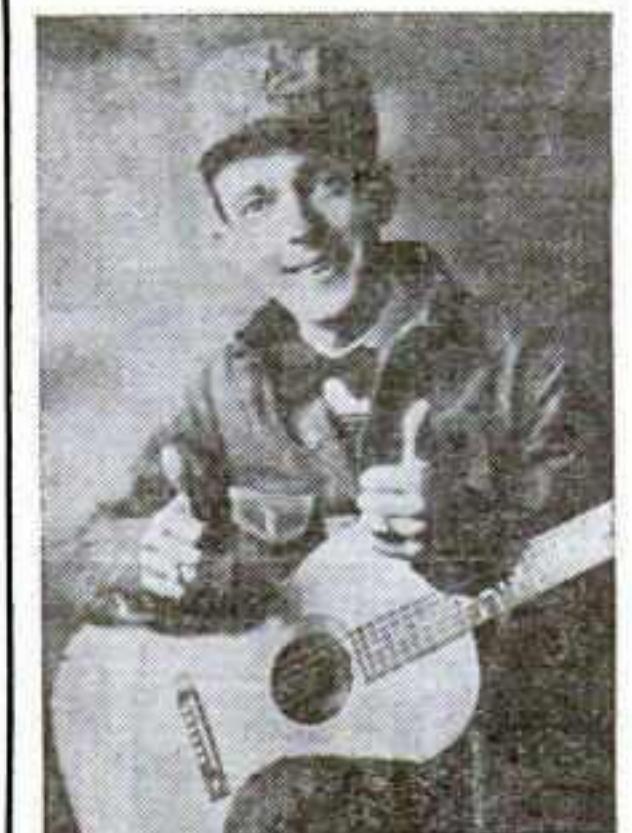
RED FOLEY



EDDY ARNOLD



ERNST TUBB



JIMMIE RODGERS



CARL SMITH



ROY ACUFF

The Honor Roll of Country and Western Artists corresponds to a hall of fame of hillbilly singers. Special annual surveys will be made to determine which artists should be added to the Honor Roll in years to come.

The inauguration of The Honor Roll of Country and Western Artists marks another in The Billboard's continuing efforts (one of which is this special c.&w. section) to foster ever-increasing interest in country and western music.

To this end The Billboard has in the past introduced special record surveys of hillbilly records among dealers, juke box operators and disk jockeys. The Billboard has also regularly reported news in the c.&w. field. Last May a special section commemorating Jimmie Rodgers' 20th anniversary was published.



HANK SNOW

### 1920'S HAD ITS GREATS ALSO

In addition to the eight all-time hillbilly "greats" published elsewhere in this issue, old-timers will remember the names of Riley Puckett, Gid Tanner and His Skillet Lickers, and Smith's Sacred Singers, featuring Frank Smith. These were the top stars of the early 1920's in their specialties: "heart" ballads, jigs and reels and sacred songs, respectively.

## Strong Bonds Unite Artist and His Fans

By JOHNNY SIPPEL

Before joining Mercury Records a year ago as its Western field representative, Johnny Sippel spent many years on The Billboard's music editorial staff. During that time he originated the Folk Talent and Tunes column and was in personal contact weekly with literally hundreds of hillbilly artists. There are few who can claim a broader host of friends in any field of endeavor than he can in country and western music. The Billboard is pleased to carry his by-line again.

The bond of fidelity between the hillbilly and western artist and his "fandom" is something which has continued thru the years since the days of the late Jimmie Rodgers to the artists who are establishing themselves.

In perhaps only one category has this loyalty been so manifest, and that was during the heyday of the name bands, when top-drawer batoneers built up the same cults of loyal fans. However, the multitude of fanatics who crowded the pop ballrooms has dwindled, while the faithful horde of country fans continues unabated.

The most concrete evidence of this bond between the oatune warbler and his fans has been in the catalogs of the record companies. A perusal of any diskery's standards will show that the highest percentage of standards which have established themselves thru consistent sales appeal over a period of years has been maintained in the rustic department.

Many stories have been printed about the high percentage of numbers by Eddy Arnold, Victor's country perennial, over even such major Victor chattels as Perry Como and Vaughn Monroe. Other artists, whose numbers have had a low mortality rate when the time comes around each year to separate the wheat from the chaff in platter catalogs are Roy Acuff, Ernest Tubb, Red Foley, Spade Cooley, Hank Snow, the late Hank Williams, Hank Thompson and Tex Ritter.

#### Quick Following

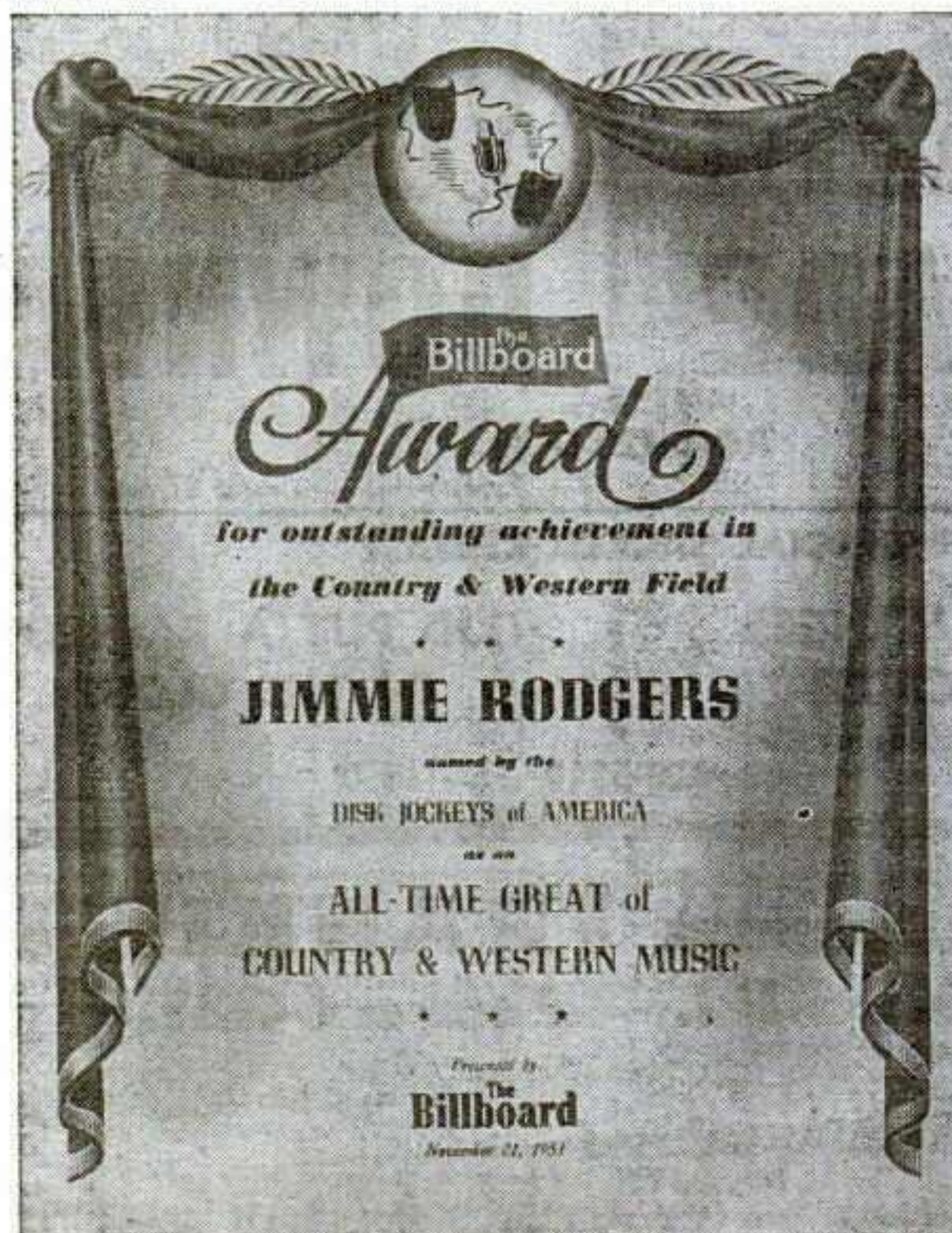
Like their name band counterparts of the 1930's and early 1940's, the hillbilly and western entertainer has also built and

maintained a terrific fandom from his first big hit. From Eddy Arnold and Ernest Tubb thru relative newcomers like the Carlises and Carl Smith, a.&r. men, such as Ken Nelson, Capitol; Steve Sholes, Victor; D. Kilpatrick, Mercury, and Don Law, Columbia, attest to the fact that artists derive a terrific dividend from their first hit, not only from the royalties from the big one, but from a terrific interest in all their past numbers.

After a big hit, the country fan asks his record retailer for anything new or old by the artist that isn't already in his collection. The country and western disk buyer, too, has always played an

important part in the proper direction and objectives on the part of his idol. Country warblers have always found that persons attending their broadcasts or dances will come to the bandstand and give them a constructive criticism of their past efforts, especially when they have followed a new style or type of song. Country personalities at WSM, Nashville, and in Hollywood, where a large number of western TV shows are telecast, have found this constructive criticism of especial value, for they are confronted now with the problem of doing a different, meaty show for a weekly schedule.

Cliffie Stone and Spade Cooley, outstanding video personalities in the Los Angeles area, both admit that they would be lost for ideas if it weren't for the personal and written suggestions of their fans. A host of viewers write regular weekly critiques of their faves' TV-airings, which are utilized as



PICTURE OF RODGERS' CITATION. Similar certificates were given to other seven named to Honor Roll by disk jockeys.

the basis for changes in format and future programing ideas.

The idolatry practiced by the ardent country fan has built up some very lucrative sidelines for these top artists. In no other field are songbooks and folios and eight-by-ten glossies so heavily sold. One top artist with a major firm last year bought a new \$6,000 Cadillac off the sale of his songbooks for a six-month period. Not only do the standard artists in the country field clean up with the song books and photos, but even specialized artists who do only religious and sacred types of songs make similar profits.

Steve Stebbins, Americana Corporation chief who books Lefty Frizzell, estimates that Frizzell sold 10,000 small plastic guitars which carried a pic of Frizzell during a six-week period of touring last year at 50 cents each. Stebbins said that artists whom he has toured have averaged 1,000 to 5,000 photos at 50 cents each on a normal 10-day tour.

Where interest in artist fan clubs wanes in the pop and other fields, all the veteran country singers have maintained fan clubs operated by the same officers during the period of their ascendancy to the present time.

Hank Snow, who started in Canada years ago, still has a large percentage of the 10,000 fans in the provinces, tho he works thru that area only once every eight months. These fan clubs are real driving promotional forces for their favorites, for the fan club officers, operating on a budget of \$1 membership per year, put out voluminous hand-made mimeographed journals, some of which get a 2,000 to 5,000 printing every six to eight weeks normally.

These journals contain snapshots about every three pages of a 16 to 30-page issue, each snap being personally pasted onto the sheet. Extensive art-work, also done by hand, decorates the pages. Correspondents from all parts of the U. S. and Canada send in reports on the progress of the artist in that particular section of the country. The fan clubs are a big force in getting disk jockey play, for the platter pilots report that they are besieged by bales of letters and cards when an artist, who has a fan club in their vicinity, comes out with a new release. Governors and other State officials and major sports and entertainment personalities often write pieces which are contained in these fan club journals.

The artists themselves receive terrific evidence of their popularity from these rabid fans. Recently Marty Robbins, newcomer with Columbia, did a date in Ohio on his 27th birthday. Two girls, who head up his local fandom, got together and presented him

(Continued on page 88)

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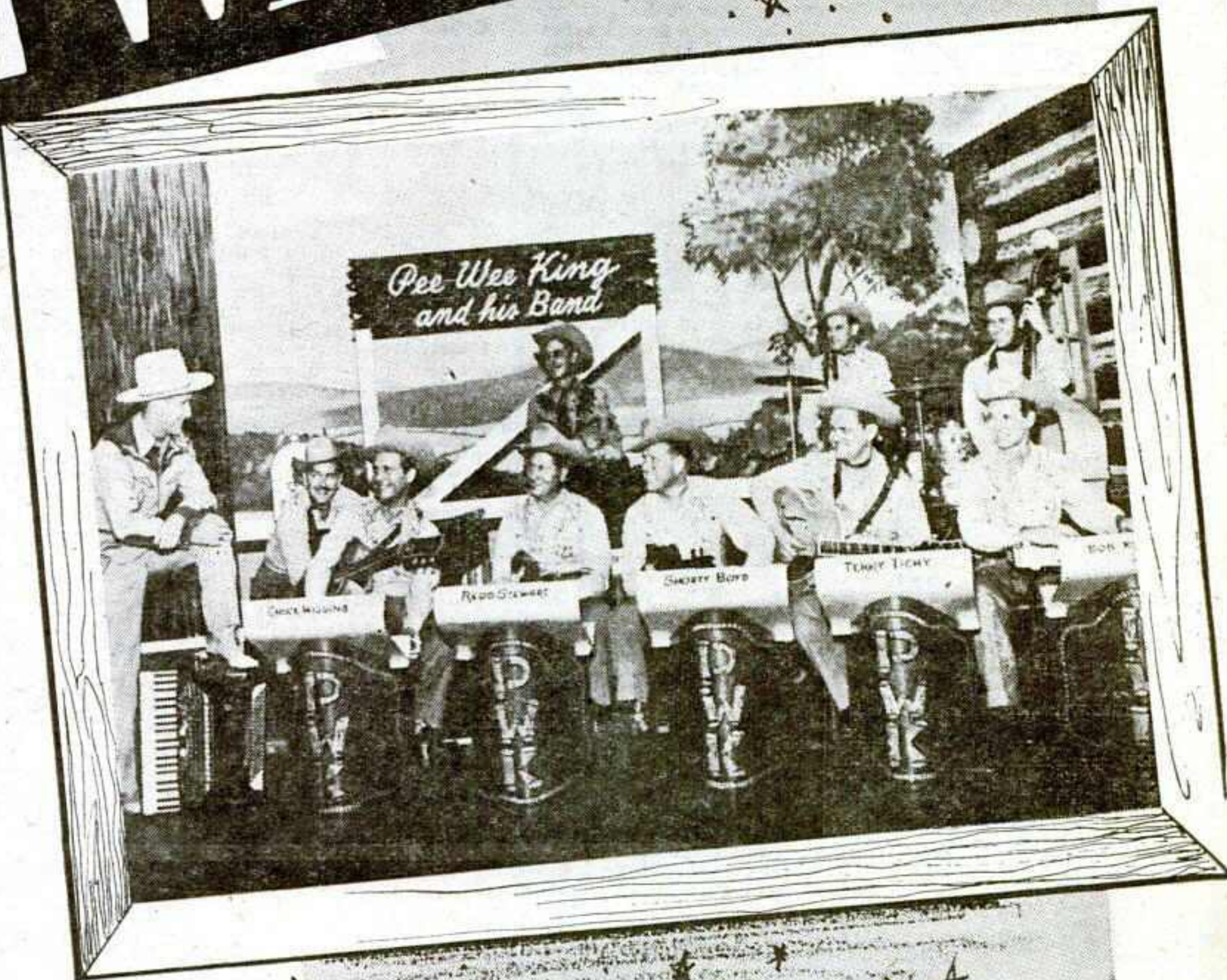
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# Questions and Answers Reveal Approach, Policies of A&R Men

The importance of records in the over-all framework of the hillbilly business makes the job of a recording man all the more demanding. To find out the approach and policies a&r. men in the country field use in pursuing of the elusive hit record, The Billboard interviewed these key recording men: Lew Chudd, Imperial; Paul Cohen, Decca; Dee Kilpatrick, Mercury; Bill McCall, Four Star; Al Miller, King; Ken Nelson, Capitol; Fabor Robison, Abbott; Steve Sholes, RCA Victor, and Frank Walker, who in addition to supervising country music for M-G-M is the firm's general manager.

Following are the questions and the answers of each of the panel.

## 1. How Many Years Have You Recorded Hillbilly Talent?

**Chudd:** five.  
**Cohen:** 10.  
**Kilpatrick:** five.  
**McCall:** eight.  
**Miller:** seven.  
**Nelson:** two and one-half.  
**Robison:** Two.  
**Sholes:** 14.  
**Walker:** First recording made in 1921.

## 2. What Factors Do You Consider in Selecting New Talent?

**Chudd:** Experience, sectional popularity, authenticity and feeling artist has in delivery.  
**Cohen:** Distinctive singing style, powerful voice, must sing from heart, have sincere sound, sometimes sign artist because of writing ability.  
**Kilpatrick:** Originality, authenticity and feeling toward country music.  
**McCall:** Ability to sing secondary to his capability of capturing spirit of country tune.  
**Miller:** Distinctive style.  
**Nelson:** Sectional popularity, radio show tie-in a consideration.  
**Robison:** Authentic country style.  
**Sholes:** Distinctive sound most important, must be a pro or willing to go pro, doesn't want part-time singers.  
**Walker:** Sincerity, artist must feel and mean what he's singing.

## 3. What Artists Have You Signed During 1953?

**Chudd:** Joe Bill, Curly Saunders, Jimmy Key.  
**Kilpatrick:** Tibby Edwards, Chuck Reid, Betty Dodd and Babe Zaharias, Joan Hager, Lloyd Ellis.  
**McCall:** Hank Locklin.  
**Miller:** Skeeter Webb, Bonnie Lou.  
**Nelson:** Yvonne O'Day, Chester Smith, Roy Acuff, Tommy Collins, Louvin Brothers, Jean Shepard, Ferlin Huskey, Lee Bonds, Bill Dudley, Freddy Hart, the Smith Brothers, Boot Woodall, Bill Lowery, Owen Perry.  
**Robison:** Mitchell Torok, Carolyn Bradshaw, Jim Reeves, Rudy Grayzell, Jennie Wright, Tom Bearden.  
**Sholes:** Charline Arthur, the Davis Sisters, Red Garret, Jerry Glenn, Hawkshaw Hawkins, Kenny Lee, Joyce More, Tommy Sands, Sunshine Ruby.

## 4. Where Do You Find Most New Talent?

**Chudd:** Via deejay contacts and by constant traveling of South and Midwest.  
**Cohen:** Can come from anywhere. Travels extensively, checks in with radio stations and clubs.  
**Kilpatrick:** South and South-west, mostly around Nashville and Louisiana.  
**McCall:** Generally speaking most new talent comes from the South.  
**Miller:** Principally in the "Bible Belt."  
**Nelson:** Mainly the South.  
**Robison:** Generally Texas, Arkansas, Louisiana, Georgia.  
**Sholes:** Primarily from Southeast and Texas; many come from contacts in the business—disk jockeys, publishers, other artist managers, etc. Some, such as the Davis Sisters, come in on own.  
**Walker:** The further into the rural areas you go, the better tips from various trade sources.

## 5. What Do You Look For in New Song Material?

**Chudd:** Authenticity, whether a novelty or a ballad. Rhyming isn't as important as the story and the originality of the idea the writer is projecting.  
**Cohen:** Basically originality but also looks for material that has possibility of gimmick or "sound" treatment.  
**Kilpatrick:** Originality and new ideas but something that is still within the scope of the average listener's experience.  
**Miller:** Something different; like up-tempo tunes, songs to which some gimmick can be added.  
**Nelson:** Story is all-important; rhyming not as important as the idea.  
**Robison:** Good "sound" and good story ideas.  
**Sholes:** Fresh or unique idea (which is tough to find), or new approach or twist to the standard themes.  
**Walker:** Lyric is all-important—much more so than melody; must tell a story, of an experience that can be understood; must be sincere. Jigs and reels, sacred tunes and "heart" ballads are the big things today. Novelities also important, but "event" songs no longer have importance of years ago.

## 6. Who Submits Most New Song Material to You?

**Chudd:** Songwriters.  
**Cohen:** Publishers, artists, songwriters—in about equal quantity.  
**Kilpatrick:** About 50-50 from publishers and songwriters (including artists).  
**McCall:** Contract writers, most of whom are artists.  
**Miller:** Mostly from songwriters, many of whom are artists or want to be artists.  
**Nelson:** Mostly from established publishers.  
**Robison:** Songwriters.  
**Sholes:** Majority from publishers, but the tunes come from the c.&w. areas, not from pop publishers.  
**Walker:** Comes from all sources.

## 7. Which Way Do You Prefer to Receive New Material?

**Chudd:** Prefer demonstration record with lead sheet. Don't care where material comes from.  
**Cohen:** Doesn't matter as long as material is right.  
**Kilpatrick:** From publishers.  
**McCall:** Prefer demonstration record.  
**Miller:** Want demo record.  
**Nelson:** No preference, but want demo record.  
**Robison:** Tune is what counts; doesn't care where it comes from.  
**Sholes:** Wants it in New York office; doesn't matter if it is unpublished but should be copyrighted.  
**Walker:** Not interested in getting new tunes thru mail. Looks for someone who can write a song or poem and sing well enough.

## 8. How Do You Assign Unpublished Material You Record?

**Chudd:** Put in own BMI music publishing affiliate, Commodore.  
**Kilpatrick:** Where we can get most from publisher plus consideration for writer.  
**McCall:** Our own firm, Four-Star Sales Company.  
**Miller:** Up to songwriter; usually they put songs in Lois, King's own firm.  
**Nelson:** Very rarely take unpublished material.  
**Robison:** Own firm, Dandelion Music.  
**Sholes:** Prefer having it published by firm which will exploit record; usually recommends three to five firms.  
**Walker:** Up to songwriter.

## 9. What Is Your Policy About Buying Masters?

**Chudd:** Don't buy any masters.  
**Cohen:** Will buy if likes and feels he can't make it better.  
**Kilpatrick:** Will buy, but only rarely.  
**McCall:** Rarely buy.  
**Miller:** Rarely buy or lease but will if it's good enough.  
**Nelson:** Don't buy.  
**Robison:** Don't buy.  
**Sholes:** Restricted on this count by engineers' contract.  
**Walker:** Rarely buy; you don't get records this way.

## 10. What Is Your Policy Toward Recording Tunes Already on Market?

**Chudd:** Rarely "cover" a tune.  
**Cohen:** Will cover with strong artist if thinks can knock off original. Tries to make "cover" record a different one. Will use boy, if girl made original, "answer" technique, etc.  
**Kilpatrick:** Reluctant to cover; only when thinks can do better job.  
**McCall:** Never "cover."  
**Miller:** Seldom "cover."  
**Nelson:** Rarely "cover."  
**Robison:** Never "cover."  
**Sholes:** Doesn't usually "cover" and never with top artist; usually "cover" record doesn't sell as well as original would by same artist.  
**Walker:** Almost never cover; wants to be first with "hits" and "flops."

## 11. Describe Technique Used at Recording Session.

**Chudd:** Leader generally organizes session. Lead sheets or arrangement rarely used. Little rehearsal time needed since c.&w. musicians are adept at getting feel of song.  
**Cohen:** Trade secret but depends on musicians hired. Most artists use their own. No rehearsal. Pianist works from lead sheet. Almost all are "head" arrangements.  
**Kilpatrick:** No rehearsals. Sessions are always different depending on artists and tunes.  
**McCall:** Set session far enough ahead so artist is familiar with material. No specific types of instrumentation preferred. Try to fit necessary music to song.  
**Miller:** Depends on artist and material; careful work done with artist before session; try to have everything pretty cut and dried by time of session.  
**Nelson:** Try to set dates as far ahead as possible, but it's often necessary to record fast. Musicians are selected

based on what we hope to achieve with given song.

**Robison:** No rehearsal time needed. We can cut more country tunes in a session than can pop record company.

**Sholes:** Varies with artist; tries to use sidemen who are best sight readers so rehearsal time is cut to minimum; tries to get 75 per cent of work done before actual session.

**Walker:** Not the same as old days when you toured the country and set up a recording studio wherever you were. Fun of road trips is gone.

## 12. What Trends in C.&W. Field Have Been Most Pronounced in Last Two Years?

**Chudd:** Material is being produced with eye toward pop market, mainly with novelty tunes.  
**Cohen:** Big comeback of girl artists; more stress on "answer" records; special sounds; more acceptance of country material in pop market.  
**Kilpatrick:** Material must be good; can't get away with bad tune anymore. Last two years have been biggest for c.&w. field.  
**McCall:** Better material, fresher ideas, songs are being written with the pop market in mind.  
**Miller:** Biggest is the surge of gals, also new rhythm patterns, principally Latin rhythm.  
**Nelson:** Writers appear more commercial than in past; songs are better constructed, have more melody.  
**Robison:** New writers offering fresher material and better constructed song ideas.  
**Sholes:** Odd type song, rancheros back again, Cajun tunes, multiple recordings, trick sounds.  
**Walker:** Country tunes moving into pop field strongly; material more important than ever.

## 13. What Changes Do You Foresee in the Next Few Years?

**Chudd:** Wider expansion of country market.  
**Cohen:** Factors in previous answer will continue plus market growth.  
**Kilpatrick:** Greater recognition of c.&w. material, more

## WALKER AIDED START OF C&W

The rapid growth of country music into today's big business has failed to dim the memories of the few who have been connected with hillbilly disks from the outset. One of those is Frank B. Walker, general manager of M-G-M. Then with Columbia Records, Walker is credited with the first hillbilly recording, in 1920.

Hillbilly records were segregated from a company's release sheet. They were further camouflaged under the title "Old Familiar Music."

The start of personal appearances were community gatherings in the local schoolhouse where the people paid an admission of 15 cents to hear a local singer. A top singer got a quarter.

In the early 1920's it was more important for a recording engineer to have a strong back than technical savvy, because he had to cart suitcases of wax disks and equipment around the South accompanying the a.&r. man in his rural talent searches. Practically any place was converted into a studio in minutes.

recognition in metropolitan areas, greater use of hillbilly talent on TV. Artists will have to continue to work hard and strive to be before public at all times. Regular show good but will have to do personals.

**McCall:** Greater popularity of c.&w. music than ever.

**Miller:** Will be bigger than ever; hillbilly and pop fields will continue to come closer together.

**Nelson:** Same.

**Robison:** Additional popularity thru greater exposure.

**Sholes:** Singers more adept musically, better musicians. All the result of increased competition.

**Walker:** War did much to popularize country music; no immediate change seen but country music could become too "pop" and vice versa—which would not be good for either.

# Acuff's Dunbar Cave Rich in Lore, Visitors

By FORD RUSH

Personal Rep. for Roy Acuff

Roy Acuff's Dunbar Cave is unlike most Western or country parks. It is located four miles from Clarksville, Tenn., and 50 miles from Nashville, the home of the "Grand Ole Opry." We call Roy Acuff's Dunbar Cave the crossroads of the nation, because we have visitors from all States and many foreign lands. No one knows when Dunbar Cave was discovered by the white man. It was originally used by animals, later by Indian tribes. We have a known history of the cave as far back as 1791.

At that time Thomas Dunbar built a strong stockade on the land near the mouth of the cave and proceeded to explore this underground wonderland. There are eight miles of passages, an underground river that disappears and reappears at various points of interest on the tours of today. There are magnificent formations of stalactites and stalagmites, which are, as most everyone knows, thousands of years in the making.

Jesse James

Aside from the natural beauty of Dunbar Cave, it is rich in history. It was the hideout for Jesse James, the outlaw, and counterfeiters and moonshiners have operated in Dunbar Cave. There is still evidence of those operations.

During the war between the States the cave was used successfully for storing ammunition, livestock and a hideaway for the natives when enemy troops marched thru.

Roy Acuff is the sole owner and operator of Dunbar Cave, having bought the property six years ago. Because of its geographic location and its close proximity to Nashville and the "Grand Ole Opry," he reasoned that Dunbar Cave, located on 210 acres of land with a large

lake, was a natural for a country park. We have main highways from North, East, South and West leading toward Dunbar Cave.

The primary trade area has 1,000,000 population and in addition, as stated above, much of our business comes from the 48 States.

### Capacity Unlimited

The park capacity is unlimited, and we have no parking problems because of the large acreage of land and a competent crew of men when needed. The entire grounds are lighted with large floodlights, mounted on telephone poles. The usual spots and floods are used for shows and dances and other attractions.

Dunbar Cave opens the season May 1, with our official opening always on Mother's Day. The park closes officially on Labor Day. Business hours are from 10 a.m. to midnight, daily. There is no park activity during the off-season. We do, however, hold square dances each Friday night during the winter months at Dunbar Cave Hotel, which is located on the cave property.

We place a 20-cent gate admission to the grounds with free parking, and every attraction possible is offered our patrons. Free picnic and card tables are strategically placed for their convenience. Thrill shows of various kinds are presented as free attractions, besides the bird reservation—strutting peacocks, rare and beautiful pigeons, swans, ducks and geese.

### Paid Shows

We place a charge on the following: Stageshows each Sunday afternoon and night, presenting outstanding folk and country artists, pedal and row boats, fishing, swimming in the large, modern pool; square dancing every Tuesday and Friday nights—the "Nation's Top Popular Name Bands" on Saturday night.

These dances are held on the large, smooth floor at the mouth of the most beautiful cave entrance in the world. Most of the dance floor is under the overhanging rocks at the cave entrance, where it is always 56 degrees cool. This cool air flows out of the cave and never varies in temperature, summer or winter.

One of the big attractions at Dunbar Cave is the cave tour conducted by competent guides who show and explain to the visitor the wonders that nature has wrought deep in the earth. The great antiquity of the cave holds a fascinating history. The cave is well lighted and the walking is level. The tours take about one hour.

### One-Nighters

Our attractions are booked for one day only. We have never booked an act for an entire season, except Roy Acuff and His Smoky Mountain Boys and Girls who play for the square dances and regular features on the Sunday shows. We have no set budget for talent. We use the standard method of advance bookings.

We operate our own food and drink concessions, serving sandwiches of all kinds on the cave floor, but full course dinners can be had at Roy Acuff's Dunbar Cave Hotel dining room, served in a cool, quiet, restful atmosphere for complete relaxation.

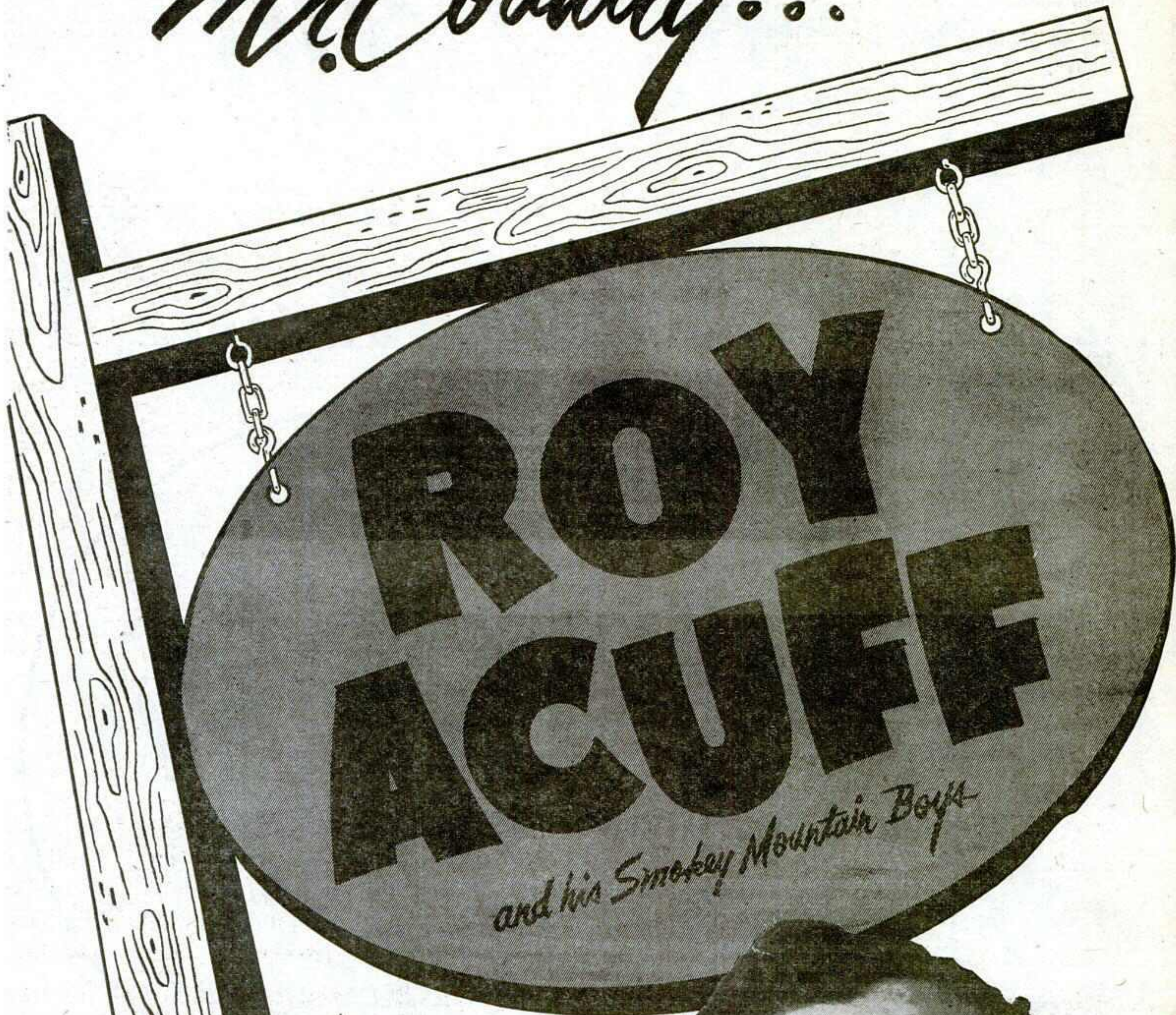
A complete souvenir section is located at the mouth of the cave.

### Advertising

The park and all its attractions, also the hotel, are advertised thru the medium of radio, television, newspapers, handbills, window cards and some area magazines. We have a radio broadcast to a visible audience each Friday night. This program originates at the mouth of Dunbar Cave in the summer and at the hotel during the winter.

For the first two seasons after Roy Acuff purchased Dunbar Cave and properties, converted it into a country park and advertised it widely, it was a distinct novelty. Business was booming. Since then it has leveled off to a more normal attendance. We anticipate substantial business in 1954.

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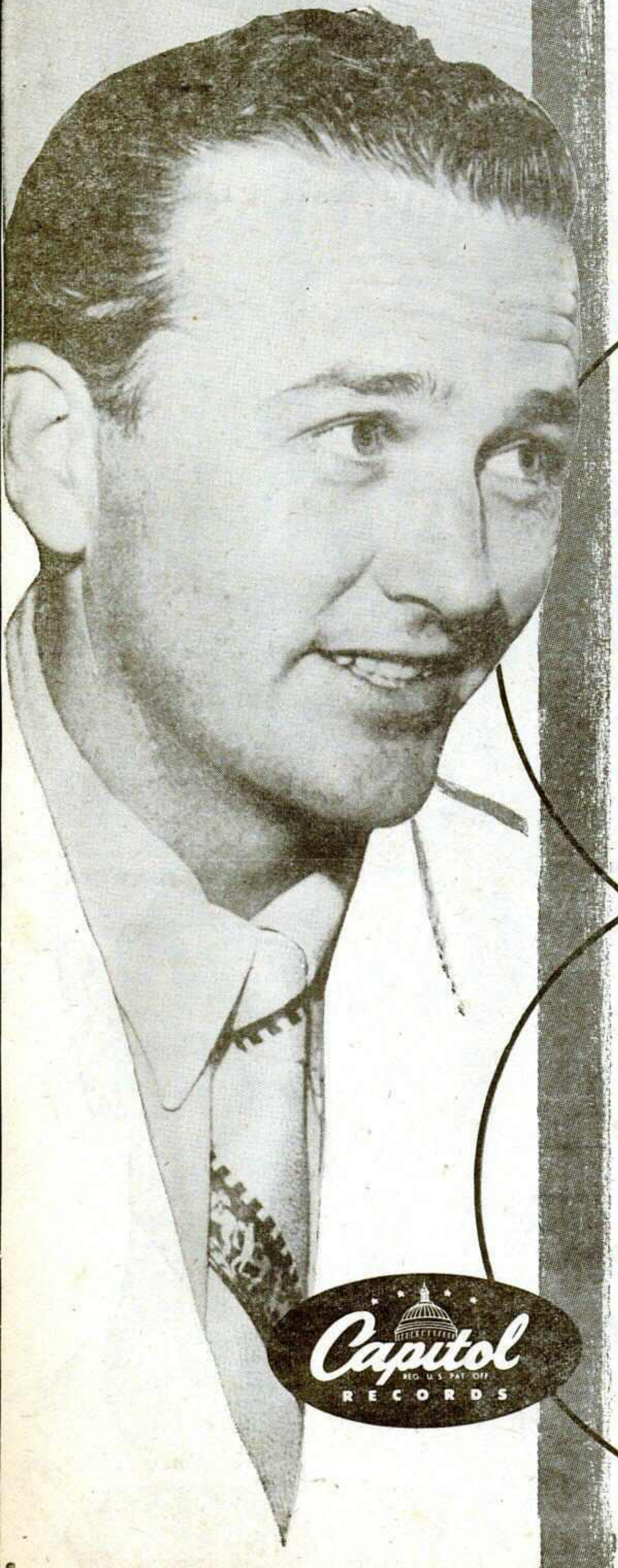
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**FORD RUSH**

Dunbar Cave  
 Clarksville, Tennessee Phone: 2342

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**JIMMY**

**WAKELY'S**



*It's*  
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b/w **THANKS**

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*and*

**Pride**

b/w **TOO LATE**

Capitol Record No. 2626



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**McREYNOLDS BROTHERS  
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**MERRILL MOORE**

**TEX CARMAN**

**ROD MORRIS**

**MARTHA CARSON**

**YVONNE O'DAY**

**FREDDIE CHAPMAN**

**GENE O'QUIN**

**TOMMY COLLINS**

**OWEN PERRY**

**DUB DICKERSON**

**TERRY PRESTON**

**RAMBLIN' JIMMY DOLAN**

**TEX RITTER**

**BILL DUDLEY**

**JEAN SHEPARD**

**TENNESSEE ERNIE**

**CHESTER SMITH**

**REDD HARPER**

**SMITH BROTHERS**

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**JIMMIE HEAP**

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**ROY HOGSED**

**HANK THOMPSON**

**JACK HUNT**

**MERLE TRAVIS**

**FERLIN HUSKEY**

**WESLEY TUTTLE**

**SONNY JAMES**

**JIMMY WAKELY**

**LOUVIN BROTHERS (Chas. & Ira)**

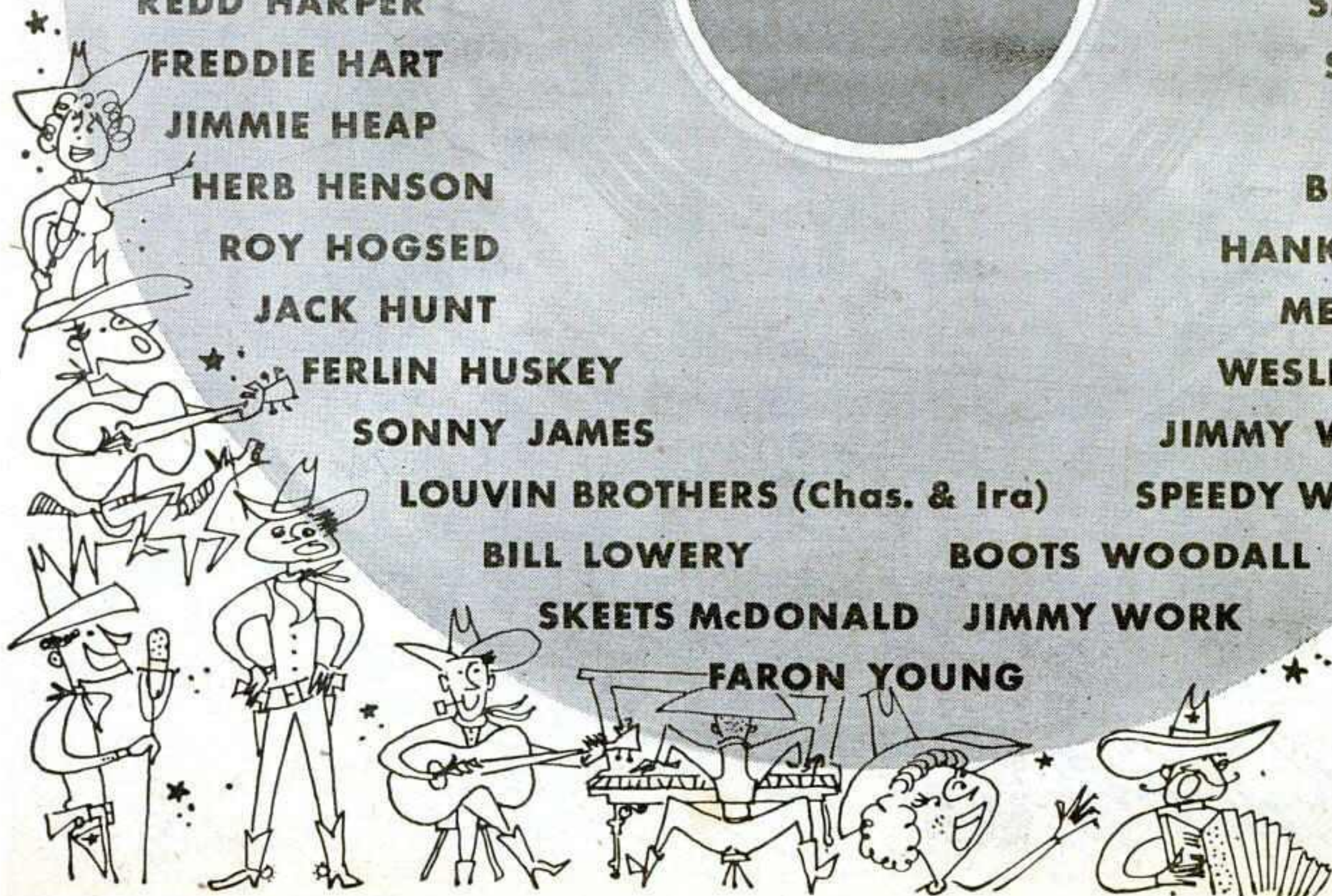
**SPEEDY WEST**

**BILL LOWERY**

**BOOTS WOODALL**

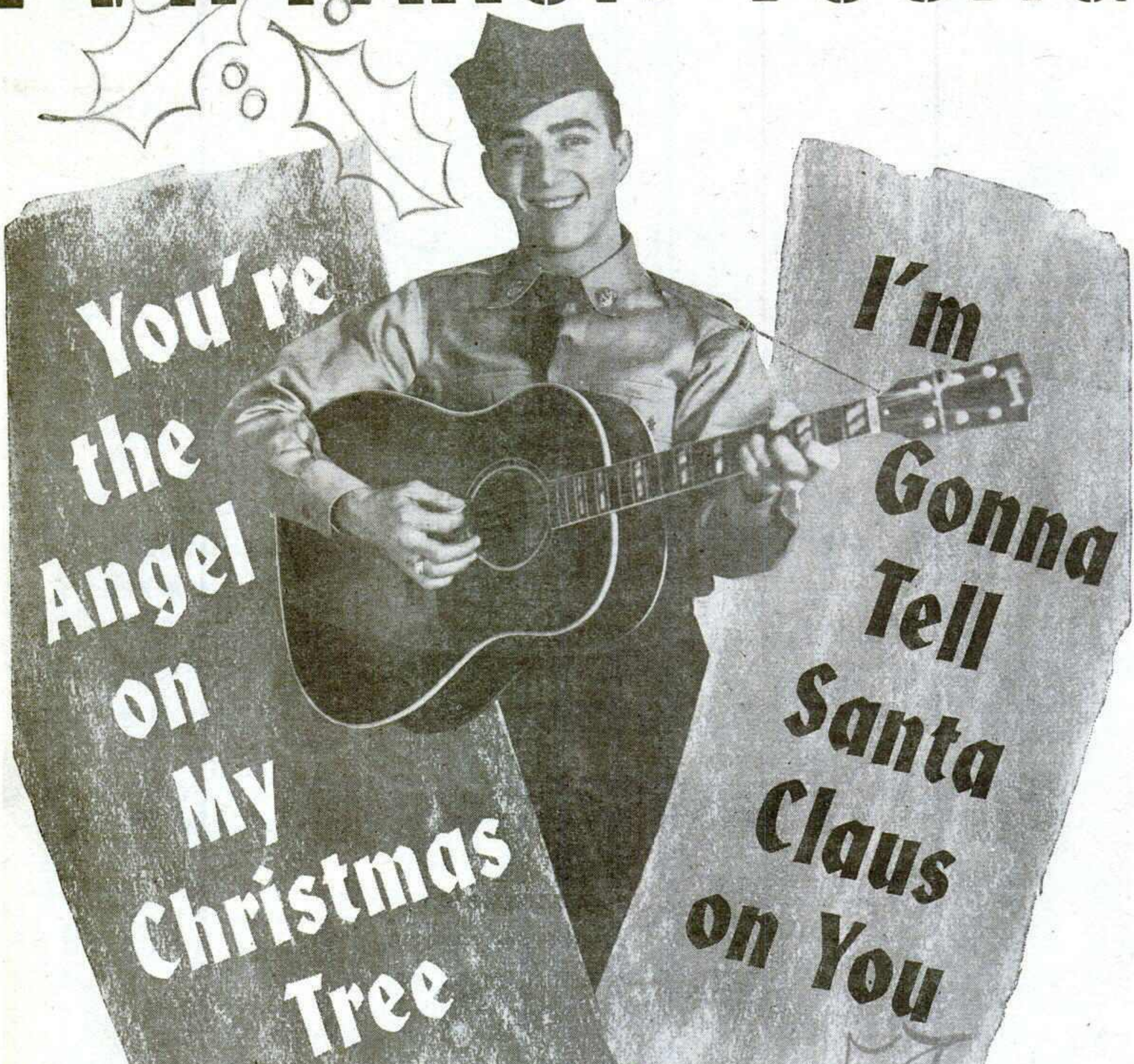
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 Stuart Hamblen  
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 and Rose  
 Rose Maddox

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 Smiley Maxedon  
 Lou Millet  
 George Morgan  
 Leon McAuliffe  
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 Ray Price  
 Marty Robbins  
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Direction: **JAMES DENNY** WSM Artists Service Bureau  
WSM, Nashville, Tenn.

# Buck Lake Ranch Owner Tells How to Run Successful Park

By HARRY SMYTHE

In 1946 we discovered what we thought would make an ideal park location in the extreme northeast corner of the State of Indiana. It seemed completely isolated, because the town of Angola, in which the park was situated, has a population of only 3,000 people.

The location was chiefly selected, however, because it was only 42 miles north of Fort Wayne, where we had worked up a following among the people as a result of the "Hoosier Hop." All told, within a 75-mile radius of the ranch there are 30 towns ranging in population from 5,000 to 150,000.

The 80 acres of farmland which we acquired have been converted into a park consisting of the following: There are 25 acres of rolling ground which is used for parking and has a capacity of 3,000 cars. There is a lake of about 20 acres in size. Directly in the center is a large and beautiful wooded hill, which serves as the outdoor amphitheater, with a seating capacity of 4,000. Everyone is seated in the shade and can look down at the bottom of the hill where a large log stage has been erected for the presentation of shows. This plus the other buildings in the area amount to about 15 acres.

The other 20 acres, which are wooded, are used for picnic grounds, where there are 200 rustic picnic tables, together with outdoor fireplaces. We have found that a large picnic area is important to the success of the park, since a family can make it an entire day's outing.

## 18-Week Season

Buck Lake Ranch is open every Sunday, as well as three holidays during the summer season. The season starts the Sunday before Decoration Day and extends till the middle of September, making a total of 21 show days. Every other Saturday night, beginning in June, we have wrestling matches. There are a total of eight during the season. Speaking of wrestling, it's a very fine promotion for a hillbilly park, in that it is not competitive with the Sunday shows, and it's a highly profitable operation when conducted in the proper manner. We present the biggest names in wrestling and charge an admission of \$1.20.

On the remaining Saturdays during the season we schedule industrial picnics. Thus, during the 18-week season, every Saturday and Sunday is filled in. Attempts to operate the park during the weekdays have proved unsuccessful, mainly due to the added expense of the operation and the inability to get large crowds to come during the week.

## Show Schedule

A rather unique policy has been devised at Buck Lake Ranch as far as the Sunday shows are concerned. The one-hour shows are given three times each every Sunday, at 1, 5 and 8 p.m. These one-hour shows are completely different, in that the first hour consists of an organ solo, community singing and four top variety vaudeville acts. The second hour show on the program consists of hillbilly entertainment featuring the top names in the business with their bands.

There is a 30-minute break between each of these hour shows in order to give the concessionaire a chance to do business. During these intermissions square and round dancing goes on in the large building known as The Wigwam at no additional charge. This particular building is also used as an emergency theater in the event of bad weather. The building seats 1,500 people.

In the original design of the park, large wells were planned to supply the necessary water for drinking fountains that are scattered throughout the grounds. There are also spacious rest rooms which are very modern and are kept clean at all times by an attendant with a no-tipping arrangement. All toilets are of the flush type with 70-pound pressure.

## Concessions

Concessions at Buck Lake

Ranch consist mostly of food which is individually housed in log buildings. Included are frozen custard, ice cream, popcorn, donuts, coffee, root beer, hot dogs, hamburgers, caramel corn, candy and candy floss. In addition, there are souvenirs and a photo booth. For the youngsters there is an area known as Kiddieland which is located along the shores of the lake, a cool and refreshing setting. It consists of three small kiddie rides, including an electric train and boats, as well as live ponies and three major rides (a Merry-Go-Round, Ferris Wheel and large Chairplane). All rides are 20 cents each, six for \$1. We own 75 per cent of the concessions ourselves, and lease out the remaining 25 per cent.

## Lots of Advertising

We use a very broad advertising program at Buck Lake Ranch, consisting of newspaper, radio, television, handbills and direct mail. We advertise regularly in 30 newspapers surrounding the 75-mile area from which we draw the bulk of our patrons. Spot announcements on five radio stations and over WKZO-TV in Kalamazoo, Mich., are also used. The combined readership of the 30 newspapers is 640,000 readers.

Attendance at Buck Lake Ranch does not vary too much from year to year. It depends completely on the weather. Average attendance for the season runs about 5,500 people per Sunday. Regardless of name attractions, weather is the most important factor in the outdoor business.

Buck Lake Ranch operates with a staff of 60 to 65 part-time employees during the season. There are 12 men in the parking area, five ticket sellers, two gate men plus the concessionaires.

A special electric light line with three 25,000-watt transformers serves the complete lighting system in the parking area, front gate, stage and Kiddieland area. Ten thousand watts of lighting are used on the stage alone for the evening shows. There are eight dressing rooms on the stage, with each act having its own dressing room together with hot and cold water facilities.

## Budget

On the operating end, about 40 per cent of the gross comes from the concessions, with the other 60 per cent coming from the front gate. There is one admission of 75 cents which covers everything. Children under 10 are admitted free, tho because of our lenient policy, most children under 12 get in free.

The big item of expense break down as follows: Talent, 30 per cent; employees, 10 per cent; advertising, 10 per cent; wrestling, 10 per cent (limiting this to just the wrestling nights, talent amounts to 50 per cent of the gate); square dance callers and bands, 3 per cent; insurance, 3 per cent; public address and utilities, 2 per cent, and depreciation, 5 per cent.

In summary, it is suggested that anyone who is thinking of going into this type of business should have a good, solid background of show business experience, together with publicity and advertising knowledge. We started our park with 30 years of training behind us. The important things in a successful operation, we think, are one admission price at the front gate for everything (except, of course, concessions), free admission for children since they are your best advertising medium in getting their parents to the park, no gambling devices of any kind such as bingo, pitch pennies, wheels or alleged games of skill and last but not least, no alcoholic beverages.

## JOLE BLON

Jole Blon has long been a legendary name in c.&w. music. Out of French folklore, Jole Blon (jolie blonde in French) means "pretty blonde" and in this country stems from the Cajun area of Louisiana whence it was imported from Canada.

This policy has won the acclaim of everyone; it stops all trouble and confusion, which usually spells grief. People who follow the hillbilly type of entertainment are very sincere, clean-living, wholesome family people who do respect this type of operation. One further thing that we have learned, and that is "huminty" is still a great word.



ELEANOR AND HARRY SMYTHE

Prior to acquiring Buck Lake Ranch in Angola, Ind., Eleanor and Harry Smythe had a diversified background in hillbilly entertainment. Included was their supervision of the "Hoosier Hop," which was presented over WOWO, Fort Wayne, Ind., for five years. For many months this jamboree was on the ABC network.

After the Smythes lost their lease at the Shrine Auditorium in Fort Wayne, from which the show emanated, they decided to investigate the possibility of opening a hillbilly park. The result of this study is Buck Lake Ranch, the operation of which Harry Smythe describes in the accompanying article.

# 'Genuine' Quality Sets Country Field Apart From Tin Pan Alley Music

Continued from page 42

1933 and also pioneered via the publication of the early song folios of veteran Bob Nolan. He is a firm believer that authenticity of material is all important in the country business.

"Country and Western people are the first to spot a 'phony' song. The latter very seldom achieve any degree of popularity and are almost always rejected."

Cross also says that the folk sheet music market is not the major source of income of a publisher. "The bulk of a publisher's revenue in the country and western market comes from performance and mechanical royalties accruing him, due to the popularity of a song he owns."

With the acceptance of country music growing steadily, publishers are keeping an eye toward the bigger pop market. The basic idea in mind is to promote a country tune popwise, where the resultant increase in mechanicals and performance royalties are, and of course, increased sheet music sales are appreciable.

## Pop Sellers

Thru the years, many tunes started in the country field and subsequently went pop.

Every country and western song however is not geared for the pop market. Folk music is generally written solely for the populace which sincerely appreciates and demands its music. Altho in the past few years a great many hillbilly tunes have moved into the pop field and become big hits, the reverse never seems to happen. The only exceptions have been with standards. Slim Whitman, via "Indian Love Call" on Imperial Records, is particularly a notable exception.

The vast changes that have taken place in the country field are seen in the present day attitude of artist and repertoire reps who now call upon country music pubs, asking, "What do you have?"

The bevy of material penned and recorded by Hank Williams prior to his death is not the "cycle" some believe it to be; rather, it reflects a "coming of age" of country music. "Cold, Cold Heart," "Kaw-Liga," "Jambalaya" and "Your Cheatin' Heart," to name but a few of Williams' tunes, are indicative of the strides made by country music in the pop field.

## Simplicity Must

"A hillbilly tune is built on simplicity" says Fred Rose. "The tunes are pretty but have to be written simply because of the people who buy the records. Country people are not well schooled musically, and therefore a song has to be easily understood."

Rose believes that Tin Pan Alley writers do not understand the simplicity that is needed in country music. This is true both melodically as well as lyrically.

Of prime importance to the country music publisher is the relationship he maintains with

songwriters, many of whom are also recording artists. Many of these are under contract to the publishers.

It is the general belief among publishers that today's crop of songwriters is turning out material with wider appeal. Yet the soulful laments penned by the unforgettable Jimmie Rodgers still live on. Today's writers, tho, are creating material that is generally conceded to be more "commercial" in its approach and more original in idea and story development.

## Exploitation

Promotion and exploitation of country music is also a separate entity from that generally identified with the pop field. Country people have relied heavily upon radio as their chief source of entertainment. In a majority of areas thruout the nation, radio provides the sole source of "canned music." Accordingly, country and western pubs have geared the bulk of their promotion efforts to radio, and, in turn, to country and western disk jockeys, program directors and station librarians.

Where country promotion differs vastly from the pop field is that the former not only demands the purely mechanical procedure of sending a disk jockey a record, but requires that a closer relationship exist between disk jockey and publisher.

Fred Rose points out that you can't sell someone in the hillbilly business a bill of goods falsely praising a record to the skies. "You just have to get people's confidence and expose a song rather than just go out and plug away."

Rose adds that the basic reason pop publishers can't get with the country business is simply because they are not in touch with them. "If I'm away from the South for six months, I lose the feel and have to work my way back into it," he says.

## "Leg Work"

Fred Stryker of Fairway Music contends that more "leg

work" is necessary in the country business. In addition to sending deejays promotion records, Stryker estimates that he mails approximately 1,000 professional copies of a tune he is working on to recording artists and radio stations.

Sy Cross' figure is even higher, mailing a total of 5,000 copies to artists, musicians and station personnel. In his business lifetime, Cross estimates that he has mailed some 400,000 song folios to those in the country music business.

As in the pop music field, song folios which years ago represented a substantial portion of a publisher's business, today are practically nonexistent. A majority of country publishers are merely carrying existing stock of folios on hand, and in almost all cases are loathe to issue new folio catalogs.

## BMI Part

A look at The Billboard's popularity charts in the country field reveals more than the statistical compilation of songs. It also reveals that almost without exception, Broadcast Music, Inc., plays an important part in the country and western scheme of things.

Because the country business was not covered adequately, BMI found the field a logical starting point. Publishers point out that their greatest source of revenue comes from performances and mechanicals, rather than from the sale of sheet music. With the licensing of the smaller radio stations thruout the country by BMI, it was a natural development that publishers should align with the group. As one veteran publisher puts it, "BMI is our grass roots organization."

In the final analysis, country music is an expression of emotions. No matter how you slice it—from Tin Pan Alley to the bayous—it's music, good music, and it sells.

## Sacred Music

Continued from page 42

the majority of sacred tunes today are handled by c.&w. houses.

In the sacred field, however, many tunes are public domain, and the publisher's function is often that of getting new lyrics penned to a well-known sacred melody in order to have "new" material. Writers of sacred music are, in many cases, the artists themselves, as illustrated by Stuart Hamblen and Martha Carson who usually wax their own tunes.

## Sheet Sales

Sheet music sales in the sacred field have been healthy considering the small amount of exposure and promotion this type of sheet music has had. Today, however, some publishers have set up racks for gospel music in Bible stores and music stores, which has helped spark additional sales. As an indication of just how strong sheet music sales of gospel music can be, one of the biggest sheet music sellers of the past eight years has been Stuart Hamblen's "It Is No Secret," published by Leeds, which has sold over 800,000 copies. "I Believe," a semi-sacred tune published by Cromwell Music, has sold close to 600,000 copies.

While both of these include sheet music sales to the pop market, sheet music sales to the specific gospel market range to well over 100,000.

## TRAINS PROVIDE COZY SYMBOL

Second to love, trains have probably been the top subject for hillbilly tunes. Many artists, including Jimmie Rodgers and Hank Snow, have specialized in train songs. The love of people in rural and hill areas for trains is of long standing. Hearing a train whistle reverberating across a valley at night is both a lonely and a warming sound. For someone whose nearest neighbor may be a few miles away, a bond of friendship is established with the train that passes by every day at the same time. By the sound and distance of a whistle the progress of a train can be followed, crossing by crossing. It's a contact with the outside world.

Trains have long been used by country people both as a timepiece and a weather predictor. These then are the reasons for the partiality to train songs in country music.



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# RADIO JAMBOREE

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THROUGH THE 50,000-WATT VOICE OF STATION WWVA

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- ★ MERV SHINER • *Coral Records*
- ★ ABBIE NEAL AND THE RANCH GIRLS • • • *Wheeling Records*
- ★ LONE PINE *RCA Victor Records*
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**NEW** **NEW ARTIST...**  
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**HIT!**



**WOMME**  
**O'DAYS**

**SNOWFLAKES**

b/w **I Just Want To Be With You**



Capitol Record No. 2668

# TENNESSEE

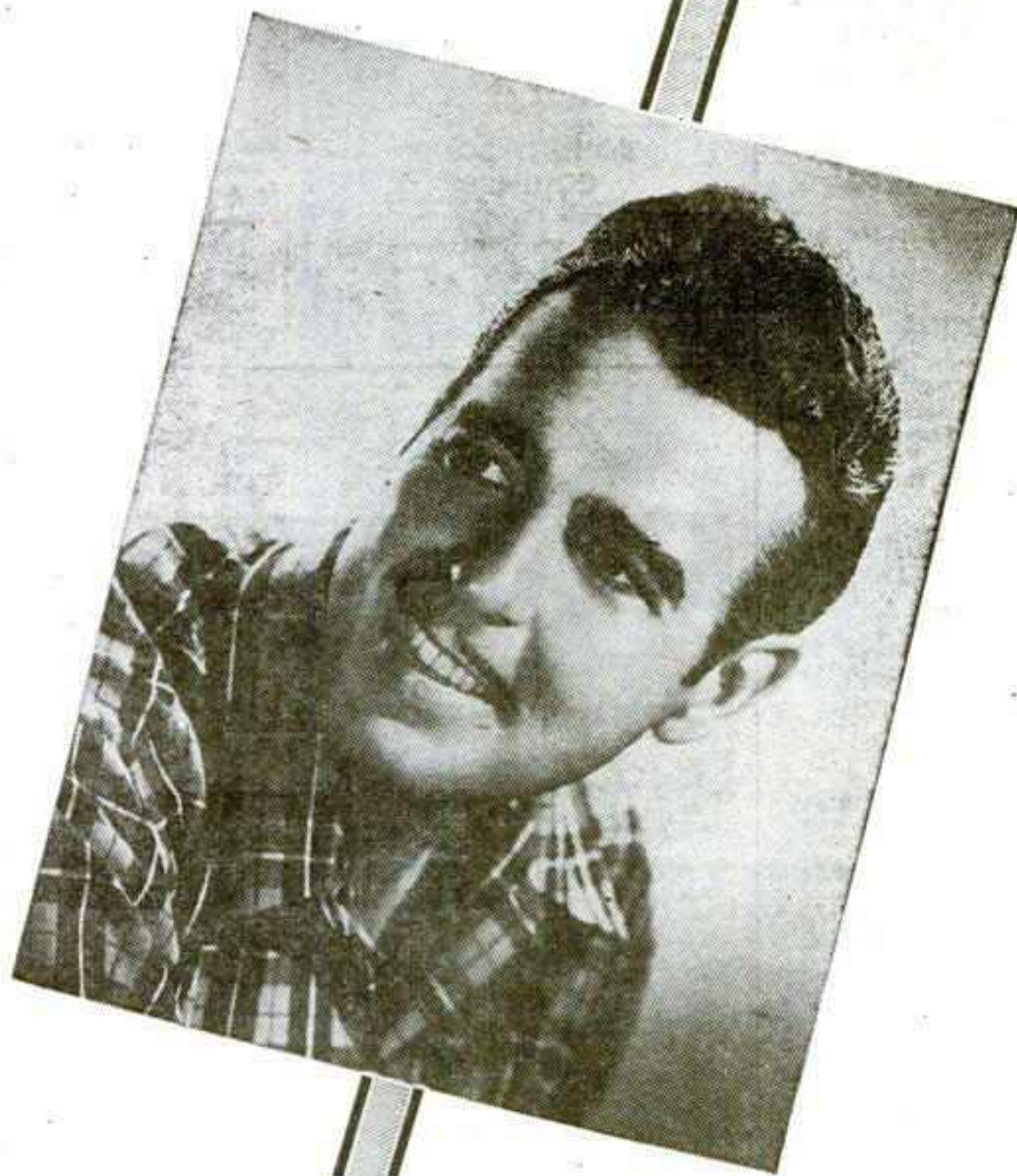
# ERNIE

**"KISS ME BIG"**

b/w

**"CATFISH BOOGIE"**

Capitol #2602



# CLIFFIE STONE

**"STEEL GUITAR RAG"**

b/w

**"THE ONE ROSE"**

Capitol #2620



# Country & Western Artists' Directory

**ROY ACUFF**  
CAPITOL  
Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Guitar  
Personal Manager: Ford Ruch  
Booking Office: J. R. Denny, WSM, Nashville

**CHARLIE ADAMS**  
COLUMBIA  
Instrument Played: Guitar  
Personal Manager: Garland DeLaMar, 4033 Maple Ave., Waco, Tex.  
Favorite Record, Own: "Baby, Let Me Kindle Your Flame"  
No. PA's per Month: 25

**GEN ADKINS**  
SRC  
Instrument Played: Piano  
Personal Manager: C. D. Adkins, 1215 Sherman, Coeur d'Alene, Idaho  
Favorite Record, Own: "Too Much"; Other: "Today" (Hank Thompson)  
No. PA's per Month: 8

**ALL-AMERICAN QUARTET**  
Radio Affiliation, Live Show: WDZ, Decatur, Ill.  
Personal Manager: G. R. Melton  
Booking Office: McCormick Gospel Booking Agency, Cherokee Hotel, Tallahassee, Fla.

**WELDON ALLARD**  
DECCA  
Radio Affiliation, Live Show: KAMQ, KFDA-TV, Amarillo, Tex.  
Instrument Played: Bass  
Personal Manager: Johnny Hathcock, 1301 Polk, Amarillo, Tex.  
Favorite Record, Own: "Luz de Mi Vida"; Other: "If I Cry" (Hank Thompson)  
No. PA's per Month: 24

**TOM ANDERSON**  
M-G-M  
Radio Affiliation, Live Show: WHAP, Hopewell, Va.  
Instrument Played: Guitar  
Personal Manager: Bill Railey, 1430 Hull St., Richmond, Va.  
Booking Office: Same  
Favorite Record, Own: "The Moon and I"; Other: "I'm With a Crowd But So Alone"  
No. PA's per Month: 10

**FRED ANGEL**  
Radio Affiliation, Live Show: WATN, Watertown, N. Y.  
Instrument Played: Guitar  
Favorite Record, Other: "Beyond the Sunset"  
No. PA's per Month: 30

**CHARLINE ARTHUR**  
RCA VICTOR  
Radio Affiliation, Live Show: KRLD, Dallas  
Instrument Played: Guitar  
Personal Manager: Jack W. Arthur, 2707 Fort Worth Ave., Dallas  
Favorite Record, Own: "Heart Break Ahead"; Other: "Jealous Heart"  
No. PA's per Month: 16

**BAILES BROS.**  
KING  
Instruments Played: Guitar, mandolin  
Personal Manager: Bailes Brothers, Box 654, Baytown, Tex.  
Favorite Record, Own: "Avenue of Prayer"; Other: "Cold, Cold Heart"  
No. PA's per Month: 20

**BAILEY BROS.**  
QUALITY, CANARY  
Radio Affiliation, Live Show: WWVA, Wheeling, W. Va.  
Instruments Played: Mandolin, guitar  
Personal Manager: Carolyn Salyer, P. O. Box 608, Wheeling, W. Va.  
Favorite Record, Own: "Bleeding Heart"; Other: "I Forgot More Than You'll Ever Know" (Davis Sisters)  
No. PA's per Month: 20

**ACE BALL**  
OKEH  
Instrument Played: Guitar  
Personal Manager: Self, Box 26, Pep, N. M.  
Favorite Record, Own: "Homeless Heart"; Other: "I Knew the Moment I Lost You" (Bob Wills)  
No. PA's per Month: 8

**DELBERT BARKER**  
QUEEN CITY  
Instrument Played: Guitar  
Booking Office: Queen City Records, 3930 Spring Grove Avenue, Cincinnati  
Favorite Record, Own: "Are You Teasing Me?"; Other: "The Little Girl in My Hometown"  
No. PA's per Month: 4

**SAMMY BARNHART**  
OKEH  
Radio Affiliation, Live Show: WNOX, Knoxville  
Instrument Played: Guitar  
Personal Manager: Self, 1006 Churchwell, Knoxville  
Favorite Record, Own: "Married for Spite"; Other: "Cold, Cold Heart"  
No. PA's per Month: 25

**BLACKWOOD BROS. QUARTET**  
RCA VICTOR  
Radio Affiliation, Live Show: WMPS, Memphis  
Booking Office: R. W. Blackwood, 186 Jefferson Ave., Memphis  
Favorite Record, Own: "One Step"  
No. PA's per Month: 25

**BLUE RIDGE QUARTET**  
GOTHAM  
Radio Affiliation, Live Show: WSPA, Spartanburg, S. C.  
Personal Manager: Elmo Fagg  
Booking Office: McCormick Gospel Booking Agency, Cherokee Hotel, Tallahassee, Fla.  
No. PA's per Month: 10

**JOHNNY BOND**  
COLUMBIA  
Instrument Played: Guitar  
Favorite Record, Own: "Oklahoma Waltz"; Other: "I'm Lonely and Blue" (J. Rodgers)  
No. PA's per Month: 10

**LEE BONDS**  
CAPITOL  
Radio Affiliation, Live Show: WGWD, Gadsden, Ala.; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: Chester Studdard, 504 Polk St., East Gadsden, Ala.  
Favorite Record, Own: "Undecided Heart"; Other: "The Wild Side of Life"  
No. PA's per Month: 20

**HARRY BOOHER**  
Instruments Played: Guitar, harmonica  
Personal Manager: Self, R.F.D. 2, Box 6, Sistersville, W. Va.  
Favorite Record, Own: "I Am Not Coming Back"; Other: "My Old Pal" (Jimmie Rodgers)

**DONNIE BOUSHIER**  
KING  
Radio Affiliation, Live Show: WJEL, Springfield, O.  
Instrument Played: Guitar  
Personal Manager: Odie Boushier, 1338 Dayton Ave., Springfield, O.  
Booking Office: Bob Yonch, WJEL, Springfield, O.  
Favorite Record, Own: "I Cried in My

Sleep"; Other: "Jambalaya" (Hank Williams)  
No. PA's per Month: 8

**CECIL BOWERS**  
Radio Affiliation, Live Show: WACA, Camden, S. C.; As DJ: Same  
Instrument Played: Violin  
No. PA's per Month: 12

**CHUCK BOWERS**  
CHOICE  
Instrument Played: Guitar  
Booking Office: H & S Enterprises, 3140 Paseo, Kansas City, Mo.  
Favorite Record, Own: "Pin-Ball Boogie"; Other: "Bumming Around"  
No. PA's per Month: 24

**ROD BRASFIELD**  
Radio Affiliation, Live Show: WSM, Nashville  
Booking Office: WSM Artist Service, WSM, Nashville  
Favorite Record: "Just Sorta Wondering"  
No. PA's per Month: 10

**ROMEO BRINKLEY**  
FAIRFAX  
Radio Affiliation, Live Show: WATL, Atlanta

Instrument Played: Guitar  
Personal Manager: Tom Gibson, Box 84, Hapeville, Ga.  
Favorite Record, Own: "Can't You Tell That I'm in Love With You?"; Other: "I Walk Alone" (Eddy Arnold)  
No. PA's per Month: 8

**AL BRITT**  
M-G-M  
Radio Affiliation, Live Show: WVMT, Biloxi, Miss.  
Instrument Played: Guitar  
Favorite Record, Own: "Wishing Ring"; Other: "Your Cheatin' Heart" (Hank Williams)

**ELTON BRITT**  
RCA VICTOR  
Radio Affiliation, Live Show: WCOP, Boston  
Instrument Played: Guitar  
Booking Office: Jolly Joyce Agency, 1011 Chestnut St., Philadelphia

**IRVIN (VIN) J. BRUCE**  
COLUMBIA  
Instrument Played: Guitar  
Personal Manager: A. J. Pettit, Cut Off, La.  
Favorite Record, Own: "I'm Gonna Steal



**SONNY JAMES**  
CAPITOL RECORDS  
"I Forgot More Than You'll Ever Know"  
CAPITOL — 2508

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**ARLIE DUFF**  
STARDAY RECORDS  
"You-all Come"  
STARDAY — 104

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**BOBBY WILLIAMSON**  
RCA-VICTOR RECORDS  
"Bummin' Around"  
RCA-VICTOR — 20-5158

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**CURLY SANDERS**  
IMPERIAL RECORDS  
"Love 'em Country Style"  
IMPERIAL — 8197

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**JOE BILL**  
IMPERIAL RECORDS  
"I Saw Your Name in the Paper"  
IMPERIAL — 8216

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"MR. HILLBILLY" of the Southwest  
DECCA RECORDS • KING RECORDS

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**SLIM HARBERT & MOLLIE ANN**  
GOSPEL SONGS  
Stars of Tomorrow

My Baby Back"; Other: "The Little Girl in My Hometown" (Carl Smith)  
No. PA's per Month: 20

**SONNY BURNS  
STARDAY**

Instrument Played: Guitar  
Personal Manager: Jack Starns, Box 1689, Beaumont, Tex.  
Favorite Record, Own: "Blue, Blue Rain";  
Other: "Y'All Come"  
No. PA's per Month: 16

**JIMMY BYRANT  
CAPITOL**

Radio Affiliation: KXLA, Pasadena, Calif.  
Instrument Played: Guitar  
Booking Office: Century Songs, 4527 Sunset Blvd., Hollywood 27  
Favorite Record, Own: "Red Head Polka"  
No. PA's per Month: 15

**SLIM BRYANT  
M-G-M**

Radio Affiliation, Live Show: KDKA, Pittsburgh  
Favorite Record, Own: "Eeny Meeny Dixie Deeny"; Other: "Anytime" (Eddy Arnold)  
No. PA's per Month: 12

**JERRY BYRD  
MERCURY**

Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Guitar  
Favorite Record, Own: "Limehouse Blues"

**CARLISES  
MERCURY**

Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Guitar  
Personal Manager: Tillman Franks, WSM Artist Service, Nashville  
Favorite Record, Own: "No Help Wanted";  
Other: "Lovesick Blues" (Hank Williams)  
No. PA's per Month: 20

**JENKS "TEX" CARMAN  
CAPITOL**

Radio Affiliation, Live Show: KXLA, Pasadena, Calif.  
Instrument Played: Guitar  
Favorite Record, Own: "End of the World"  
No. PA's per Month: 4

**CAROL SISTERS  
ALEXANDER**

Instruments Played: Guitar, piano

Personal Manager: Jerrie Filoramo, 2369 86th Street, Brooklyn

Favorite Record, Own: "Baby Why Don't You Stop Teasing Me?"; Other: "Dear John" (J. Shepard)  
No. PA's per Month: 12

**BILL CARSON**

Radio Affiliation, Live Show: WWL, New Orleans  
Instrument Played: Guitar  
No. PA's per Month: 12

**COWBOY DICK CARSON**

Instrument Played: Guitar  
Favorite Record, Own: "At Twilight Time"  
No. PA's per Month: 25

**MARTHA CARSON  
CAPITOL**

Radio Affiliation, Live Show: WSM, Nashville  
Personal Manager: X. Cosse, 3415 Trimble Road, Nashville  
Booking Office: WSM Artists Bureau, WSM, Nashville  
Favorite Record, Own: "Satisfied"  
No. PA's per Month: 25

**CARTER SISTERS  
COLUMBIA**

Radio Affiliation, Live Show: WSM, Nashville  
Booking Office: J. R. Denny, WSM, Nashville

**ESTHER CASTEEL  
WESTERN RANCH**

Booking Office: Western Ranch Music, Box 48, Thornton, Calif.  
Favorite Record, Own: "Old Heart"; Other: "Vaya Con Dios"

**FREDDIE CHAPMAN  
CAPITOL**

Radio Affiliation, Live Show: WBAX, Wilkes-Barre, Pa.; As DJ: Same  
Instrument Played: Guitar  
Favorite Record, Own: "Pickin' Sweethearts"; Other: "Marriage Vows"  
No. PA's per Month: 10

**MARY JO CHELETTE  
STARDAY**

Radio Affiliation, Live Show: KPAC, Port Arthur, Tex.  
Personal Manager: Neva Starns, Box 1689, Beaumont, Tex.

Favorite Record, Own: "Catfishing"; Other: "Y'All Come"  
No. PA's per Month: 15

**LEW CHILDRE**

Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Guitar  
Booking Office: Artist Service, WSM, Nashville  
Favorite Record, Own: "Elevated Train"

**ZEKE CLEMENTS  
M-G-M**

Radio Affiliation, Live Show: WSB-TV & TV, Atlanta  
Instrument Played: Guitar  
Personal Manager: LeRoy Abernathy, Canton, Ga.  
Favorite Record, Own: "There's Poison Your Heart"; Other: "Just a Little Lovin'"

**MARY SUE CLERE**

Radio Affiliation, Live Show: KWSH, Seminole, Okla.  
Favorite Record: "A Dear John Letter"  
No. PA's per Month: 4

**BETTY CODY  
RCA VICTOR**

Radio Affiliation, Live Show: WWV, Wheeling, W. Va.  
Instrument Played: Guitar  
Booking Office: Gene Johnson, WWV, Artist Bureau, Wheeling, W. Va.  
Favorite Record, Own: "I Found Out More Than You Ever Knew"; Other: "How the World Treating You?" (Eddy Arnold)  
No. PA's per Month: 20

**TOMMY COLLINS  
CAPITOL**

TV Affiliation, Live Show: KERO-TV, Bakersfield, Calif.  
Instrument Played: Guitar  
Personal Manager: Ferlin Husky

**SPADE COOLEY  
DECCA**

Instrument Played: Violin  
Booking Office: Spade Cooley Enterprises, 8746 Sunset Blvd., Hollywood  
Favorite Record, Own: "Devil's Dream"  
Other: "Steel Guitar Rag"  
No. PA's per Month: 20

**CHES COOPER**

Radio Affiliation, Live Show: CFCY, Charlottesville, P.E.I.; CFNB, Fredericton, N.B.; As DJ: CFCY  
Instrument Played: Guitar  
Favorite Record: "Each Minute Seems Million Years" (Eddy Arnold)

**WILMA LEE AND  
STONEY COOPER  
COLUMBIA**

Radio Affiliation, Live Show: WRVA, Richmond, Va.  
Instruments Played: Guitar, bass  
Booking Office: Old Dominion Shows, Inc., WRVA Theater, Richmond, Va.  
Favorite Record, Own: "Idle Gossip Idle Words"; Other: "Tennessee Blues" (Hardrock Gunter)  
No. PA's per Month: 21

**COWBOY COPAS  
KING**

Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Guitar  
Booking Office: WSM Artist Bureau, WSM, Nashville  
Favorite Record, Own: "Filipino Baby"; Other: "Daddy Dear," (J. Rodgers)  
No. PA's per Month: 20

**BLACKIE CRAWFORD  
STARDAY**

Radio Affiliation, As DJ: KJIM, Beaumont, Tex.  
Instrument Played: Guitar  
Personal Manager: Jack Starns Jr., Box 1689, Beaumont, Tex.  
Favorite Record, Own: "Hurtin' Deep Inside"; Other: "One Has My Name"  
No. PA's per Month: 25

**CRUSADERS  
BIBLETONE**

Radio Affiliation, Live Show: WYOC, Birmingham  
Personal Manager: Bervin Kendrick  
Booking Office: McCormick Gospel Booking Agency, Cherokee Hotel, Tallahassee, Fla.  
No. PA's per Month: 12

**JIMMIE DALE  
ORIGINAL**

Radio Affiliation, Live Show: WAAT, Newark, N. J.  
Instrument Played: Guitar  
Personal Manager: Roger Lenger, State Theater Bldg., Jersey City, N. J.  
Booking Office: Johnny Carr, 48 Hobson St., Newark, N. J.  
Favorite Record, Own: "Tennessee Ghost Train"; Other: "Mansion on the Hill" (Hank Williams)  
No. PA's per Month: 24

**JIMMIE DALLAS  
SHO-ME**

Radio Affiliation, As DJ: KIMO, Independence, Mo.  
Instrument Played: Guitar  
Favorite Record, Own: "Flame of Love"; Other: "I Saw the Light" (Hank Williams)  
No. PA's per Month: 6

**JOHN DANIEL QUARTET  
TENNESSEE**

Radio Affiliation, Live Show: WLAC, Nashville  
Personal Manager: John Daniel  
Booking Office: McCormick Gospel Booking Agency, Cherokee Hotel, Tallahassee, Fla.  
No. PA's per Month: 15

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(Continued on page 78)

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# COWBOY COPAS

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and  
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Personal Appearance Records  
His Specialty

Current Release

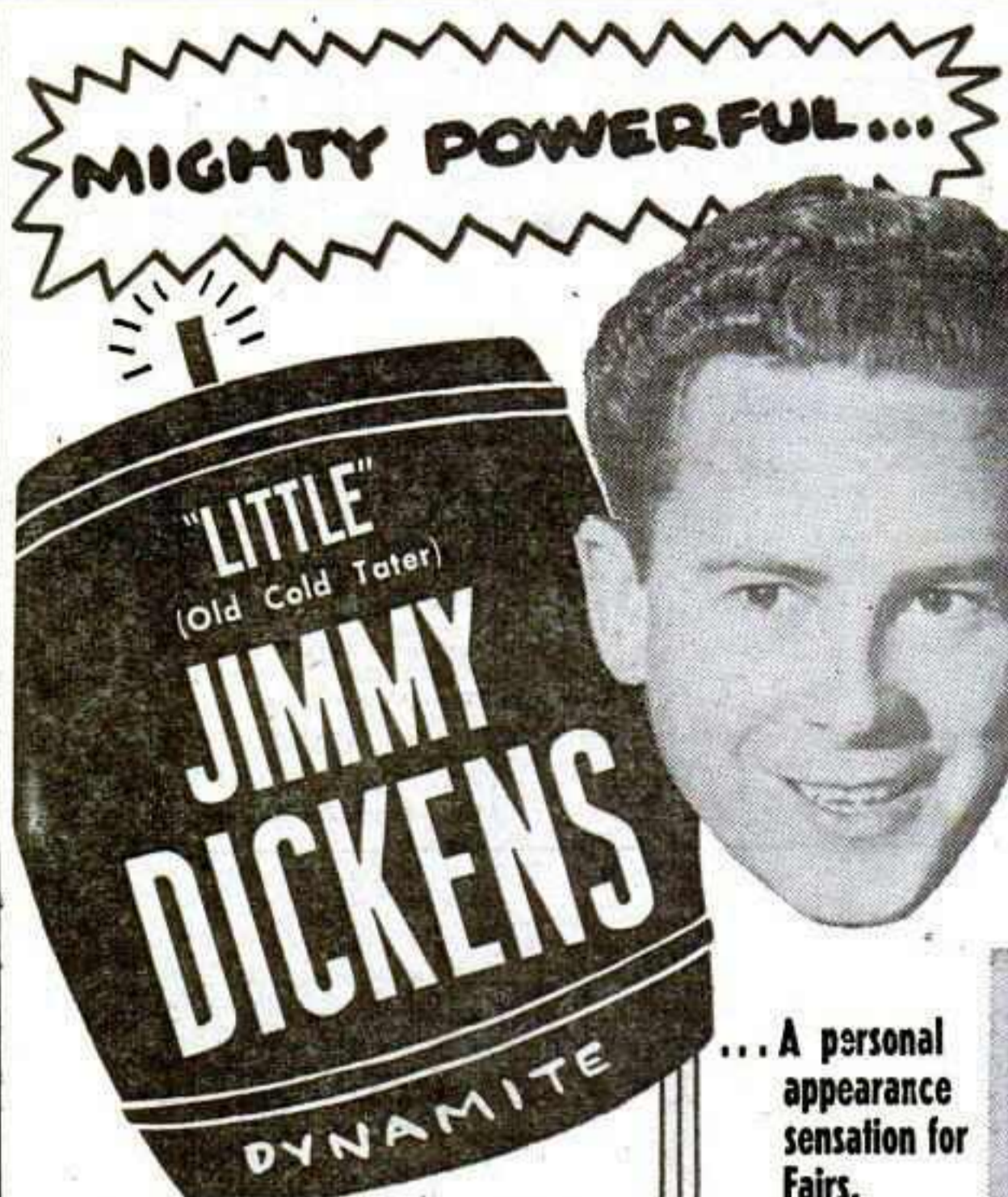
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and

## A HEARTACHE AGO

King #1274

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WSM Artist Service Bureau  
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ON CHRISTMAS**  
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For available dates contact  
**WSM ARTISTS SERVICE BUREAU**  
Nashville, Tenn.



# DARRELL GLENN



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Here is the seventeen-year-old Texan who sparked "Crying in the Chapel"

... who created such excitement among the teen-age set

during his recent personal appearance tour with Bob Hope.

Darrell's newest two-sided hit "I Think I'm Falling in Love With You"

and "Only a Pastime" has sent disc jockeys back for a "second look"

at his sincere, religious version of "Chapel"

as a perfect song for the coming Christmas Season.

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146 WEST 54TH STREET  
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for congregating so many  
of our Country and Western  
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It was sure great seeing  
all you guys there  
Nat

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COWBOY COPAS	Blue Waltz	King 1274
THE DAVIS SISTERS	Sorrow and Pain	RCA 20/47-5460
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RED GARRETT	Moon Tan	RCA 20/47-5499
CURTIS GORDON	Tell 'Em No and Little Bo-Peep	RCA 20/47-5550
DARRELL GLENN	Only a Pastime	Valley 109
HAWKSHAW HAWKINS	When You Say Yes	RCA 20/47-5549
HOMER AND JETHRO	Hey Schmo	RCA 20/47-5555
GRANDPA JONES	That New Vitamine	RCA 20/47-5475
SHORTY LONG	Who Said, I Said That? and I Got Nine Little Kisses	Valley 108
KEN MARVIN	Right Kind of Love	RCA 20/47-5540

### THESE JUST WON'T QUIT ...

EDDY ARNOLD	How's the World Treating You	RCA 20/47-5305
CARL SMITH	Hey, Joe	Columbia 21129
KITTY WELLS	Hey, Joe	Decca 28797

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 double on a sweet sounding cash register  
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WSM's Opry artists have played 2,895 stage shows to capacity audiences this year throughout the United States and Canada . . . proof positive that they're pulling stronger than ever.

And that surprises no one, least of all Billboard, which headlined three months ago: "RURAL STARS THRIVE AS CITY ACTS STRIVE."

So the old story still holds true: there's nothing the matter with show business that good shows can't cure. Grand Ole Opry units on the road were consistent money makers again in 1953. To find out how they can be money-makers for you in 1954, check with our Artists' Service Bureau.



Jim Denny, Director

**WSM**

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Nashville, Tennessee

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COWBOY

# GENE AUTRY

Mr.  
CHRISTMAS  
HIMSELF...



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MARRY SANTA CLAUS"

and

"SLEIGH BELLS"

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## FOLK TALENT AND TUNES

By JOEL FRIEDMAN

Hawkshaw Hawkins purchased two coon dogs during a recent appearance in Summerfield, O. He's featuring a new black light color on his suits and guitar that is going over exceptionally well. . . . Doc Williams, WWVA, Wheeling, W. Va., is making a three-week tour of New Brunswick and Nova Scotia, playing to full houses every night. . . . The No. 1 unit of WWVA's "Jamboree" played Niagara Falls, N. Y., November 15, with Betty Cody and Lone Pine headlining the bill. Group played with the s.r.o. sign out. . . . Pee Wee King has a schedule that'd just about run any man wild. Pee Wee has a weekly Wednesday night TV show from Cleveland's WEWS-TV, Thursday nights via Louisville's WAVE-TV, and a coast-to-coast radio show via NBC on Saturday nights. In between he manages to sandwich in some personal appearances, with dates already lined up thru December 12. He's booked for Henderson, Ky., November 27; Sheboygan, Wis., 28; Kaukana, Wis., 29; Louisville December 5, and Fort Knox, Ky., 11-12. . . . Goldie Hill set for motion pictures, having completed her first screen test successfully.

Lee Thomas, singing guitarist and songscribe out of New England, now a senior at the University of Connecticut and working week-end club dates with a cocktail combo. He was formerly heard on the "Down Homers" NBC network show from WTIC, Hartford, Conn. . . . Square dancing really had a ball recently when more than 60 callers from New York, Connecticut and Pennsylvania gathered at Haledon, N. J., for a midnight jamboree before approximately 500 enthusiasts. The popularity of square dancing continues to grow, for which you can attribute same to such veteran callers as Red LaFarge and Chuck Zintel, among many others. . . . Eddie Willis has just signed a recording contract with Gilt-Edge Records. . . . Lee Bonds' wife, Martha, makes her bow as a country singer at the "Midway Jamboree," Gadsen, Ala. . . . Ferlin Huskey and Jean Shepard currently playing a series

of dates thru the State of Washington, set by Buck and Sunny agency, Medford, Ore. The team may be set with a series of dates in Hawaii next month, pending settlement of final negotiations. . . . "Hillbilly Jamboree" at the Circle Theater, Cleveland, going great guns, reports Tom Edwards. Gang had Merv Shriner as their guest recently, with Roy Scott and His Harmony Boys set, to be followed by Hawkshaw Hawkins on December 5. . . . Tom's country and western show to be lengthened shortly from its present three and a half hour run via WERE, Cleveland.

Dean Hooks named president of the Texas chapter of the Lee Bonds Fan Club. . . . Mrs. Billie Kay new prexy of the Webb Pierce Fan Club. . . . Shirley Winters and Texas Chris Pream still packing 'em in week-ends at the Scandia Ballroom, Garwood, N. J. . . . Tommy Sands recently completed a series of shows with the Minnie Pearl troupe around Galveston and Liberty, Tex., and also had a TV guest shot via KGUL-TV, Houston. . . . Texas Bill Strength had a capacity turnout recently at the "Hillbilly Jamboree" staged at Atlanta's Municipal Auditorium, featuring Homer and Jethro, Mac Wiseman, Jimmy Skinner, Bonnie Lou and a host of local talent.

Tom Brennen appearing Saturday nights at Foreman Phillips "County Barn Dance," Baldwin Park, Calif. . . . Brother Tommy, WXGI, Richmond, Va., reports the station had a power failure recently, with an unprecedented number of phone calls swamping their switchboard inquiring "what's happened to the country music?" . . . Art Barrett now airing via WAVY, Portsmouth, Va. . . . Leo Daily handling the "Reveille Round-Up" chores at KXA, Seattle, with two hours of programing daily. . . . Norman Miller and his Drifting Texans going great guns around Victoria, Tex., we learn. . . . Cliff Rogers, WHKK, Arkon, ensed the "Opry" at the Arkon Armory with the Carter Family, Lester Flatt and Earl Scruggs, the Foggy Mountain Boys and

(Continued on page 75)

You uns shore  
have been  
powerful good  
to this ole  
gravy sopper.  
Im a hog about you

# EDDIE HILL

W YES M'AM



*America's*

*Top Country Piano Player*



*featured star*

**WSM  
GRAND OLE OPRY  
WSM-TV**



*exclusively*



*latest release . . .*

**I DONE IT  
and  
GRANDPA  
STOLE MY  
BABY**

**King #1244**

**MOON**

**MULLIGAN**

*Direction:*

**JAMES DENNY**

**WSM ARTISTS SERVICE BUREAU  
WSM, NASHVILLE, TENN.**

The Billboard's Music Popularity Charts

# TOP C&W RECORDS

... For Week Ending November 28

## This Week's New 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.

- |                      |  |  |
|----------------------|--|--|
| Dallas-Fort Worth... | <b>HEARTBREAK</b><br>WAKE UP, IRENE                            | C. Arthur, Victor 20-5485                          |
| Nashville...         | <b>BIMBO</b><br>I WOULDN'T TREAT A DOG LIKE YOU'RE TREATIN' ME | H. Thompson, Capitol 2646<br>J. Reeves, Abbott 148 |
| New Orleans...       | <b>BIMBO</b>   | F. Huskey, Capitol 2627<br>J. Reeves, Abbott 148   |

## 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.

### Cincinnati

1. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
2. Dear John Letter  
J. Shepard-F. Huskey, Capitol
3. There Stands the Glass  
W. Pierce, Decca
4. Let Me Be the One  
H. Locklin, Four Star
5. North Wind  
S. Whitman, Imperial
6. Sorrow and Pain  
Davis Sisters, Victor
7. I'm Allergic to Your Kisses  
J. Skinner, Decca
8. Caribbean  
M. Torok, Abbott
9. Tennessee Wig-Walk  
B. Lou, King
10. When Mexican Joe Met Jole Blon  
H. Snow, Victor

### Dallas-Ft. Worth

1. There Stands the Glass  
W. Pierce, Decca

2. You All Come  
A. Duff, Starday
3. It's Been So Long  
W. Pierce, Decca
4. Heartbreak Ahead  
C. Arthur, Victor
5. Wake Up, Irene  
H. Thompson, Capitol
6. Let Me Be the One  
H. Locklin, Four Star
7. Hey, Joe  
C. Smith, Columbia
8. When Mexican Joe Met Jole Blon  
H. Snow, Victor
9. Bimbo  
J. Reeves, Abbott
10. Yesterday's Girl  
H. Thompson, Capitol

### Houston

1. There Stands the Glass  
W. Pierce, Decca
2. Bimbo  
J. Reeves, Abbott
3. North Wind  
S. Whitman, Imperial
4. Hey, Joe  
C. Smith, Columbia
5. You All Come  
A. Duff, Starday

6. I Found Out More Than You Ever Knew  
B. Cody, Victor
7. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
8. Release Me  
J. Heap, Capitol
9. Weary Blues From Waitin'  
H. Williams, M-G-M
10. Hopeless Love  
L. Frizzell, Columbia

### Memphis

1. There Stands the Glass  
W. Pierce, Decca
2. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
3. Let Me Be the One  
H. Locklin, Four Star
4. Shake a Hand  
R. Foley, Decca
5. Hey, Joe  
C. Smith, Columbia
6. Tennessee Wig-Walk  
B. Lou, King
7. When Mexican Joe Met Jole Blon  
H. Snow, Victor
8. I Found Out More Than You Ever Knew  
B. Cody, Victor
9. Why Don't You Open the Door  
York Brothers, King
10. Pa-Paya Mama  
B. Lou, King

### Nashville

1. Satisfaction Guaranteed  
C. Smith, Columbia
2. There Stands the Glass  
W. Pierce, Decca
3. Let Me Be the One  
H. Locklin, Four Star
4. I Wouldn't Treat a Dog Like You're Treatin' Me  
F. Huskey, Capitol
5. When Mexican Joe Met Jole Blon  
H. Snow, Victor
6. I Forgot More Than You'll Ever Know  
Davis Sisters, Victor
7. Kiss Me Big  
Tennessee Ernie, Capitol
8. Tain't Nice  
Carlisles, Mercury
9. Forgive Me, John  
J. Shepard-F. Huskey, Capitol
10. My Wasted Past  
E. Tubb, Decca



"The Boy With the Grin in His Voice"

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**CHAS. WRIGHT**

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Dallas, Texas

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**America's Most Colorful Western and Hillbilly Band**  
**NOW ON COLUMBIA RECORDS**

**ROSE MADDOX**

- "JUST ONE MORE TIME"
- "KISS ME LIKE CRAZY" #21171
- "I'M A LITTLE RED CABOOSE"
- "WASTED YEARS" #21155
- "I'D RATHER DIE YOUNG"
- "THE NIGHTINGALE SONG" #21127

**MADDOX BROS. & ROSE**

- "KISS ME QUICK AND GO"
- "I WON'T STAND IN YOUR WAY" #21181
- "ON MEXICO'S BEAUTIFUL SHORES"
- "A WOON' WE WILL GO" #21146
- "NO HELP WANTED"
- "HEARTS AND FLOWERS" #21065

**New Orleans**

1. **Bimbo**  
J. Reeves, Abbott
2. **Release Me**  
J. Heap, Capitol
3. **There Stands the Glass**  
W. Pierce, Decca
4. **When Mexican Joe Met Jole Blon**  
H. Snow, Victor
5. **Kiss Me Big**  
Tennessee Ernie, Capitol
6. **I Forgot More Than You'll Ever Know**  
Davis Sisters, Victor
7. **Sorrow and Pain**  
Davis Sisters, Victor
8. **I'm Walking the Dog**  
W. Pierce, Decca
9. **Tennessee Wig-Walk**  
B. Lou, King
10. **Let Me Be the One**  
H. Locklin, Four Star

**FOLK TALENT AND TUNES**

• Continued from page 72

Smilin' Eddie Hill featured. . . . Bob Neall, WMPS, Memphis, worked two weeks with the Johnnie and Jack show recently. Also planning a week each with the Carlisles and Lonzo and Oscar. Charlie Lewis, KNAL, Victoria, Tex., reports that the station has received its television construction permit for Channel 19 in that area. . . . Radio Station KDET, Center, Tex., staged a hoopla recently during the annual East Texas Fox Hunt at Boles Field Fox Bowl, with Mitchell Torok guesting. Leon Sanders emceed the show. . . . Don Andrews, WSGW, Saginaw, Mich., in need of guest stars and country and western records. . . . Ken Ritter staging a weekly Saturday night three-hour show from City Auditorium in Beaumont, Tex. . . . Uncle Eb Brown takes time out from his chores at WGST, Atlanta, to attend the "Grand Ole Opry" convention in Nashville. . . . Sheldon Horton, WVAM, Saxton, Pa., now serving as chairman of the Heart Association campaign and also as director for the polio and cancer funds for 1953-'54. . . . Joe Morris back at the program director's helm at WKDK, Newberry, S. C.

**C & W Record Reviews**

• Continued from page 26

**CHUCK WELLS**  
*If You Could Be Just Mine* . . . . .72  
COLUMBIA 21183—Wells is wishing hard on this side and if good singing makes wishes come true, he should have no trouble. He's a fine warbler. (Ridgeway, BMI)  
*Just A-lookin' Around* . . . . .68  
Another nice effort by the new artist. (Ridgeway, BMI)

**BILL DUDLEY**  
*If I Cry* . . . . .72  
CAPITOL 2662—The singer sells this love ballad very sadly. It should pull a lot of spins in the country market. (Acuff-Rose, BMI)  
*The Best Way Out* . . . . .68  
Bill Dudley does a good job on a truly sad weeper. (Beechwood, BMI)

**THE LONESOME PINE FIDDLERS**  
*Lonesome Pine Breakdown* . . . . .71  
V 20-5526—The string group's guitars and fiddle sparkle in this brisk little instrumental item.  
*Five String Rag* . . . . .71  
More of the same here.

**PORTER WAGONER**  
*The Flame of Love* . . . . .71  
V 20-5527—Here's a good country ballad done up warmly by Wagoner.  
*Dig That Crazy Moon* . . . . .70  
This is cute material. The chanter takes the current craze for "crazy talk" and evolves from it a nice little country item. (Barton, BMI)

**SHER WOOLEY**  
*I'll Return the Letters* . . . . .69  
M-G-M 11641 — Wooley sings this tear-jerker with appropriate feeling.  
*Goodbye Texas, Hello Tennessee* . . . . .66  
Wooley has an amiable theme here which he sings in a pleasant, care-free style.

**BILL MONROE**  
*The Little Girl*  
*and the Dreadful Snake* . . . . .69  
DECCA 28878—Story ballad about a woodland adventure is mighty sad and preaches a moral, too. Likely to attract country spins. (Tannen, BMI)  
*Memories of Mother and Dad* . . . . .64  
Back country slicing pleases. (Bellemeade, BMI)

**ROY ACUFF**  
*Sweep Around Your Own Back Door* . . . . .68  
CAPITOL 2642 — Acuff does an agreeable job with a light novelty item which ops in country areas could use to grab some coin. (Acuff-Rose, BMI)  
*Swamp Lily* . . . . .67  
Semi-ranchero beat sparks an above-average reading on which the fiddle and piano add interest. (Acuff-Rose, BMI)

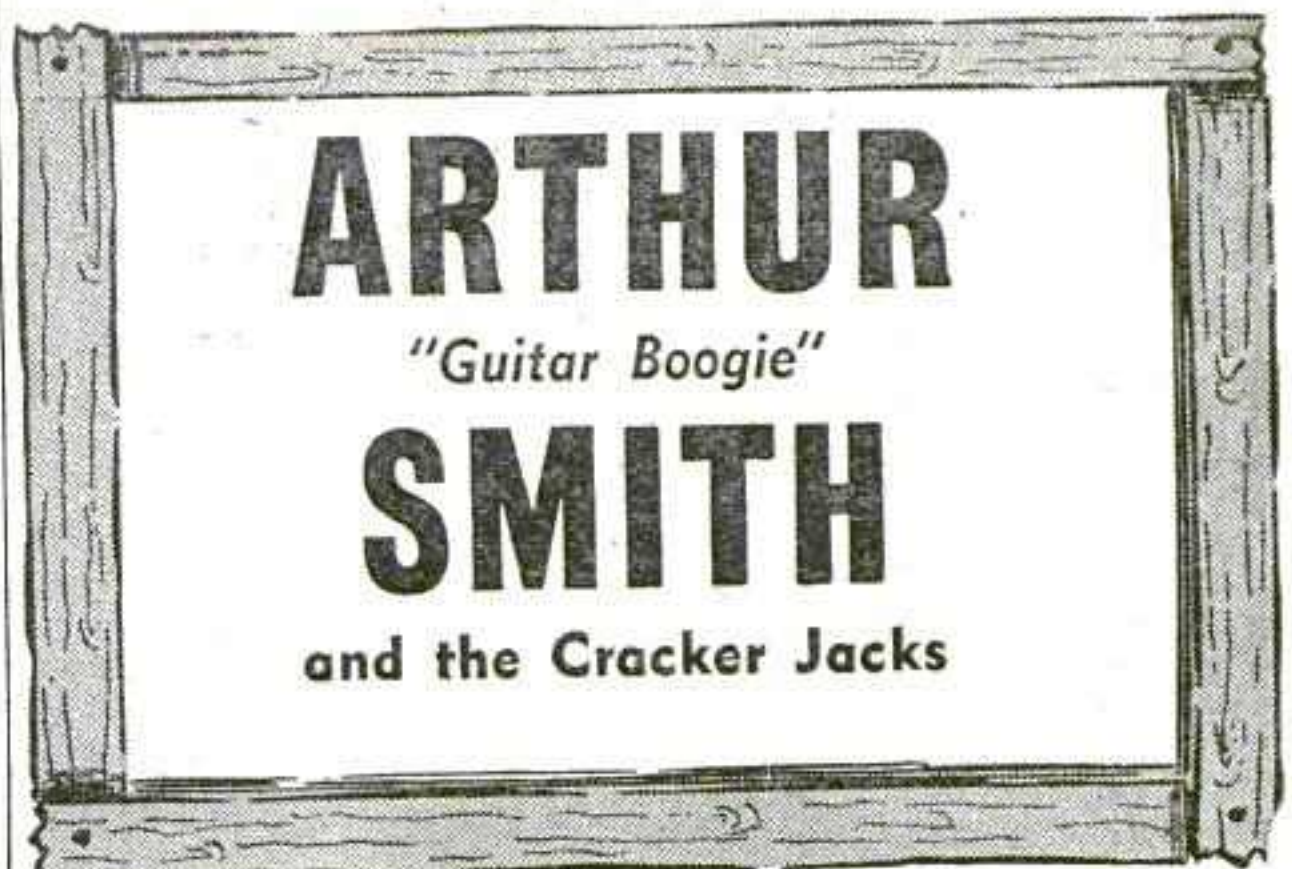
**EDDIE DEAN**  
*Bimbo* . . . . .68  
ODE 1710—A cover record of a tune currently kicking up interest in both the pop and hillbilly markets. Dean's delivery is effective and gets spirited support from his group. Could cull some coin. (Fairway, BMI)  
*No, No, Not Grandma* . . . . .63  
Dean and his Golden Cowboys sing the praises of the old-fashioned girl. (Muse, BMI)

**PAT AND EDNA PATTERSON**  
*Pork and Beans* . . . . .65  
FRANZ SCHUBERT MUSIC — The boy-girl team deliver a light novelty for a good hunk of wax material for jocks. The ode to pork and beans even includes a squealing pig!  
*Off We Go* . . . . .63  
Same team does okay with another bounce item.

**Coral Enters C.&W., Plans Release Sked**

NEW YORK, Nov. 28.—Coral Records is entering the country and western field with a regular release schedule. Initially, releases will be pushed out at the rate of three and four records per month, according to artists and repertoire topper Bob Thiele. Thiele trekked to Nashville last week to attend WSM's Disk Jockey Festival and establish contacts with artists, publishers, deejays and writers. He intends to travel to Nashville every three months to keep in touch with the field. Additionally, he has appointed Johnny Thompson to head up the Coral c.&w. operation in Nashville. Thompson has been with Coral in a sales capacity for 18 months, during which period he opened Coral's Cincinnati and Atlanta branches. He will continue in a sales capacity as a divisional executive covering Southern territories. Thiele has pruned Coral's c.&w. roster to three artists—Tommy Sosebee, Texas Bill Strength and Abbey West. He is negotiating with two name artists.

**A GREAT NAME in a GREAT BUSINESS**



Seen and Heard on Charlotte's Big 2

**WBTV and WBT**



Exclusive on MGM Records Newest Release  
**YOU'RE OFF LIMITS**  
Vocal by Tommy Faile and  
**OKLAHOMA POLKA**  
MGM #11605

**CENTRAL SONGS, INC.**

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For The Cooperation  
We Have Received From  
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HOLLYWOOD 27, CALIFORNIA

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Hillbilly Comedians

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WLS National Barn Dance  
every Saturday night

Don McNeill's Breakfast  
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"ALL I WANT FOR  
CHRISTMAS IS MY  
UPPER PLATE"

"I SAW MOMMY  
SMOOCHIN' SANTA  
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Coast to Coast at Leading  
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**TOP STANDARDS**

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"DON'T LET THE STARS GET  
IN YOUR EYEBALLS"  
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Personal Management

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Thanks to **EVERYONE**

who made these HITS possible!  
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"I FORGOT MORE  
THAN YOU'LL  
EVER KNOW"

Coming up strong in Billboard  
and Cash Box on all charts

"NORTH WIND"

AND NOW

HEADING STRAIGHT FOR THE TOP!  
Pick of the week in Billboard  
and Bull's-Eye in Cash Box

"BIMBO"

**FAIRWAY MUSIC CORP.**

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THEY'RE DYNAMITE on TNT  
78 and 45 RPM

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RICOCHET**



b/w  
FOR OLD TIME'S  
SAKE  
(TNT-100P)  
This One Can't Miss

**JACOBY BROTHERS**



**CANNONBALL**  
b/w  
WARMED OVER LOVE  
(TNT-1004)  
Operators Report Top Money!

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THE RED DECK OF CARDS**



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SEARCHING FOR YOU,  
BUDDY  
(TNT-1003)  
Original Exposé of Communism

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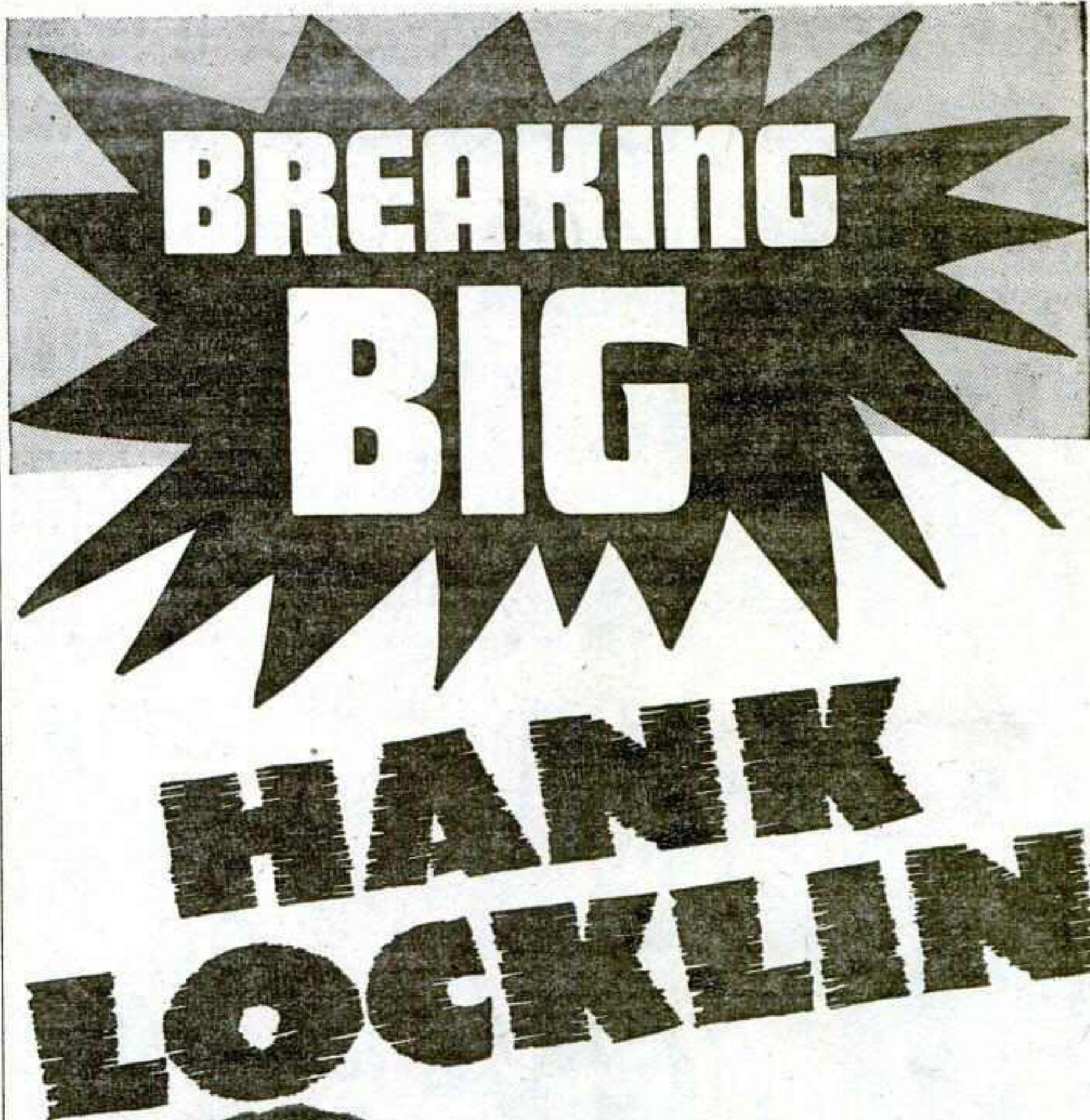
San Antonio, Texas



The Billboard's Music Popularity Charts

# TOP C & W RECORDS

... For Week Ending November 28



with...  
**LET ME BE THE ONE**

Four Star 1641

Also... Riding High  
**LESSONS IN LOVE**  
Decca 28826

Heard Daily on KMCO,  
Conroe, Tex.



FOR PERSONAL APPEARANCES THAT COUNT..!

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Beaumont, Texas  
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## 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 throught the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. THERE STANDS THE GLASS—W. Pierce.....	2	7
I'm Walking the Dog—Dec 28834—BMI		
2. I FORGOT MORE THAN YOU'LL EVER KNOW—	1	17
Davis Sisters.....		
Rock-A-Bye Boogie—V 20-5345—BMI		
3. LET ME BE THE ONE—H. Locklin.....	3	11
I'm Tired of Bumming Around—Four Star 1641—BMI		
4. HEY JOE—Carl Smith.....	5	20
Darlin' Am I the One?—Col 21129—BMI		
5. CARIBBEAN—M. Torok.....	6	16
Weep Away—Abbott 140—BMI		
6. WHEN MEXICAN JOE MET JOLE BLON—H. Snow....	7	2
No Longer a Prisoner—Y 20-5490—BMI		
7. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	3	19
I'd Rather Die Young—Cap 2502—BMI		
8. NORTH BOUND—Slim Whitman.....	9	2
Darlin' Don't Cry—Imperial 8208—BMI		
8. YOU ALL COME—A. Duff.....	—	1
Poor Ole Teacher—Starday 104—BMI		
10. TENNESSEE WIG-WALK—Bonnie Lou.....	10	8
Hand-Me-Down Heart—King 1237—BMI		
10. SATISFACTION GUARANTEED—Carl Smith.....	—	3
Who'll Buy My Heartache?—Col 21166—ASCAP		

## Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. THERE STANDS THE GLASS—W. Pierce.....	3	7
Dec 28834—BMI		
2. I FORGOT MORE THAN YOU'LL EVER KNOW—	1	15
Davis Sisters.....		
V 20-5345—BMI		
3. LET ME BE THE ONE—H. Locklin.....	2	14
Four Star 1641—BMI		
4. HEY JOE—Carl Smith.....	4	19
Col 21129—BMI		
5. CARIBBEAN—M. Torok.....	5	14
Abbott 140—BMI		
6. I'M WALKING THE DOG—W. Pierce.....	7	5
Dec 28834—BMI		
7. SATISFACTION GUARANTEED—Carl Smith.....	—	1
Col 21166—ASCAP		
8. TAIN'T NICE—Carlisles.....	6	3
Mercury 70232—BMI		
9. BIMBO—J. Reeves.....	—	1
Abbott 148—BMI		
10. MAMA COME GET YOUR BABY BOY—E. Arnold....	9	9
V 20-5115—BMI		

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. THERE STANDS THE GLASS—W. Pierce.....	4	5
Dec 28834—BMI		
2. I FORGOT MORE THAN YOU'LL EVER KNOW—	2	13
Davis Sisters.....		
V 20-5345—BMI		
3. LET ME BE THE ONE—H. Locklin.....	8	6
Four Star 1641—BMI		
4. CARIBBEAN—M. Torok.....	4	11
Abbott 140—BMI		
5. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	1	16
Cap 2502—BMI		
6. HEY JOE—Carl Smith.....	3	19
Col 21129—BMI		
7. I'M WALKING THE DOG—W. Pierce.....	8	6
Dec 28834—BMI		
8. SATISFACTION GUARANTEED—Carl Smith.....	—	1
Col 21166—ASCAP		
9. TENNESSEE WIG-WALK—Bonnie Lou.....	10	4
King 1237—BMI		
10. BIMBO—J. Reeves.....	—	1
Abbott 148—BMI		

★ FABULOUS ★ DIFFERENT ★ UNIQUE  
CHECK THIS BOX OFFICE ATTRACTION

Top Selling Capitol Records...



- ✓ INSPIRATION FROM ABOVE  
and
- ✓ THERE'S A HIGHER POWER  
Capitol #2342
- ✓ SATISFIED  
Capitol #1900
- ✓ FEAR NOT  
Capitol #2252

**Martha  
CARSON**

America's Top Gospel-  
Spiritual Singer

Latest release...

**SINGIN' ON  
THE OTHER  
SIDE** and  
**I'VE GOT  
A BETTER  
PLACE TO GO**

Capitol #2634

- ✓ Featured Star of WSM  
GRAND OLE OPRY and  
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AUGUSTA, GA.  
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**CAPACITY EVERY NIGHT!**

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2423 Kirkland Pl.  
Nashville, Tenn.  
Phone: 7-3592

## Country & Western Artists' Directory

• Continued from page 67

### RUTH DARLENE WESTERN RANCH

Personal Manager: Esther Casteel  
Booking Office: Western Ranch Music, Box  
48, Thornton, Calif.  
Favorite Record, Own: "Mom's in the Dog-  
house Now"; Other: "If You've Got  
the Money, I've Got the Time"

### AL DEXTER DECCA

Radio Affiliation, Live Show: KSKY,  
KRLD, Dallas  
Instrument Played: Guitar  
Personal Manager: Hy Fader, Long Horn  
Ranch, Corinth and Industrial, Dallas  
Booking Office: Charles Wright, 212 S.  
Houston St., Dallas  
Favorite Record, Own: "Move Over Rover"  
No. PA's per Month: 6

### JIMMY DICKENS COLUMBIA

Radio Affiliation, Live Show: WSM, Nash-  
ville  
Instrument Played: Guitar  
Personal Manager: Dewey Mousson, WSM,  
Nashville  
Booking Office: J. R. Denny, WSM, 7th and  
Union, Nashville

### BUD DICKERSON CAPITOL

Instrument Played: Guitar  
Personal Manager: Charles Wright, 212 S.  
Houston St., Dallas  
Favorite Record, Own: "Dear Love";  
Other: "Setting the Woods on Fire"  
No. PA's per Month: 12

### MILT DICKEY CORAL

Radio Affiliation, Live Show: KCMO,  
Kansas City, Mo.  
Instruments Played: Guitar, mandolin  
Favorite Record, Own: "I'll Still Love You  
Forever and a Day"; Other: "Silver  
Haired Daddy" (Gene Autry)  
No. PA's per Month: 4

### DIXIE RHYTHM QUARTET QUARTET

Radio Affiliation, Live Show: WOOF,  
Dothan, Ala.  
Personal Manager: Dempsey Rainwater,  
Dothan, Ala.  
Booking Office: McCormick Gospel Book-  
ing Agency, Cherokee Hotel, Talla-  
hassee, Fla.  
No. PA's per Month: 8

### BILL DUDLEY CAPITOL

Instrument Played: Guitar  
Personal Manager: Jimmy Rule, care  
Ernest Tubb Record Shop, Nashv.  
Favorite Record, Own: "The Ghost Fe  
Love Affair"; Other: "May You Ne  
Be Alone" (Hank Williams)  
No. PA's per Month: 2

### ARLIE DUFF STARDAY

Radio Affiliation, Live Show: WFA  
Dallas  
Instrument Played: Piano, guitar  
Personal Manager: Neva Starns, Box 16  
Beaumont, Tex.  
Booking Office: WFAA Artist Serv  
Dallas  
Favorite Record, Own: "Y'All Com  
Other: "I Had to Turn Around and  
Married" (Jimmie Dickens)  
No. PA's per Month: 20

### GENE ECHOLS BLUE RIBBON

Radio Affiliation, Live Show: KCL  
Cleburne, Tex.; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: George Marti, 919  
Main St., Cleburne, Tex.  
Favorite Record, Own: "They Don't Kno  
You"; Other: "Pictures From Lif  
Other Side" (Hank Williams)  
No. PA's per Month: 10

### JIM EDWARDS ATLAS

TV Affiliation, Live Show: WGVL-T  
Greenville, S. C.  
Instruments Played: Guitar, violin, pian  
mandolin  
Favorite Record, Own: "Little Temptation"  
No. PA's per Month: 12

### TIBBY EDWARDS MERCURY

Radio Affiliation, Live Show: KWK  
Shreveport, La.  
Instrument Played: Guitar  
Booking Office: KWKH Artist Serv  
Shreveport, La.  
Favorite Record, Own: "Walkin' and Cry  
With the Blues"; Other: "Lovesic  
Blues" (Hank Williams)  
No. PA's per Month: 8

### VEP ELLIS

Booking Office: McCormick Gospel Boo  
ing Agency, Cherokee Hotel, Talla  
hassee, Fla.

## CORA and LIL

BRIGHT NEW STARS ON THE HORIZON

Cora McCormick and Lil Morris are two new and versatile western artists illuminating the Western Sky. They not only compose very fine western songs and ballads but sing them, play them as professionals, make records of them for the VEGA RECORD COMPANY, and make tapes for their own radio program "SUNRISE" on which they carry on musical chatter and sing and play their own compositions. (K G V O . . . . MISSOULA, MONTANA, affiliate of Columbia).

Lil, an accomplished pianist, plays the accompaniment and sings a luscious alto while her sister, Cora, sings the melody. These mellowed composers sparkle with fresh melodies and singing lyrics—like a spring breeze from "SUNRISE" ranch where they live and do their composing, they have invaded the song composers field with an amazing number of tuneful and rhythmically enjoyable songs. Ten of their songs are already in the Western catalogue of Vega Records, and they have composed some thirty songs for VEGA'S LITTLE DIPPER RECORDS for children.

CORA AND LIL will sing for you, entertain you, compose for you, or build you a new and refreshing radio program, to lift the public's jaded spirits!

Address them at 137 East Main Street  
Missoula, Montana  
Or Phone: 3-3766—Missoula

A listing of some of their songs are: Saddle Leather, Counting My Rainbows, My Western Gal is Bonnie, The Grasshopper Hop, Sunbeam Songs, You Broke My Heart, Angel Rodeo; Come On Along, Go Western; Peace Sings Within My Heart, Sing Around the Christmas Tree, Going Home Christmas, I Took My Little Sweet Out Dancing One Night, Waltz Polka, Take Your Gal A Walkin', Tossed All My Troubles Away, Moonlight on the Rockies, and on and on!

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SING AND PLAY TOGETHER**

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 b/w  
**"I'M GONNA TELL SANTA CLAUS ON YOU"**  
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—Still Going Strong—  
**"That's What I'd Do for You"**  
 and  
**"Baby, My Heart"**  
 Capitol 2570

**"I Can't Wait"**  
 (for the sun to go down)  
 Capitol 2461

**"Goin' Steady"**  
 Capitol 2299

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 1537 McGavock Pike  
 Nashville, Tennessee

**PATSY ELSHIRE STARDAY**  
 Radio Affiliations, Live Show: KTRM, Beaumont, Tex.; WFAA, Dallas  
 Instrument Played: Piano  
 Personal Manager: Neva Starns, Box 1689, Beaumont, Tex.  
 Favorite Record, Own: "Someday I Know He Will"; Other: "Love and Wealth" (Mac Wiseman)  
 No. PA's per Month: 12

**PEANUT FAIRCLOTH BIBLETONE**  
 Radio Affiliations, Live Show: WRDW, Augusta, Ga.; As DJ: Same  
 Instrument Played: Guitar, drums  
 Personal Manager: M. C. Jim Gregory, 64 Pine Hill Apts., Augusta, Ga.  
 Favorite Record, Own: "If You Believe"; Other: "Kaw-Liga"  
 No. PA's per Month: 20

**LITTLE RITA FAYE M-G-M**  
 Personal Manager: Fred Rose, 2510 Franklin Rd., Nashville  
 Favorite Record, Own: "Johnny's Got a Sweetheart"; Other: "Lovesick Blues" (Hank Williams)

**HARVEY FINK WESTERN RANCH**  
 Instruments Played: Auto-harp, guitar  
 Personal Manager: Esther Casteel, Box 48, Thornton, Calif.  
 Favorite Record, Own: "Gold Watch and Chain"; Other: "Keep on the Sunny Side of Life"

**SMILIN' JIM FLAHERTY**  
 Radio Affiliation, As DJ: WHAY, New Britain, Conn.  
 Instruments Played: Guitar, mandolin, banjo  
 Personal Manager: Dick Godlewski, 735 Connecticut Blvd., East Hartford, Conn.  
 Favorite Record: "Wild Side of Life" (Hank Williams)  
 No. PA's per Month: 8

**LESTER FLATT EARL SCRUGGS COLUMBIA**  
 Radio Affiliation, Live Show: WSM, Nashville

Instruments Played: Guitar, banjo  
 Favorite Record, Own: "Dim Lights"; Other: "Wildwood Flower" (Carter Family)  
 No. PA's per Month: 25

**RED FOLEY DECCA**  
 Instrument Played: Guitar  
 Personal Manager: Dub Albritten, Noel Hotel, Nashville  
 Favorite Record, Own: "Peace in the Valley"; Other: "Cold, Cold Heart"  
 No. PA's per Month: 5

**LEE FORSTER GRAND**  
 Radio Affiliation, Live Show: WXRA, WBUF-TV, Buffalo; As DJ: WXRA  
 Instrument Played: Guitar  
 No. PA's per Month: 16

**LEFTY FRIZZELL COLUMBIA**  
 Instrument Played: Guitar  
 Booking Office: Americana Corp., 4527 Sunset Blvd., Hollywood  
 Favorite Record, Own: "Mom and Dad's Waltz"  
 No. PA's per Month: 20

**RUSTY GABBARD M-G-M**  
 Instrument Played: Guitar  
 Booking Office: WSM Artist Service, WSM, Nashville  
 Favorite Record, Own: "The High Cost of Living"; Other: "It's a Sin" (Eddy Arnold)  
 No. PA's per Month: 15

**RED GARRETT RCA VICTOR**  
 Radio Affiliation, Live Show: WSM, Nashville  
 Instrument Played: Guitar  
 Personal Manager: Norm Riley, Berkeley Dr., Nashville  
 Favorite Record, Own: "Moon Tan"; Other: "How's the World Treating You"  
 No. PA's per Month: 25

**RICHARD GEARY DECCA**  
 Radio Affiliation, Live Show: WROV, Roanoke, Va.  
 Instrument Played: Guitar  
 Personal Manager: Wayne Fleming, 3514 Shenandoah Ave. N. W., Roanoke, Va.  
 Favorite Record, Own: "Please Bring My Daddy a Train, Santa"; Other: "Your Cheating Heart" (Hank Williams)  
 No. PA's per Month: 10

**EVELYN GEORGE MAUNAY**  
 Radio Affiliation, Live Show: KENM, Portales, N. M.  
 Instruments Played: Guitar, piano  
 Personal Manager: Maunay George, 410 N. Ave. B, Portales, N. M.  
 Favorite Record, Own: "Blue Christmas"; Other: "I Could Cry" (Jim Reeves)  
 No. PA's per Month: 4

**DON GIBSON COLUMBIA**  
 Radio Affiliation, Live Show: WNOX, Knoxville  
 Instrument Played: Guitar  
 Booking Office: Lowell Blanchard, WNOX, Knoxville  
 Favorite Record, Own: "Walkin' in the Moonlight"; Other: "Cry Baby Heart" (George Morgan)  
 No. PA's per Month: 15

**DARRELL GLENN VALLEY**  
 Radio Affiliation, Live Show: WBAP-TV, Fort Worth  
 Personal Manager: Jack Comer, Valley Publishers, Inc., Knoxville  
 Booking Office: Charlie Yates, New York  
 Favorite Record, Own: "Crying in the Chapel"  
 No. PA's per Month: 25

**JERRY GLENN RCA VICTOR**  
 Instrument Played: Guitar  
 Personal Manager: Tillman Franks, 1343 Summers St., Shreveport, La.  
 Favorite Record, Own: "Too Young to Cut the Mustard"; Other: "No Help Wanted"  
 No. PA's per Month: 3

**CURLY GOLD LONE STAR**  
 TV Affiliation, Live Show: KPIX, San Francisco  
 Instruments Played: Drums, bass  
 Booking Office: Helen Hardin Drennan, 7th floor, Latham Square Bldg., Oakland, Calif.  
 Favorite Record, Own: "Home in San Antonio"; Other: "Dusty Skies" (Bob Wills)  
 No. PA's per Month: 20

**RUDY GRAYZELL ABBOTT**  
 Radio Affiliation, Live Show: KWKH, Shreveport, La.  
 Instruments Played: Bass, guitar  
 Favorite Record, Own: "Looking at the Moon"; Other: "That's All Right"  
 No. PA's per Month: 7

**AMBROSE HALEY M-G-M**  
 Radio Affiliation, Live Show: KHMO, Hannibal, Mo.; As DJ: Same  
 Instruments Played: Bass, guitar  
 Favorite Record, Own: "I Hurried Back"; Other: "Any Time"  
 No. PA's per Month: 15

**JAMES HALL WESTERN RANCH**  
 Radio Affiliation, Live Show: WFMC, Goldsboro, N. C.  
 Instrument Played: Guitar  
 Personal Manager: L. Edward West, Box 339, Goldsboro, N. C.  
 Favorite Record, Own: "Lost Soul"; Other: "If I Should Wander Back"  
 No. PA's per Month: 16

**STUART HAMBLÉN COLUMBIA**  
 TV Affiliation, Live Show: KTTV, Los Angeles  
 Favorite Record, Own: "My Religion's Not Old-Fashioned"

**ESCO HANKINS MERCURY**  
 Radio Affiliation, Live Show: WLAP, Lexington, Ky.  
 Instrument Played: Guitar

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*Climbing High*

**SORROW and PAIN  
 and  
 YOU'RE GONE**

RCA 20/47-5460

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Nov. 21 Grand Ole Opry, WSM, Nashville, Tenn.

Nov. 28 Shindig, WFAA, Dallas, Tex.

Nov. 29 Municipal Auditorium, New Orleans, La.

... For December: a tour of Florida, including Tampa, Jacksonville, etc.

Georgie, sister of the late B. J., is the new Davis Sister.

Skeeter Davis

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Favorite Record, Own: "Mother Left Me Her Bible"; Other: "That's All Right" (Aury Inman)  
 No. PA's per Month: 25

**HAPPY TWO  
 QUARTET**

TV Affiliation, Live Show: WAGA-TV, Atlanta

Personal Manager: LeRoy Abernathy  
 Booking Office: McCormick Gospel Booking Agency, Cherokee Hotel, Tallahassee, Fla.  
 No. PA's per Month: 12

**HARMONEERS  
 BIBLETONE**

Radio Affiliation, Live Show: WEAS, Atlanta

Personal Manager: Fred C. Maples  
 Booking Office: McCormick Gospel Booking Agency, Cherokee Hotel, Tallahassee, Fla.  
 No. PA's per Month: 12

**BILLY HARBERT  
 STARDAY**

Instrument Played: Guitar  
 Personal Manager: Jack Starns, Box 1689, Beaumont, Tex.

Favorite Record, Own: "Ain't That Whiskey Hot?"; Other: "Molly Darling" (Eddy Arnold)  
 No. PA's per Month: 12

**FREDDIE HART  
 CAPITOL**

TV Affiliation, Live Show: KTTV, Los Angeles

Instrument Played: Guitar  
 Booking Office: Americana Corp., 4527 Sunset Blvd., Hollywood  
 Favorite Record, Own: "Whole Hog or None"

**HAWKSHAW HAWKINS  
 RCA VICTOR**

Radio Affiliation, Live Show: WWVA, Wheeling, W. Va.

Instrument Played: Guitar  
 Booking Office: WWVA Artists Bureau, Wheeling, W. Va.  
 Favorite Records, Own: "Picking Sweethearts"; Other: "Jesus and the Atheist" (Red Foley)  
 No. PA's per Month: 12

**JIMMY HAYNIE  
 OKEH**

Radio Affiliation, Live Show: WWNC, Asheville, N. C.

Instrument Played: Guitar  
 Personal Manager: Hubert Hayes, City Auditorium, Asheville, N. C.  
 Favorite Record, Own: "In the Shadow of a Dream"; Other: "Yesterday's Girl"  
 No. PA's per Month: 15

**JIMMY HEAP  
 CAPITOL**

Radio Affiliation, Live Show: KTAE, Taylor, Tex.; As DJ: Same  
 Instrument Played: Guitar

Personal Manager: Self, 215 Davis St., Taylor, Tex.

Favorite Record, Own: "Release Me"; Other: "San Antonio Rose" (Bob Wills)  
 No. PA's per Month: 29

**DON HELMS  
 M-G-M**

Radio Affiliation, Live Show: WSM, Nashville

Instrument Played: Guitar  
 Booking Office: WSM Artists Bureau, Nashville  
 Favorite Record, Own: "Canal Street Parade"; Other: "You Win Again" (Hank Williams)  
 No. PA's per Month: 15

**GENE HENSLEE  
 IMPERIAL**

Radio Affiliation, As DJ: KIHN, Hugo, Okla.

Instrument Played: Guitar  
 Personal Manager: Francis Henslee, Route 8, Fort Worth  
 Booking Office: Charles Wright, 212 S. Houston St., Dallas

Favorite Record, Own: "Are You Missing What I'm Missing?"; Other: "San Antonio Rose"  
 No. PA's per Month: 10

**ROBERT HEPPLER  
 STARDAY**

Radio Affiliation, Live Show: KJIM, Beaumont, Tex.; WFAA, Dallas

Instrument Played: Violin, piano, Hammond organ, bass, guitar, banjo  
 Personal Manager: Neva Starns, Box 1689, Beaumont, Tex.

Favorite Record, Own: "Handle With Care"; Other: "Huckleberry Pie" (Blackie Crawford)  
 No. PA's per Month: 22

**EDDIE HILL  
 MERCURY**

Radio Affiliation, Live Show: WSM, Nashville; As DJ: Same

Instrument Played: Guitar  
 Booking Office: WSM Artist Service, Nashville  
 Favorite Record, Own: "High, Wide and Handsome"; Other: "Fat Man Rag" (Bob Wills)  
 No. PA's per Month: 5

**ROY HINES**

Radio Affiliation, Live Show: WPAG, Ann Arbor, Mich.; As DJ: Same

Instrument Played: Guitar  
 Booking Office: Roy Hines Agency, 5880 Egypt Rd., South Rockwood, Mich.  
 Favorite Record, Own: "You Promised Me"; Other: "It's a Sin" (Eddy Arnold)  
 No. PA's per Month: 6

**HOMELAND HARMONY  
 QUARTET  
 BIBLETONE**

Radio Affiliation, Live Show: WEAS, Atlanta



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**YORK BROS.**  
 WHY DON'T YOU OPEN THE DOOR  
 YOU'RE MY EVERY DREAM COME TRUE  
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**Booking Office:** McCormick Gospel Booking Agency, Cherokee Hotel, Tallahassee, Fla.  
**PA's per Month:** 15

**JOHNNY HORTON**  
**MERCURY**  
**Affiliation, Live Show:** KWKH, Shreveport, La.  
**Instrument Played:** Guitar  
**Booking Office:** KWKH Artist Service, Shreveport, La.  
**Favorite Record, Own:** "First Train Headin' South"; **Other:** "Your Cheatin' Heart" (Hank Williams)  
**PA's per Month:** 12

**HOWINGTON BROS.**  
**DECCA**  
**Affiliation, Live Show:** WFHG, Bristol, Va.  
**Instrument Played:** Guitar  
**Personal Manager:** Self, Box 463, Bristol, Va.  
**Favorite Record, Own:** "Two Faced"; **Other:** "Faded Love" (Bob Wills)  
**PA's per Month:** 15

**RANDY HUGHES**  
**Affiliation, Live Show:** WSM, Nashville  
**Instrument Played:** Guitar  
**Personal Manager:** Hot Gillian, Paducah, Ky.  
**Favorite Record, Own:** "Guilty Conscience"  
**PA's per Month:** 25

**JACK HUNT**  
**CAPITOL**  
**Affiliation, Live Show:** KWKH, Shreveport, La.  
**Instrument Played:** Guitar  
**Personal Manager:** Jon Karber, Box 1103, Hot Springs  
**Booking Office:** KWKH Artist Service, Box 1387, Shreveport, La.  
**Favorite Record, Own:** "How Can I Lie"; **Other:** "You're the Only Star" (Gene Autry)  
**PA's per Month:** 20

**IMPERIAL QUARTET**  
**BIBLETONE**  
**Affiliation, Live Show:** WFFA-TV, Fort Worth  
**Personal Manager:** Charles Speed  
**Booking Office:** McCormick Gospel Booking Agency, Cherokee Hotel, Tallahassee, Fla.  
**PA's per Month:** 8

**AUTRY INMAN**  
**DECCA**  
**Affiliation, Live Show:** WSM, Nashville  
**Instrument Played:** Guitar  
**Personal Manager:** A. V. Bamford, Pleasant Valley Rd., Nashville  
**Booking Office:** WSM Artist Service, Nashville  
**Favorite Record, Own:** "That's All Right"; **Other:** "Green Light" (Hank Thompson)

**TOMMY JACKSON**  
**DOT**  
**Radio Affiliation, Live Show:** WSM, Nashville  
**Instrument Played:** Violin  
**Favorite Record:** "Orange Blossom Special"

**SONNY JAMES**  
**CAPITOL**  
**Radio Affiliation, Live Show:** WFAA, Dallas  
**Instruments Played:** Guitar, violin  
**Booking Office:** Southwestern Booking Agency, WFAA, Dallas  
**Favorite Record, Own:** "My Greatest Thrill"; **Other:** "That's Me Without You"  
**No. PA's per Month:** 16

**JENNY AND JILL**  
**OKEH**  
**Radio Affiliation, Live Show:** WNOP, Newport, Ky.  
**Instruments Played:** Guitar, bass, mandolin  
**Personal Manager:** Jimmie Skinner, 222 East Fifth, Cincinnati  
**Favorite Record, Own:** "Have You Always Felt This Way?"; **Other:** "That Heart Belongs to Me"  
**No. PA's per Month:** 12

**JIM AND JESSE**  
**CAPITOL**  
**Instruments Played:** Guitar, mandolin  
**Favorite Record, Own:** "Is It True?"; **Other:** "You Win Again"

**JOHNNIE AND JACK**  
**RCA VICTOR**  
**Radio Affiliation, Live Show:** WSM, Nashville  
**Instrument Played:** Guitar  
**Personal Manager:** Frankie More, 631 Murfreesboro Rd., Nashville  
**Favorite Record, Own:** "Poison Love"; **Other:** "Jambalaya"  
**No. PA's per Month:** 24

**J. C. JOHNSON**  
**Radio Affiliation, Live Show:** WGOV, Valdosta, Ga.; **As DJ:** Same  
**Instrument Played:** Guitar  
**Personal Manager:** Ben Porter, Daniel Ashley Hotel, Valdosta, Ga.  
**Favorite Record:** "Wabash Cannon Ball"  
**No. PA's per Month:** 12

**ANN JONES**  
**KING**  
**Radio Affiliation, As DJ:** KVAN, Vancouver, Wash.  
**Instrument Played:** Guitar  
**Personal Manager:** Huey Jones, KVAN, Vancouver, Wash.  
**Favorite Record, Own:** "Give Me a Hundred Reasons"; **Other:** "Milk Cow Blues" (J. L. Wills)  
**No. PA's per Month:** 8

**NEAL JONES**  
**Radio Affiliation, Live Show:** WFAA, Dallas

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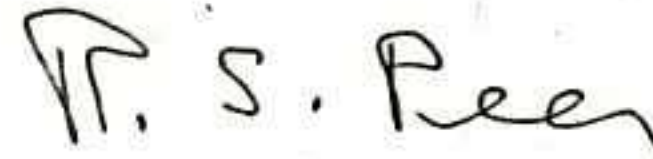
of entertainment.

I have enjoyed working with you all

in the past and it will be my pleasure to work

with all of you in the future.

Sincerely,



Ralph S. Peer

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b/w

**"I'M TIRED OF  
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- ★ TV SHOW — MEADOW GOLD RANCH — WBKB, SUNDAYS at 3:30 P.M.
- ★ TV SHOW — COURTESY HOUR — WBKB, FRIDAYS at 10 P.M.

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You're the Sweetest Mistake  
Remember Me

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**GRANDPA JONES AND ROMANA KING**  
Radio Affiliation, Live Show: WSM, Nashville  
Booking Office: James Denny, WSM Artist Service, Nashville

**HERB LEWIS**  
Radio Affiliation, Live Show: WMOH, Hamilton, O.  
Instruments Played: Guitar, violin, accordion, bass  
Personal Manager: Eve Dodds, Box 233 Hamilton, O.  
Favorite Record: "Jealous Heart"  
No. PA's per Month: 12

**JORDANAIRE**  
Radio Affiliation, Live Show: WSM, Nashville  
Personal Manager: Culley Holt, WSM, Nashville  
Booking Office: J. R. Denny, WSM, Nashville

**PEE WEE KING**  
RCA VICTOR  
Radio Affiliation, Live Show: NBC; WEWS-TV, Cleveland; WAVE-TV, Louisville  
Instrument Played: Accordion  
Booking Office: King Enterprises, 307 Vaughan Bldg., Louisville  
Favorite Record, Own: "Slow Poke"; Other: "Any Time" (Eddy Arnold)  
No. PA's per Month: 11

**LUCKY LEROY**  
Radio Affiliation, Live Show: WEBQ, Harrisburg, Ill.; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: Ray L. Marvel, 300 East South St., Harrisburg, Ill.  
Favorite Record, Own: "I'm On My Way to Heaven"; Other: "Kaw-Liga"  
No. PA's per Month: 15

**LE FEVRE TRIO**  
BIBLETONE  
Radio Affiliation, Live Show: WGST, Atlanta  
Personal Manager: Urias LeFevre  
Booking Office: McCormick Gospel Booking Agency, Cherokee Hotel, Tallahassee, Fla.

**SMILIN' ERNIE LINDELL**  
Radio Affiliation, Live Show: WGY, Schenectady, N. Y.  
Instruments Played: Guitar, bass  
Favorite Record, Own: "Draw a Map of Your Heart"; Other: "Castaway"  
No. PA's per Month: 20

**HANK LOCKLIN**  
FOUR STAR  
Radio Affiliation, Live Show: KMCO, Conroe, Tex.

Instrument Played: Guitar  
Personal Manager: Jack Starns, Box 16, Beaumont, Tex.  
Favorite Record, Own: "Let Me Be One"; Other: "Cold, Cold Heart" (Hank Williams)  
No. PA's per Month: 22

**JIMMIE LOGSDON**  
DECCA  
Radio Affiliation, Live Show: WKY, Louisville  
Instrument Played: Guitar  
Personal Manager: Vic McAlpin, 25 Franklin Road, Nashville  
Favorite Record, Own: "Pa-Paya Mama"; Other: "Lost Highway" (Hank Williams)  
No. PA's per Month: 20

**LONE PINE**  
RCA VICTOR  
Radio Affiliation, Live Show: WWV, Wheeling, W. Va.  
Instrument Played: Guitar  
Booking Office: Gene Johnson, WWV Artist Bureau, Wheeling, W. Va.  
Favorite Record, Own: "Parce to Tennessee"; Other: "Midnight" (Red Foley)  
No. PA's per Month: 20

**LONZO AND OSCAR**  
CAPITOL  
Radio Affiliation, Live Show: WSM, Nashville  
Personal Manager: A. V. Bamford, WSM, Nashville  
Booking Office: J. R. Denny, WSM, Nashville

**BONNIE LOU KING**  
Radio Affiliation, Live Show: WLW, Cincinnati  
Instrument Played: Guitar  
Booking Office: WLW Promotions, Cincinnati  
Favorite Record, Own: "Tennessee Waltz"; Other: "Tennessee Waltz"  
No. PA's per Month: 15

**LAWRENCE LOY**  
COLUMBIA  
Favorite Record, Own: "Four Leaf Clover"; Other: "Blue Tail Fly" (Burl Ives)  
No. PA's per Month: 10

**SLIM LUSE**  
Radio Affiliation, Live Show: WEBQ, Elyria, O.; As DJ: Same  
Instruments Played: Violin, guitar  
Favorite Record: "Tennessee Waltz"  
No. PA's per Month: 14

**LEON MCAULIFFE**  
COLUMBIA  
Radio Affiliation, Live Show: KRMG-TV, Tulsa, Okla.; KFBI, Wichita, Kan.  
Instrument Played: Guitar  
Personal Manager: C. M. Cooksey, 2 W. 14th Ave., Tulsa, Okla.  
Favorite Record, Own: "Panhandle Rag"

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- JUST A LITTLE LOVIN'
- POISON IN YOUR HEART
- SOMEBODY'S BEEN BEATING MY TIME

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**'Hey, Liberace'**

backed with  
**'Will You Love Me When I'm Old?'**

Col. 21195

**CHARLIE ADAMS**  
EXCLUSIVE COLUMBIA RECORDING ARTIST

Other: "Chattanooga Shoe Shine Boy" (Red Foley)  
No. PA's per Month: 16

**RAY McCAY**

TV Affiliation, Live Show: WLW-A, Atlanta  
Booking Office: Ray McCay Attractions, 3979 Kensington Rd., Avondale Estates, Ga.

Favorite Record: "Kaw-Liga"  
No. PA's per Month: 15

**LUKE McDANIEL KING**

Radio Affiliation, Live Show: WKAB-TV, Mobile, Ala.; As DJ: WLAU, Laurel, Miss.  
Instrument Played: Guitar  
Personal Manager: Tom Jackson, WKAB, Mobile, Ala.

Booking Office: WLAU, Laurel, Miss.  
Favorite Record, Own: "For Old Times' Sake"; Other: "Cold, Cold Heart"  
No. PA's per Month: 16

**RUSTY McDONALD INTRO**

Radio Affiliation, Live Show: KSWO-TV, Lawton, Okla.; As DJ: KSWO  
Instrument Played: Guitar  
Personal Manager: Sid Ludwig, 108 Lee Blvd., Lawton, Okla.  
Booking Office: Lucky Moeller, 15 South Walker, Oklahoma City  
Favorite Record, Own: "Silver and Gold"; Other: "Faded Love" (Bob Wills)  
No. PA's per Month: 20

**SKEETS McDONALD CAPITOL**

Radio Affiliation, Live Show: KXLA, Pasadena, Calif.  
Instrument Played: Guitar  
Booking Office: Bradbury, 5205 Hollywood Blvd., Hollywood  
Favorite Record, Own: "I Need Your Love"; Other: "Lost Highway" (Hank Williams)  
No. PA's per Month: 20

**BILL MACK IMPERIAL**

Radio Affiliation, Live Show: KWFT, KWFT-TV, Wichita Falls, Tex.; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: Blaine Cornwell  
Favorite Record, Own: "When the Sun Goes Down"; Other: "Mansion on the Hill" (Hank Williams)  
No. PA's per Month: 16

**MADDOX BROS. AND ROSE COLUMBIA**

Instruments Played: Bass, guitar, violin, mandolin, harmonica  
Personal Manager: Fred Maddox, 1905 N. Curson Pl., Hollywood  
Booking Office: MCA, 9370 Santa Monica Blvd., Beverly Hills, Calif.

Favorite Record, Own: "Dark as a Dungeon"  
No. PA's per Month: 27

**GRADY MARTIN DECCA**

Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Guitar  
Booking Office: WSM Artist Bureau, Nashville  
Favorite Record, Own: "Don't Stay Away"; Other: "Cool, Cold, Colder"

**KEN MARVIN RCA VICTOR**

Radio Affiliation, Live Show: WSM, Nashville  
Booking Office: WSM Artist Service, Nashville

**BUD MESSNER**

Radio Affiliation, Live Show: WWVA, Wheeling, W. Va.  
Instrument Played: Guitar  
Personal Manager: Gene Johnson, WWVA, Wheeling, W. Va.  
Booking Office: Jolly Joyce Agency, Earle Bldg., Philadelphia  
Favorite Record, Own: "Slippin' Around With Jole Blon"; Other: "Sweeter Than the Flowers" (Roy Acuff)  
No. PA's per Month: 21

**LOU MILLET COLUMBIA**

Instrument Played: Guitar  
Personal Manager: Al Flores, 4527 Sunset Blvd., Hollywood  
Favorite Record, Own: "Get a Grip on Your Heart"; Other: "I Forgot More Than You'll Ever Know"  
No. PA's per Month: 20

**BILL MONROE DECCA**

Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Mandolin  
Booking Office: Norm Riley, WSM Artist Bureau, Nashville  
Favorite Record, Own: "Kentucky Waltz"; Other: "Supper Time" (Jimmie Davis)  
No. PA's per Month: 25

**CLYDE MOODY DECCA**

Radio Affiliation, Live Show: WDVA, Danville, Va.  
Instrument Played: Guitar  
Personal Manager: Dick Campbell, WDVA, Danville, Va.  
Favorite Record, Own: "Where the Old Red River Flows"; Other: "Peace in the Valley" (Red Foley)  
No. PA's per Month: 25

**JOYCE MOORE RCA VICTOR**

TV Affiliation, Live Show: WSM-TV, Nashville

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SOOTH MY LONELY HEART

MGM 11620 • K-11620

SHENANDOAH

**ERNIE LEE**

I'LL NEVER STAND IN YOUR WAY

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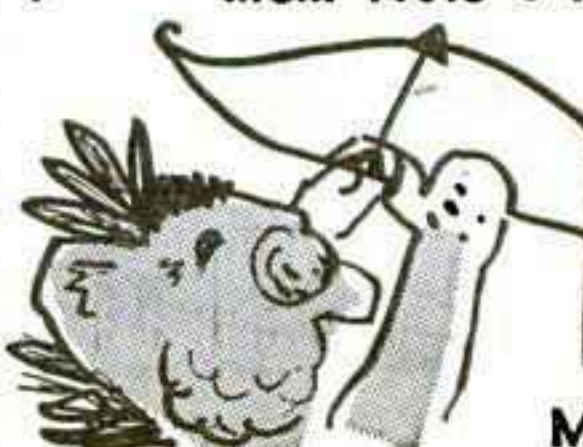
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No. PA's per Month: 3

#### MERRILL MOORE CAPITOL

Instrument Played: Piano  
Personal Manager: James Kennedy, First and C Sts., San Diego, Calif.  
Favorite Record, Own: "Snatchin' and Grabbin'"; Other: "Keeper of My Heart" (Bob Wills)  
No. PA's per Month: 25

#### GEORGE MORGAN COLUMBIA

Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Guitar  
Personal Manager: Artist Service, WSM, Nashville  
Favorite Record, Own: "Waltzing by the Ohio"; Other: "Peace in the Valley" (Red Foley)  
No. PA's per Month: 20

#### MOON MULLICAN KING

Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Piano  
Booking Office: Artist Service Bureau, WSM, Nashville  
Favorite Record, Own: "I'll Sail My Ship Alone"; Other: "Tennessee Waltz" (Roy Acuff)  
No. PA's per Month: 15

#### BESSIE LOU AND RED MURPHY

Radio Affiliation, Live Show: WNOX, Knoxville  
Instrument Played: Bass  
Favorite Record: "Rub-A-Dub-Dub" (Hank Thompson)  
No. PA's per Month: 15

#### BOB NASH

Radio Affiliation, Live Show: KMHT, Marshall, Tex.  
Instrument Played: Guitar  
Personal Manager: A. T. Young, Marshall Jamboree, KMHT, Marshall, Tex.  
Favorite Record: "I'll Go On Alone" (Marty Robbins)  
No. PA's per Month: 4

#### JOLLY JOE NIXON MERCURY

Radio Affiliation, Live Show: KXLA, Pasadena, Calif.; As DJ: Same  
Instruments Played: Guitar, accordion  
Personal Manager: M. L. Nixon, 1121 Eastdale, Nashville  
Favorite Record, Own: "Phft and Then You Were Gone"; Other: "Molly Darling" (Eddy Arnold)  
No. PA's per Month: 10

#### MAC ODELL KING

Radio Affiliation, Live Show: WLAC, Nashville  
Instruments Played: Guitar, harp, bass, mandolin  
Personal Manager: Addy McLeod, 1410 Preston Dr., Nashville

Favorite Record, Own: "Thirty Pieces of Silver"; Other: "Tragic Romance" (Cowboy Copas)  
No. PA's per Month: 11

#### DUSTY OWENS COLUMBIA

Radio Affiliation, Live Show: WWVA, Wheeling, W. Va.  
Instrument Played: Guitar  
Booking Office: WWVA Artist Service, Wheeling, W. Va.  
Favorite Record: "Mansion on the Hill" (Hank Williams)  
No. PA's per Month: 10

#### DON PABLO LATIN AMERICAN

Instrument Played: Piano  
Personal Manager: Verle Bogue, MCA, Book Building, Detroit  
Favorite Record, Own: "Hillbilly Sorenado"  
No. PA's per Month: 10

#### DUKE OF PADUCAH

Radio Affiliation, Live Show: WSM, Nashville  
Personal Manager: Jim Denny, WSM Artist Service, Nashville  
Favorite Record: "Blood on the Highway"  
No. PA's per Month: 20

#### DANNY PATE TREPUR

Radio Affiliation, Live Show: WHYU, Newport News, Va.  
Instrument Played: Guitar  
Personal Manager: Buddy Wright, 5711 Fairfax, Warwick Garden, Newport News, Va.  
Favorite Record, Own: "Blue, Blue Me"; Other: "I'm Moving On"

#### PAUL AND ROY MERCURY

Instruments Played: Guitar, mandolin  
Booking Office: Roy Pryor, 4303 Delaware St., Nashville  
Favorite Record, Own: "Every Dog Must Have His Day"; Other: "Freight Train Blues" (Bill Monroe)  
No. PA's per Month: 4

#### LEON PAYNE DECCA

Radio Affiliation, Live Show: WOAI, San Antonio  
Instrument Played: Guitar  
Favorite Record, Own: "I Love You Because"; Other: "If God Can Forgive You So Can I"  
No. PA's per Month: 20

#### MINNIE PEARL RCA VICTOR

Radio Affiliation, Live Show: WSM, Nashville  
Personal Manager: Henry Carmon, 1921 Castleman Dr., Nashville  
Booking Office: Jamboree Attractions, 5050 Fletcher Ave., Chicago  
Favorite Record: "I Can't Keep It"  
No. PA's per Month: 15

#### NORMAN PERRY M-G-M

Radio Affiliation, Live Show: KRLL, Dallas  
Instrument Played: Guitar

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 Favorite Record, Own: "I Feel Like Cry-  
 ing"; Other: "Why Don't You Love  
 Me?" (Hank Williams)  
 No. PA's per Month: 12

**OWEN PERRY  
 CAPITOL**

Radio Affiliation, Live Show: KAPK,  
 Minden, La.  
 Instruments Played: Guitar, violin  
 Personal Manager: Jack Furr, 6021 Lexing-  
 ton Ave., Shreveport, La.  
 Favorite Record, Own: "I Could Go On  
 and On"; Other: "Crying in the  
 Chapel" (Rex Allen)  
 No. PA's per Month: 10

**WEBB PIERCE  
 DECCA**

Radio Affiliation, Live Show: WSM, Nash-  
 ville  
 Instrument Played: Guitar  
 Personal Manager: Hubert Long, 1537  
 McGavock Pike, Nashville  
 Favorite Record, Own: "That Heart Belongs  
 to Me"; Other: "Worried Mind"  
 No. PA's per Month: 20

**BILL POTTER  
 STARDAY**

Radio Affiliation, Live Show: KPRC, Hous-  
 ton  
 Instrument Played: Guitar  
 Personal Manager: Jimmie Franklin, 701  
 Polk St., Houston  
 Favorite Record, Own: "I Lost My Gal";  
 Other: "Let Me Be the One"  
 No. PA's per Month: 20

**POLLY POSSUM  
 COLUMBIA**

Instruments Played: Guitar, bass  
 Personal Manager: Joe Wolverton, 5319  
 Oceana Ave., Long Beach, Calif.  
 Booking Office: American Circuit Attrac-  
 tions, Second and Pine Bldg., Seattle  
 Favorite Record, Own: "Don't Talk to  
 Me About Men"; Other: "Shake a  
 Hand" (Red Foley)  
 No. PA's per Month: 35

**RAY PRICE  
 COLUMBIA**

Radio Affiliation, Live Show: WSM, Nash-  
 ville  
 Booking Office: James Denny, WSM Artist  
 Service, Nashville

**WADE RAY  
 RCA VICTOR**

Instrument Played: Violin  
 Personal Manager: R. D. Marshall, 1519  
 Crossroads, Hollywood  
 Favorite Record, Own: "Walkin' Out the  
 Door"; Other: "Leaf of Love" (Tex  
 Williams)  
 No. PA's per Month: 30

**REBELS  
 BULLET**

Radio Affiliation, Live Show: WFLA,  
 Tampa  
 Personal Manager: Lee Kitchens  
 Booking Office: McCormick Gospel Book-  
 ing Agency, Cherokee Hotel, Talla-  
 hassee, Fla.  
 No. PA's per Month: 12

**REVEL-AIRES  
 BIBLETONE**

Radio Affiliation, Live Show: WGST,  
 Atlanta  
 Personal Manager: Dan Husky  
 Booking Office: McCormick Gospel Book-  
 ing Agency, Cherokee Hotel, Talla-  
 hassee, Fla.  
 No. PA's per Month: 12

**CHUCK REED  
 MERCURY**

Instrument Played: Guitar  
 Personal Manager: Ted Brooks, 2524 Brook  
 Haven Ave., Birmingham  
 Favorite Record, Own: "I Have a Secret";  
 Other: "Almost" (George Morgan)  
 No. PA's per Month: 10

**BILL RING**

TV Affiliation, Live Show: WBKB-TV,  
 Chicago  
 Personal Manager: Lou Black  
 Booking Office: Top Talent, 606 St. Louis  
 St., Springfield, Mo.  
 No. PA's per Month: 10

**RITCHEY BROS.  
 PAGE**

Radio Affiliation, Live Show: WWVA,  
 Wheeling, W. Va.  
 Instrument Played: Guitar  
 Booking Office: Gene Johnson, WWVA,  
 Wheeling, W. Va.  
 Favorite Record, Own: "Red Arrow Train";  
 Other: "I Forgot More Than You'll  
 Ever Know"  
 No. PA's per Month: 20

**MARTY ROBBINS  
 COLUMBIA**

Radio Affiliation, Live Show: WSM, Nash-  
 ville  
 Instrument Played: Guitar  
 Booking Office: WSM Artist Bureau, Nash-  
 ville  
 Favorite Record, Own: "Love Me or Leave  
 Me Alone"; Other: "They'll Never Take  
 Her Love From Me"  
 No. PA's per Month: 10

**TEX ROBARGE**

Radio Affiliation, Live Show: WKRT, Cort-  
 land, N. Y.  
 Instrument Played: Guitar  
 Personal Manager: Bill Thompson, WKRT,  
 Cortland, N. Y.  
 Favorite Record, Own: "Santa Claus";  
 Other: "Cold, Cold Heart"  
 No. PA's per Month: 20



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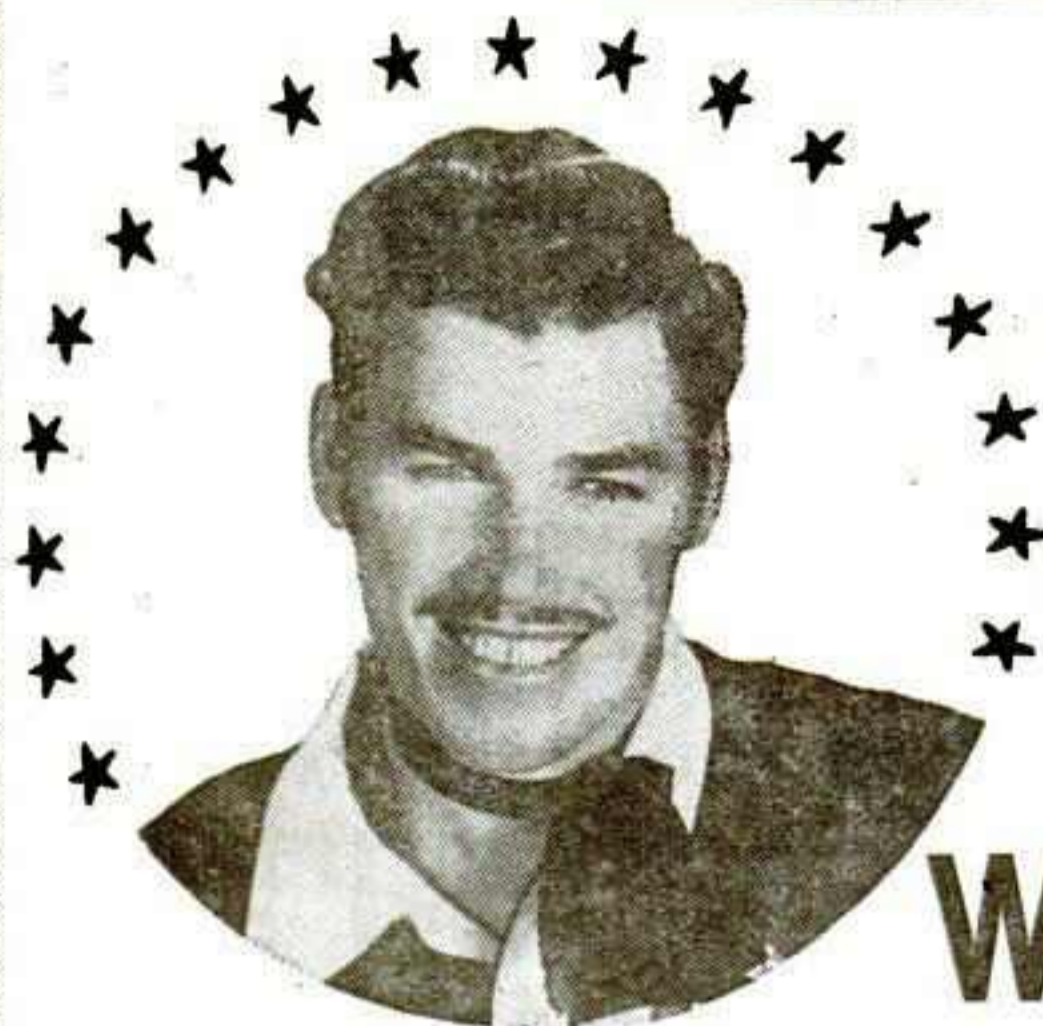
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b/w

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**KENNY ROBERTS  
DOT**

TV Affiliation, Live Show: WHIO-TV, Dayton, O.  
Instruments Played: Guitar, harmonica  
Personal Manager: J. Nathan, 1043 Central Ave., Cincinnati  
Favorite Record, Own: "I Never See Maggie Alone"; Other: "Chime Bells" (Elton Britt)  
No. PA's per Month: 10

**LEE ROSE**

Radio Affiliation, Live Show: KTBB, Tyler, Tex.  
Instrument Played: Guitar  
Personal Manager: B. Gill, Route 3, Overton, Tex.  
Favorite Record, Own: "Downhearted Blues"; Other: "Don't Trifle on Your Sweetheart" (Ernest Tubbs)  
No. PA's per Month: 12

**DIDO ROWLEY  
IMPERIAL**

Radio Affiliation, Live Show: KWKH, Shreveport, La.  
Instruments Played: Guitar, bass  
Booking Office: KWKH Artist Service, KWKH, Shreveport, La.  
Favorite Record, Own: "I Cried You Out of My Heart"; Other: "Cold, Cold Heart" (Hank Williams)  
No. PA's per Month: 15

**MARION RUSSELL**

Radio Affiliation, Live Show: WTTN, Watertown, Wis.  
Instrument Played: Guitar  
Personal Manager: Self, 630 State St., Oconomowoc, Wis.  
Favorite Record: "Tennessee Waltz" (Pee Wee King)

**EDDIE ROGERS SALECTO  
ACME**

Instruments Played: Guitar, piano  
Personal Manager: Ben Cale, c/o Roger & Taylor, Inc., Select Enterprises, 1441 South Napa St., Philadelphia  
Booking Office: Morley Associated, 124 South 18th St., Philadelphia  
Favorite Record, Own: "I Left My Home in Texas for a Girl in Tennessee"; Other: "Honky Tonk Angel"  
No. PA's per Month: 15

**CURLY SANDERS  
IMPERIAL**

Radio Affiliation, Live Show: WFAA, Dallas  
Instrument Played: Guitar  
Booking Office: Southwest Booking, 1122 Jackson St., Dallas  
Favorite Record, Own: "Reaching for Heaven"; Other: "How's the World Treatin' You?"  
No. PA's per Month: 15

**FIDDLIN' SANDY**

Radio Affiliation, Live Show: WNOX, Knoxville  
Instrument Played: Violin  
Personal Manager: Lowell Blanchard  
Favorite Record: "Billy" (Tommy Jackson)

**CARL SAUCEMAN  
REPUBLIC**

Radio Affiliation, Live Show: WRAG, Carrollton, Ala.  
Instrument Played: Guitar  
Personal Manager: Bob Materna, Columbus, Miss.  
Favorite Record, Own: "I Will Be an Angel"; Other: "Cold, Cold Heart"  
No. PA's per Month: 25

**ROY SCOTT  
PENNANT**

Radio Affiliation, Live Show: WWVA, Wheeling, W. Va.  
Favorite Record, Own: "Wilted Roses"; Other: "I Forgot More Than You'll Ever Know"  
No. PA's per Month: 20

**TED SHAWNEE**

Instrument Played: Banjo  
Personal Manager: C. F. Pickard, Westerville, N. Y.  
Favorite Record, Own: "Down Home Rag"; Other: "Tennessee Waltz"

**GEORGE BEVERLY SHEA  
RCA VICTOR**

Radio Affiliation, Live Show: ABC Net work, Radio and TV  
Personal Manager: Walter Bennett, Civic Opera Bldg., Chicago  
Booking Office: Billy Graham Assn., Minneapolis  
Favorite Record, Own: "Tenderly He Watches"; Other: "Peace in the Valley" (Red Foley)  
No. PA's per Month: 20

**JACK SHELTON**

Radio Affiliation, Live Show: WNOX, Knoxville  
Instrument Played: Guitar  
Personal Manager: Lowell Blanchard  
Favorite Record: "Rub-A-Dub-Dub"  
No. PA's per Month: 27

**JIMMIE SKINNER  
DECCA**

Radio Affiliation, Live Show: WNOP, Newport, Ky.; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: Lou Epstein, 222 East Fifth, Cincinnati  
Favorite Record, Own: "I'm Gonna Put You in My Pocket"; Other: "Im Sorry We Met" (Jimmie Rodgers)  
No. PA's per Month: 12

**JOE SLATTERY**

Radio Affiliation, As DJ: KWTO, Springfield, Mo.  
Personal Manager: Lou Black  
Booking Office: Top Talent, 606 St. Louis St., Springfield, Mo.

**BIG SLIM LONE COWBOY  
PAGE**

Radio Affiliation, Live Show: WWVA, Wheeling, W. Va.; As DJ: Same  
Personal Manager: Gene Johnson

Favorite Record, Own: "Patano"; Other: "Men With Broken Hearts" (Hank Williams)  
No. PA's per Month: 20

**ARTHUR SMITH  
M-G-M**

Radio Affiliation, Live Show: WBT, WBT-TV, Charlotte, N. C.  
Instruments Played: Guitar, violin  
Personal Manager: Sandy Jordan, 120 East Third, Room 220, Charlotte, N. C.  
Favorite Record, Own: "Foolish Questions"; Other: "Cold, Cold Heart" (Hank Williams)  
No. PA's per Month: 12

**CARL SMITH  
COLUMBIA**

Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Guitar  
Booking Office: WSM Artist Service, Nashville  
Favorite Record, Own: "Satisfaction Guaranteed"; Other: "I Get the Craziest Feeling" (Floyd Tillman)  
No. PA's per Month: 10

**CHESTER SMITH  
CAPITOL**

Radio Affiliation, As DJ: KTRB, Modesto, Calif.  
Instrument Played: Mandolin  
Personal Manager: John McDonald, Box 471, Riverbank, Calif.  
Favorite Record, Own: "If I Had My Life to Live Over Again"  
No. PA's per Month: 20

**JERRY SMITH  
MASTERTONE**

Radio Affiliation, Live Show: WMT, Cedar Rapids, Ia.; As DJ: Same  
Instrument Played: Guitar  
Booking Office: Jerry Smith Enterprises, Box 1006, Cedar Rapids, Ia.  
Favorite Record, Own: "Deck of Cards"; Other: "Mommy, Please Stay Home With Me" (Eddy Arnold)  
No. PA's per Month: 10

**HANK SNOW  
RCA VICTOR**

Radio Affiliation, Live Show: WSM, Nashville  
Booking Office: J. R. Denny, WSM, Nashville

**EARL SONGER  
CORAL**

Instruments Played: Guitar, harmonica  
Booking Office: Self, Box 6066, S. W. Br., Dearborn, Mich.  
Favorite Record, Own: "Sansoo"; Other: "Walking the Floor Over You"  
No. PA's per Month: 10

**TOMMY SOSEBEE  
CORAL**

Radio Affiliation, Live Show: KWTO, Springfield, Mo.  
Personal Manager: Lou Black  
Booking Office: Top Talent, 606 St. Louis St., Springfield, Mo.  
Favorite Record, Own: "Till I Waltz Again With You"  
No. PA's per Month: 15

**STAMPS QUARTET  
COLUMBIA**

Radio Affiliation, Live Show: KRLD, Dallas  
Personal Manager: Frank Stamps, Box 4366, Dallas  
Favorite Record: "Somebody Knows"  
No. PA's per Month: 20

**STANLEY BROS.  
MERCURY**

Radio Affiliation, Live Show: WCYB, Bristol, Tenn.  
Instruments Played: Guitar, banjo  
Booking Office: Carter Stanley, WCYB, Bristol, Tenn.  
Favorite Record, Own: "White Dove"; Other: "Foggy Mountain Breakdown"  
No. PA's per Month: 22

**DEWEY STONE**

Radio Affiliation, Live Show: WDEC, Americus, Ga.; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: Charles Smith  
Favorite Record: "A House Without Love" (Hank Williams)  
No. PA's per Month: 12

**AL STOKES**

Radio Affiliation, Live Show: WARN, Fort Pierce, Fla.; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: Fisher Darden, Arcade Bldg., Fort Pierce, Fla.  
Favorite Record: "Blue Yodel" (Jimmie Rodgers)  
No. PA's per Month: 12

**BILLY STRANGE  
CAPITOL**

Radio Affiliation, Live Show: KXLA, Pasadena, Calif.  
Instrument Played: Guitar  
Personal Manager: Clifffe Stone, KXLA, Pasadena, Calif.  
Booking Office: Americana Publishing Company, Hollywood  
Favorite Record, Own: "Let Me Be the One"; Other: "Steal Away" (Red Foley)  
No. PA's per Month: 12

**TEXAS BILL STRENGTH  
CORAL**

Radio Affiliation, Live Show: WEAS, Atlanta; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: Bill Keller, 217 West Ponce De Leon Ave., Decatur, Ga.  
Booking Office: Stars, Inc., Candler Bldg., Atlanta  
Favorite Record, Own: "It's a Shame"; Other: "May the Good Lord Bless and Keep You"  
No. PA's per Month: 12

**SUNSHINE BOYS**  
DECCA

Radio Affiliation, Live Show: WSB, Atlanta  
Personal Manager: Ace Richmond  
Booking Office: McCormick Gospel Book-  
ing Agency, Cherokee Hotel, Talla-  
hassee, Fla.  
No. PA's per Month: 15

**SUNSHINE RUBY**  
RCA VICTOR

Radio Affiliation, Live Show: KRLD,  
Dallas  
Instrument Played: Guitar  
Personal Manager: Austin Bateman, Route  
4, Willis Point, Tex.  
Booking Office: E. E. McLemore, Cadiz &  
Industrial, Dallas  
Favorite Record, Own: "Too Young to  
Tango"; Other: "Lovesick Blues"  
No. PA's per Month: 8

**BILL TAYLOR**  
FOUR STAR

Instrument Played: Guitar  
Personal Manager: Harry Okun, 1430 North  
McCadden Pl., Hollywood  
Favorite Record, Own: "Yo Yo Heart";  
Other: "Smoke, Smoke, Smoke That  
Cigarette"  
No. PA's per Month: 6

**THE TALL MEN**  
BIBLETONE

Radio Affiliation, Live Show: WFOR, Hat-  
tiesburg, Miss.  
Personal Manager: F. M. Smith  
Favorite Record, Own: "I Thank the Lord"  
No. PA's per Month: 10

**AL TERRY**  
FEATURE

Radio Affiliation, Live Show: KANE, New  
Iberia, La.; As DJ: KVOL, Lafayette,  
La.  
Instrument Played: Guitar  
Personal Manager: Charles Theriot, Lafay-  
ette, La.  
Favorite Record, Own: "God Was So  
Good"; Other: "Midnight"  
No. PA's per Month: 20

**SUE THOMPSON**  
MERCURY

Booking Office: MCA, Hollywood  
Favorite Record, Own: "Just Walkin' Out  
the Door"; Other: "Shot Gun Boogie"  
No. PA's per Month: 8

**LEE THOMAS**

Instrument Played: Guitar  
Booking Office: Self, 400 Woodstock Rd.,  
Southbridge, Mass.  
Favorite Record, Own: "Tomorrow's Just  
Another Day to Cry"  
No. PA's per Month: 9

**HANK THOMPSON**  
CAPITOL

Instrument Played: Guitar  
Personal Manager: Jim Halsey, 604 Profes-  
sional Bldg., Independence, Kan.  
Favorite Record, Own: "Wild Side of Life"  
No. PA's per Month: 20

**MITCHELL TOROK**  
ABBOTT

Radio Affiliation, Live Show: KWKH,  
Shreveport, La.  
Instrument Played: Guitar  
Booking Office: Self, Box 493, Nacogdoches,  
Tex.  
Favorite Record, Own: "Caribbean"; Other:  
"Bouquet of Roses" (Eddy Arnold)  
No. PA's per Month: 7

**TRAVELERS QUARTET**

Radio Affiliation, Live Show: WMAC,  
Macon, Ga.  
Personal Manager: Clifford Thompson  
Booking Office: McCormick Gospel Book-  
ing Agency, Cherokee Hotel, Talla-  
hassee, Fla.  
No. PA's per Month: 12

**ERNEST TUBB**  
DECCA

Radio Affiliation, Live Show: WSM, Nash-  
ville  
Instrument Played: Guitar  
Booking Office: WSM Artist Service, Nash-  
ville  
Favorite Record, Own: "Our Baby's Book";  
Other: "Why Did You Give Me Your  
Love?" (Jimmie Rodgers)  
No. PA's per Month: 15

**JUSTIN TUBB**  
DECCA

Radio Affiliation, As DJ: WHIN, Gallatin,  
Tenn.  
Instrument Played: Guitar  
Favorite Record, Own: "Ooh-La-La"; Other:  
"(Remember Me) I'm the One Who  
Loves You"

**WESLEY TUTTLE**  
CAPITOL

Radio Affiliation, Live Show: KFI, KFVD,  
Los Angeles  
Instrument Played: Guitar  
Personal Manager: Self, 10258 Rincon Ave.,  
Pacoima, Calif.  
Favorite Record, Own: "Vaya Con Dios";  
Other: "Remember Me" (Stu Hamblen)  
No. PA's per Month: 4

**PORTER WAGONER**  
RCA VICTOR

Radio Affiliation, Live Show: KWTO,  
Springfield, Mo.  
Instrument Played: Guitar  
Personal Manager: E. E. Siman Jr., Radio-  
Ozark Enterprises, Springfield, Mo.  
Booking Office: Top Talent, 606 St. Louis  
St., Springfield, Mo.  
Favorite Record, Own: "Trademark";  
Other: "Streamlined Cannon Ball"  
No. PA's per Month: 25

**CHARLIE WALKER**

Radio Affiliation, Live Show: KMAC, San  
Antonio; As DJ: Same  
Instrument Played: Guitar  
Favorite Record: "Waiting for a Train"  
No. PA's per Month: 10

**DICK WAYNE**

Radio Affiliation, Live Show: KFEQ, St.  
Joseph, Mo.  
Instrument Played: Guitar  
Personal Manager: Johnny Standefer, 6228  
Brown St., St. Joseph, Mo.  
Booking Office: Midwest Talent, KFEQ,  
St. Joseph, Mo.  
Favorite Record, Own: "Love's Never Too  
Late"; Other: "I Won't Be Home No  
More"  
No. PA's per Month: 12

**SHORTY WARREN**  
RITA

Radio Affiliation, Live Show: WAAT, New-  
ark, N. J.  
Instrument Played: Bass  
Personal Manager: Johnny Brown, Main St.,  
Union, N. J.  
Booking Office: Spotlight Att., 1540 Broad-  
way, New York  
Favorite Record, Own: "Golden Gate Ex-  
press"; Other: "Tennessee Waltz"  
No. PA's per Month: 24

**TOMMY WARREN**  
COLUMBIA

Radio Affiliation, Live Show: WSM, Nash-  
ville  
Instrument Played: Guitar  
Booking Office: Norm Riley, WSM Artist  
Service, Nashville  
Favorite Record, Own: "I'm Gonna Fall  
Out of Love With You"; Other: "I'm  
So Lonesome I Could Cry"  
No. PA's per Month: 21

**CHUCK WELLS**  
COLUMBIA

Instrument Played: Guitar  
Personal Manager: O. B. Woodward, Box  
41, Arlington, Tex.  
Favorite Record, Own: "Just A-Lookin'  
Around"; Other: "Steal Away"  
No. PA's per Month: 25

**KITTY WELLS**  
DECCA

Radio Affiliation, Live Show: WSM, Nash-  
ville  
Instrument Played: Guitar  
Personal Manager: Frankie More, 631 Mur-  
freesboro Rd., Nashville  
Favorite Record, Own: "It Wasn't God  
Who Made Honky Tonk Angels";  
Other: "Cold, Cold Heart"  
No. PA's per Month: 24

**PAUL WESTMORELAND**  
FOUR STAR

Radio Affiliation, Live Show: KXOA, Sac-  
ramento; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: Joe H. Hobson, 1146  
York St., San Francisco  
Favorite Record, Own: "Detour"; Other:  
"Let Me Be the One"  
No. PA's per Month: 16

**ONIE WHEELER**  
OKEH

Radio Affiliation, Live Show: KSIM,  
Sikeston, Mo.  
Instruments Played: Harmonica, bass  
Personal Manager: Troy Martin, Tulane  
Hotel, Nashville  
Favorite Record, Own: "Run 'Em Off";  
Other: "I Want to Be With You  
Always" (Lefty Frizzell)  
No. PA's per Month: 20

**SLIM WILLET**  
FOUR STAR

Radio Affiliation, Live Show: KRBC,  
Abilene, Tex.; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: W. L. Moore, Box 1982,  
Abilene, Tex.  
Favorite Record, Own: "Don't Let the  
Stars Get in Your Eyes"; Other:  
"Faded Love" (Bob Wills)  
No. PA's per Month: 8

**WILLIS BROS.**  
RCA VICTOR

Radio Affiliation, Live Show: KWTO,  
Springfield, Mo.  
Instruments Played: Accordion, guitar,  
violin, bass  
Personal Manager: Lou Black  
Booking Office: Top Talent, 606 St. Louis  
St., Springfield, Mo.  
No. PA's per Month: 15

**CHICKIE WILLIAMS**  
WHEELING

Radio Affiliation, Live Show: WWVA,  
Wheeling, W. Va.  
Instrument Played: Bass  
Booking Office: Bud Lewis Agency, Box  
746, Wheeling, W. Va.  
Favorite Record, Own: "Beyond the Sun-  
set"; Other: "One Has My Name"  
No. PA's per Month: 20

**DOC WILLIAMS**  
WHEELING

Radio Affiliation, Live Show: WWVA,  
Wheeling, W. Va.  
Instrument Played: Guitar  
Booking Office: Bud Lewis Agency, Box  
746, Wheeling, W. Va.  
Favorite Record, Own: "My Old Brown  
Coat and Me"; Other: "Beyond the  
Sunset"  
No. PA's per Month: 20

**PERK WILLIAMS**  
CAPITOL

Radio Affiliation, Live Show: KTAE, Tay-  
lor, Tex.  
Instrument Played: Violin  
Favorite Record, Own: "Release Me"  
No. PA's per Month: 55

**JOHNNIE LEE WILLS**  
RCA VICTOR

Radio Affiliation, Live Show: KVOO, Tulsa,  
Okla.  
Instrument Played: Violin  
Personal Manager: O. W. Mayo, 423 North  
Main St., Tulsa, Okla.  
Favorite Record, Own: "Rag Mop"; Other:  
"Tennessee Waltz"  
No. PA's per Month: 25

(Continued on page 90)

# "Three Star Show"

"STONEY COOPER  
and  
WILMA LEE"

COLUMBIA RECORDS

"SUNSHINE  
SUE"

DECCA RECORDS

"MAC  
WISEMAN"

DOT  
RECORDS

## SKY HIGH IN POPULARITY

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### Recording and Radio Stars available for PAs

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and the COUNTRY BOYS

**"STONEY COOPER and  
WILMA LEE"** The Clinch Mt. Clan—4 entertainers

or the **ENTIRE OLD DOMINION  
BARN DANCE SHOW!**

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WRVA Theatre Building, Richmond, Virginia.  
Mason Bliss, Booking Rep.; Jack Stone, Mgr.

### BASIS FOR LIST OF JAMBOREES

Two prerequisites were followed in determining which radio jamborees to include in the accompanying feature, "Facts about Country & Western Radio Jamborees": (1) The show has to originate from an auditorium other than a radio studio and (2) there has to be an admission charge. Since so many stations have their own studio-originated jamborees, it would have been impossible within the limits of this issue to publish the facts about all.

### Strong Bonds

Continued from page 48

with a new \$200 guitar, a suit of cowboy clothes and various other small gifts.

The Billboard put out a mailing piece which it mailed to all the various retailers, juke box operators and deejays who are participants in its weekly questionnaires to ascertain the top country and western records, announcing the birth of the first son to Mr. and Mrs. Tennessee Ernie Ford about three years ago.

#### Mail Response

Ford estimates that he received 13,000 pieces of mail, including a number of war savings bonds, as gifts for the youngster. Ford, earlier this year, while doing a web deejay show daily for ABC, announced that he'd like pix of his listeners, when they sent in requests. He estimates that he received 21,000 snaps for his collection. While in England at the Palladium this year, Ford was surprised when he found that about 4,000 fans from the British Isles mailed autograph books to him with return postage, seeking his John Hancock for their collections.

Goldie Hill, Decca novice, says that she is still amazed when she plays a new town on a one-nighter. The minute she arrives a fan club member calls and offers the use of a car, engagements for dinner, etc. Cliffie Stone once made a chance remark on a radio show that his comedian, Herman the Hermit, who wears a full beard, needed a mustache cup. Twenty-eight antique mustache cups were received the next week. All artists find that when making personals, the fans invariably come in with cakes, sandwiches and drinks—the makings of a smorgasbord for the intermission period.

#### Reciprocation

How do the rustic artists repay these fans for such loyalty? By working the country more on long-jump, one-nighter tours than any other type of artist and more consistently, too. Both Tex Ritter and Smiley Burnette, probably the two most traveled artists in the rustic category, feel they have played between 6,000 and 10,000 locations during their extensive careers, ranging from school rooms in the Deep South to vast auditoriums thru the East and the Midwest.

## FACTS ON COUNTRY & WESTERN RADIO JAMBOREES

DATA	GRAND OLE OPRY Station WSM Nashville	LOUISIANA HAYRIDE Station KWKH Shreveport, La.	OLD DOMINION BARN DANCE Station WRVA Richmond, Va.	SATURDAY NITE SHINDIG Station WFAA Dallas	HAYLOFT JAMBOREE Station WCOP Boston
Originating From:	Ryman Auditorium, 116 Fifth Ave., N., Nashville	Shreveport Municipal Auditorium, 705 Grand Ave., Shreveport, La.	WRVA Theater, 9th and Broad Sts., Richmond, Va.	Texas State Fair Auditorium, Dallas	Symphony Hall, Boston
Capacity:	3,400	3,800	1,282	4,301	2,700
Admission:	30 cents and 60 cents	31 cents and 61 cents, gen. adm.; 50 cents and \$1 resvd.	65 cents and 95 cents	75 cents	\$1 and \$1.50
Day of Show:	Saturday	Saturday	Saturday	Saturday	Friday
Time:	7:30 p.m.	8:00 p.m.	7:30 and 9:30 p.m.	8:00 p.m.	8:15 p.m.
Length of Show:	4½ hours	3½ hours	1½ hours	4 hours	2 hours
National or Regional Network Hook-up:	8:30 p.m., CST, NBC	7:30 p.m., CST, CBS	9:30-10:30 p.m., EST, CBS	five-station regional network	25 station regional network
Estimated Radio Audience:	10,000,000	475,000	55,000	390,000	—
Total-In-Person Attendance, 1952:	237,236	151,944	67,158	—	—
Total-In-Person Attendance, Jan.-Oct., 1953:	215,215	128,982	57,357	117,000	—
First Show:	November, 1925	April, 1948	September, 1946	October, 1952	1953
First Broadcast:	November, 1925	April, 1948	September, 1946	October, 1952	1953
First National Network Broadcast:	September, 1939	April, 1953	April, 1950	—	—
Founder of Show:	Judge George D. Hay	Henry B. Clay	Station WRVA	Station WFAA	Roy Whisnand
Officers:	Jim Denny, manager; Jack Stapp, prog. dir.; Veto Pelletieri, music lib. and stage mgr.	Horace Logan, prog. dir.; Frank Page, prod. mgr.	Barron Howard, bus. mgr.; Jack Stone, dir.; Mason Bliss, booker	Dan Valentin, producer; Wilbur Ard, house mgr.; Alex Keese, station mgr.	Aubrey L. Mayhew, director; Warren S. Freeman, prom. dir.
Number of Guest Artists on Each Show:	4 name artists on each 30-minute segment	One	None	—	One
Artists Featured Regularly:	Roy Acuff, Lew Childre, Cowboy Copas, Lazy Jim Day, Jimmy Dickens, Jordanaires, Bill Monroe, Ernest Tubb, Hank Snow, George Morgan, Carl Smith, The Carter Family, Moon Mullican, Johnnie and Jack, Kitty Wells, Ray Price, Martha Carson, Webb Pierce, Ken Marvin, Grandpa Jones, Marty Robbins, Salty and Mattie, Annie Lou and Danny	Slim Whitman, Jim Reeves, Mitchell Torok, Johnny Horton, Red Sovine	Sunshine Sue, Stoney Cooper and Wilma Lee, Clinch Mountain Clan, Mac Wiseman, Zag, the Ozark Mountain Boy, Mary Klick, Benny Kissinger, Curley Collins, Sonny Day, The Westernaires, Lennie Jones	Sonny James, Bobby Williamson, Mallie Ann, Slim Harbert, Arlie Duff, Joe Bill, Curly Sanders, Orville Couch, Joe Price, Jimmie Collie, Lovett Sisters, Jimmy Kelley, Paul Buskirk	Elton Britt, Carl Stuart, Ray Smith, Buzz and Jack, Muriel White, Bobby Bobo, Jerry Devine, Al Green, Lucky Shore
Featured Comics:	Minnie Pearl, Duke of Paducah, Rod Brasfield, Stringbean, June Carter, Lonzo and Oscar	Buddy Attaway, "Socko"	Quincy Snodgrass	Bob Shelton, Neil Jones	Lucky and Emo
Artists Developed on Show Over Past Years:	All of the above and others	Slim Whitman, Hank Williams, Webb Pierce, Faron Young, Goldie Hill, Jim Reeves, Mitchell Torok	Sunshine Sue, Benny Kissinger, Curley Collins, Lennie Jones	All of the above	Carl Stuart, Muriel White

**Leon McAuliffe and his Western Swing Band . . .**

**PREFERS Fender**  
**GUITARS and AMPLIFIERS**  
**Sold Through Music Dealers Everywhere**

# FACTS ON COUNTRY & WESTERN RADIO JAMBOREES

GRAND OLE OPRY	LOUISIANA HAYRIDE	OLD DOMINION BARN DANCE	SATURDAY NITE SHINDIG	HAYLOFT JAMBOREE	DATA
WSM Artists Bureau	A. C. Covington, Artist Service Bureau, Box 1387, Shreveport, La.	Old Dominion Shows, Inc., 901 E. Broad St., Richmond, Va.	Southwest Booking Agency, 1122 Jackson St., Dallas	WCOP Artist Service Bureau	Booking Agency:
Apr. 2,000 (about 49 per cent ahead of last year)	Not available	Not available	Not available	300 (25 per cent ahead of last year)	Bookings Set, Jan.-Oct., 1953:
Indefinite	Indefinite	None	None	None	Television Plans:
A, C, F, S	A	A, B, C, R	A, C, F, S	A, R	Concessions Operated:

WWVA JAMBOREE Station WWVA Wheeling, W. Va.	BIG "D" JAMBOREE Station KRLD Dallas	NATIONAL BARN DANCE Station WLS Chicago	VIRGINIA BARN DANCE Station WDVA Danville, Va.	HOMETOWN JAMBOREE Station KXLA and KLAC-TV Los Angeles, Calif.	DATA
Virginia Theater, Wheeling, W. Va.	Sportatorium, Cadiz and Industrial Blvd., Dallas	Fifth St. Theater, 741 S. Wabash, Chicago	Dance Pavilion, Danville Fair Grounds, Danville, Va.	(Radio) Huntington Hotel, Pasadena, Calif.; (TV) El Monte Legion Stadium, El Monte, Calif.	Originating From:
1,300	7,000	1,200	1,000	3,000-4,000	Capacity:
60 cents	30 cents and 60 cents	50 cents and 95 cents	\$1	\$1.25	Admission:
Saturday	Saturday	Saturday	Saturday	(Radio) Daily (TV) Saturday	Day of Show:
7:30 and 10:00 p.m.	8 p.m.	7:30 p.m.	8 p.m.	(Radio) 11:30-12:30 a.m. (TV) 7:30-8:30 p.m.	Time:
2 hours	4 hours	4½ hours	3½ hours	1 hour	Length of Show:
Saturday Night Country Style, CBS	9:30 p.m., CST, CBS	—	8:30-9 p.m., MBS	—	National or Regional Network Hook-up:
Unknown	20,000,000	—	—	(TV) 1,000,000	Estimated Radio Audience:
88,218	200,000	106,323	40,000	150,000	Total-In-Person Attendance, 1952:
79,514	175,000	93,667	34,400	148,311	Total-In-Person Attendance, Jan.-Oct., 1953:
April, 1933	February, 1945	April, 1924	June, 1949	—	First Show:
January, 1933	February, 1945	April, 1924	June, 1949	(Radio) November, 1947; (TV) December, 1949	First Broadcast:
February, 1953	January, 1953	September, 1953	February, 1953	—	First National Network Broadcast:
Station WWVA	Al Turner	Station WLS	Station WDVA	Cliffie Stone	Founder of Show:
Paul A. Myers, prod. mgr.; Gene Johnson, Artist Service mgr.; Lone Pine, jamboree emcee	Al Turner, director-promoter; Ed McLemore, supervisor; John Harper, new talent; Johnny Hicks, TV dir.; Johnny Dolan, publicity	Glenn Snyder, gen. mgr.; Harold Safford, prog. dir.; Herb Howard, producer; Bill Nelson, producer	Emerson J. Pryor, gen. mgr., Station WDVA; C. C. Finch, gen. mgr., Danville Fair & Livestock Assn.	Cliffie Stone, gen. mgr.; Milt Hoffman, producer; James Hobson, director	Officers:
One-four	One-five	—	Varies	Varies	Number of Guest Artists on Each Show:
Lone Pine Betty Cody Dusty Owens Bud Messner Molly Darr Doc Williams and Chickie Mabelle Seiger Bailey Brothers Ritchie Brothers Abbie Neal Roy Scott Hawkshaw Hawkins Merv Shiner Big Slim	Sunshine Ruby Charlene Arthur Riley Crabtree Rangers Quartet Darrell Glenn Light Crust Doughboys Marvin Montgomery	Lulu Belle and Scotty Bob Atcher Dolph Hewitt Woody Mercer Beaver Valley Sweethearts Captain Stubby and the Buccaneers	Clyde Moody Bowes Brothers	Tennessee Ernie Speedy West Molly Bee Joan O'Brien Harry Rodcay Jimmy Bryant Cliffie Stone Herman the Hermit Bill Liebert Harold Hensley Ray Merrill George Bruns	Artists Featured Regularly:
Krazy Elmer Abner Dolittle Hiram Hayseed	Johnny Hicks Al Turner	Donald (Red) Blanchard Jimmy James Ted Morse Holly Swanson	Mug and Jug Homer "Little Bit" Thomason	Buckie Tibbs Gene O'Quin Bill Strange	Featured Comies:
Hugh Cross Shug Fisher Betty Cody Lone Pine Hawkshaw Hawkins Dusty Owens Doc Williams	Lefty Frizzell Ray Price Billy Walker Gene O'Quinn Jimmy Lee Hank Thompson	Lulu Belle and Scotty Rex Allen Pat Barret (Uncle Ezra) Gene Autry Pat Buttram Grace Wilson Kurt Massey Ruth Etting Linda Parker Smiley Burnett	—	All of the above plus Merle Travis Eddie Kirk Polly Bergan Mary Ford Judy Hayden Tex Atchinson McQuaig Twins	Artists Developed on Show Over Past Years:
WWVA Artist Service	Artist, Inc., Sportatorium, Dallas	WLS Artists, Inc., 1230 W. Washington Blvd., Chicago	—	Cliffie Stone Productions, 10518 Magnolia Blvd., North Hollywood, Calif.	Booking Agency:
1,094 (100 per cent ahead of last year)	200 (10 per cent ahead of last year)	—	—	—	Bookings Set, Jan.-Oct., 1953:
Indefinite	Now telecasting 30 minutes on Saturdays and one hour on Sundays	Currently producing TV shows with WLS talent for other TV stations	—	—	Television Plans:
A, B, L, P	A, C, F, P, S	—	A, C, F, S, R	A, C, F, P, R, S	Concessions Operated:



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(COMET MUSIC)

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**OUR SINCERE THANKS TO ALL WHO HAVE SHARED IN OUR PROGRESS**

**C&W Artists Directory**

• Continued from page 87

**BILLY WILSON**  
**COWBOY**  
Instruments Played: Guitar, banjo  
Favorite Record, Own: "My Beauty From Butte"; Other: "Candy Kisses" (George Morgan)  
No. PA's per Month: 10

**BOBBY WILLIAMSON**  
**RCA VICTOR**  
Radio Affiliation, Live Show: WFAA, Dallas  
Instrument Played: Guitar  
Personal Manager: Alex Keese, Radio Station KFAA, Dallas  
Booking Office: Southwest Booking, 1122 Jackson, Dallas  
Favorite Record, Own: "Bumpin' Around"  
No. PA's per Month: 15

**SLIM WILSON**  
Radio Affiliation, Live Show: KWTO, Springfield, Mo.; WBKB-TV, Chicago  
Instrument Played: Guitar  
Personal Manager: Lou Black  
Booking Office: Top Talent, 606 St. Louis St., Springfield, Mo.  
No. PA's per Month: 15

**SMILEY WILSON**  
**KITTY CARSON**  
**REPUBLIC**  
TV Affiliation, Live Show: WBRC-TV, Birmingham  
Instruments Played: Guitar, bass  
Personal Manager: Chester Studdard, 507 Polk St., East Gadsden, Ala.  
Favorite Record, Own: "I've Found My Own"; Other: "You Win Again"  
No. PA's per Month: 6

**MAC WISEMAN**  
**DOT**  
Radio Affiliation, Live Show: WRVA, Richmond, Va.  
Instrument Played: Guitar  
Booking Office: Randy's Record Shop, Gallatin, Tenn.  
Favorite Record, Own: "Tis Sweet to Be Remembered"; Other: "Driftwood on the River" (E. Tubb)  
No. PA's per Month: 25

**BOB AND WANDA WOLFE**  
**FLAIR**  
Radio Affiliation, Live Show: KGFL, Roswell, N. M.  
Instruments Played: Mandolin, guitar  
Booking Office: Wolfe Enterprises, 712 South Sunset, Roswell, N. M.  
Favorite Record, Own: "I Would Never Grow Tired of Lovin' You"  
No. PA's per Month: 15

**DEL WOOD**  
**REPUBLIC**  
Radio Affiliation, Live Show: WSM, Nashville  
Instrument Played: Piano  
Personal Manager: Carson E. Hazelwood, 1505 Riverwood Dr., Nashville  
Booking Office: Tom Diskin, 5050 West Fletcher, Chicago  
Favorite Record, Own: "Down Yonder"; Other: "Mansion on the Hill" (Hank Williams)  
No. PA's per Month: 12

**BOOTS WOODALL**  
**CAPITOL**  
TV Affiliation, Live Show: WAGA-TV, Atlanta  
Instrument Played: Guitar  
Personal Manager: Bill Lowery, WGST, Atlanta  
Favorite Record, Own: "I Might Have Been"; Other: "One Has My Heart"  
No. PA's per Month: 20

**WOODY WOODDELL**  
**DOMINE**  
Radio Affiliation, Live Show: WPIC, Sharon, Pa.  
Instrument Played: Guitar  
Booking Office: L. Yuhasz, Pinchollow Jamboree Attractions, WPIC, Sharon, Pa.  
Favorite Record, Own: "Elfie the Elf"; Other: "Slipping Around" (Jimmy Wakely)  
No. PA's per Month: 14

**JIMMY WORK**  
**CAPITOL**  
Instrument Played: Guitar  
Favorite Record, Own: "Tennessee Border"; Other: "Cold, Cold Heart"  
No. PA's per Month: 4

**CLYDE "SKEETS" YANEY**  
**M-G-M**  
Radio Affiliation, Live Show: KMOX, St. Louis  
Instrument Played: Guitar  
Personal Manager: Self, 2920 Wyoming St., St. Louis  
Favorite Record, Own: "I'm Not Alone, Just Lonesome"; Other: "Tennessee Waltz" (Patti Page)  
No. PA's per Month: 7

**YORK BROS.**  
**KING**  
Radio Affiliation, Live Show: WJR, Detroit  
Instrument Played: Guitar  
Favorite Record, Own: "River of Tears"

**ART YOUNG**  
**FRONTIER**  
Radio Affiliation, Live Show: WJLL, Niagara Falls, N. Y.; As DJ: Same  
Instrument Played: Guitar  
Personal Manager: Self, Ward Rd., Route 2, Sanborn, N. Y.  
Favorite Record, Own: "Maybe I'll Cry"  
No. PA's per Month: 20

**PFC. FARON YOUNG**  
**CAPITOL**  
Instrument Played: Guitar

Personal Manager: Hubert Long, 1537 McGavock Pike, Nashville  
Favorite Record, Own: "You're the Angel on My Christmas Tree"; Other: "Bouquet of Roses" (Eddy Arnold)  
No. PA's per Month: 30

**EDDIE ZACK**  
**COLUMBIA**  
Radio Affiliation, Live Show: WJAR, Providence: As DJ: WHIM, Providence  
Instrument Played: Guitar  
Personal Manager: Jim Small, 25 Palmer Rd., Foxboro, Mass.  
Favorite Record, Own: "Heaven's Television Screen"; Other: "Tennessee Waltz"  
No. PA's per Month: 20

**BABE ZAHARIAS**  
**BETTY DODD**  
**MERCURY**  
Instruments Played: Harmonica, guitar.  
Personal Manager: George Zaharias, Tampa Golf & Country Club, Tampa  
Favorite Record, Own: "Detour"; Other: "Detour" (Patti Page)

**TEX ZARIO**  
**HYTRON**  
Radio Affiliation, Live Show: WTEL, Philadelphia  
Instrument Played: Guitar  
Personal Manager: Jack Howard, 122 North 12th St., Philadelphia  
Favorite Record, Own: "Birthday Wishes"; Other: "Worlds Apart"  
No. PA's per Month: 4

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**CROSLLEY**  
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Santa Ana, Calif.

**DC**  
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**DOT**  
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**EPIC**  
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*(Continued on page 93)*

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"I'LL BE BACK IN A YEAR, LITTLE DARLIN'" — "BYE FOR NOW"

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# Burlesque Bits

By UNO

**Nell Cason**, former burly principal, is now **Mrs. Nell C. Griffin**, wife of a fishing lake owner. She lives at 1430 Sixth Avenue, Bessemer, Ala., where she played hostesses to **Murray and Boo (LaVon) Leonard**, recent visitors on a vacation away from their California home. Mrs. Griffin would also like to hear from **June Rhodes**, another former co-principal. . . . Notice has been posted backstage of the Rialto, Chicago, of the permanent closing on December 10 by operator **Harold Minsky**, due to the landlord's request for an increase in rent. . . . **Francine** celebrated a birthday at the Copa, New York, on December 2. . . . **Tommy Layne** replaced **Mark Leonard** as house singer at the Hudson, Union City, N. J., last week. . . . The comedy team of **Maxie and Jackie McSween** in their act "Bits of Nonsense" just completed a four-month barnstorming tour thru Idaho, Montana and Utah and an engage-

ment at the Ron-D-Voo club in Sacramento, where they will remain while their son, **Don Lee**, finished his schooling. . . . The Casino, Pittsburgh, and Roxy, Cleveland, will not shutter over the pre-holiday weeks as usual but will remain open. The decision was arrived at because of the law-enforced closings of the Howard and Casino in Boston. . . . **Teresita Lone**, newly partnered with **Tommy Long** in her new comedy act, "Long, Lean and Lone," joined a recently formed group that left last week on an Alaskan tour. . . . **Harry Meyers** and **Happy Ray** opened at the El Rey, Oakland, Calif., November 6.

**Torchy Blair** left her Hirst circuit unit in Baltimore on December 5 to vacation at her home in Pittsburgh. . . . **Bob Hart**, vocalist who has been active in TV as a feature in the "Stairway to Stardom" program over WATV, Channel 13, also has his own radio show on WNJR in Newark, N. J., and records for Regal, Merit and Crescendo companies. He has started suit thru his attorney **William S. Cantulupo** against the Adams in Newark for breach of contract. The case is now pending in Essex County District Court in Newark. . . . Portland, Ore., features **Marlene** at the Capitol and **Betty Rowland**, **Marie Zaare** and **Shirley** at the Star. . . . Touring the Hirst circuit with **Mickey Jones** are her four-year-old daughter, **Linda**, and **Snuffy**, a parakeet. . . . **Lem Welch**, Jewish-dialect comedian of former burly days and in vaude a long time (family moniker **Lemuel F. Bernhein**), 73, died last week at his home in Irvington, N. J. Welch's last show was "Wine, Women and Song." After his retirement from the stage 25 years ago he operated a movie theater in Washington. Surviving are his wife, two sons, a daughter, five brothers and four grandchildren.

. . . **Jack Railey**, comic, and **Tony LoCicero**, straight man, close December 17 at the Rivoli, Seattle, where the current feature, billed as "The Wolf Girl," employs a dummy wolf in her act. . . . **Billy Ainsley**, comic, has just bought a six-room home in Russell's Point, near Columbus, O., now housing **Ruth Levine**, mother of Mrs. (LaVodis) Ainsley; **Michael Toomey**, the Ainsley's one-year old child, and their Dalmation mascot, **Dukey**.

# Christmas

Continued from page 13

on the forthcoming demise of the excess profits tax law. Some feel that bookings will suffer when the industrial accounts find that they can pocket their profits rather than spend them on shows, etc. Others feel that the business will stay at its present level because the service performed by shows are a benefit to the firms contracting them.

**Sid Page**, a veteran club date booker, stated that the business for the holiday season is exceptionally good.

**Jim Roberts**, president of the Entertainment Managers' Association and a club date booker, stated: "This year will be comparable to last year. We are experiencing a new phase of club dates. We are now in the specialized field of presenting skits and industrial movies." The Roberts agency recently entered the motion picture phase by filming a vehicle designed to tell industry why Evansville, Ind., is a place where industry can flourish, and therefore should locate their new factories there.

**Lyman Goss**, another veteran club date booker, claimed: "This looks like it will be a normal year."

# NIGHT CLUB-VAUDE

Continued from page 12.

times appears too vigorously punctuated with gestures.

Her highlights are, of course, the familiar French numbers which brought her to the United States. She is thoroly pleasing in her delivery of "Paris," "La Seine," "Pigalle," "Rue La-Pic," "C'est Si Bon," "C'est Magnifique" and "La Vie en Rose."

**Patachou** also does a delightful satire on all "chantoosies" from France, which have either no name or half a dozen. She likewise is cute in a novelty impression of a Parisian version of American Western movie singing cowboys.

### NSG on Pops

Less effective are her attempts at popular American favorites like "I'm in Love With a Wonderful Guy" and "Why Don't You Believe Me?" Oddly enough, these two numbers go great in New York.

The best supporting act is the **Amin Brothers**, who bring down the house with their agile risley routines, with the big fellow flipping the little fellow up, down and around on his feet, while lying on his back.

**Bob Williams** and his novelty dog act is also on the show. This is a fine standard act, but it suffers from being mostly on the floor and visible only to the front row.

The **Jean Devlyn** chorus line this week came up with a brand new set of faces (and shapely torsos) — a great improvement over recent Last Frontier presentations. Added to the line is **Dick Gregory**, who recently appeared here with his vigorous dance routines as part of Paul Whiteman's young talent. The vocalist is **Bob Peoples**.

Returning for the umpteenth time to Las Vegas is the orchestra of **Bob Millar**, a favorite in town for at least nine years.

Ed Oncken.

# Bar of Music, Hollywood

(Friday, November 13)

Capacity, 400. Price policy, \$2 minimum on Saturdays. Shows, 9:30, 11 and 12:30. Operators, Albert and Regina Villaudy. Manager, Jack Villaudy. Publicity, Jerry Riley. Estimated budget this show, \$3,000.

**Arthur Lee Simpkins** and **Dave Barry**, comic, are a solid click in well-balanced show.

**Arthur Lee Simpkins** and **Dave Barry** share the honors, and the duo presents a well-balanced offering.

**Dramatic tenor Simpkins**, no newcomer here, demonstrates a savvy of his art that could well serve as an example for other nitery singers. Simpkins sells in grand style his material that runs the gamut from jazz to high-brow operatic arias from "La Boheme." Gifted with a voice that thrills, Simpkins needs not resort to gimmicks. His appreciation of the music he sings and convincing rendition are in themselves sufficient, whether it be his known "Enjoy Yourself," with audience participation, or an Irish melody. High spot, by far, was his feeling "Eli, Eli," which netted undivided attention and thunderous applause. Outstanding, too, is the piano backing by **Chris Gage**.

**Dave Barry** is refreshing as a comedian who can lampoon with gusto the commonplace, be it the California weather or the eccentricities of the female. He's added some new and delightful material to his impressions of known personalities. **Eddie Bradford** ork backs and supplies the terpsing music. **Ed Velarde**.

doing so well, the Versailles wanted the next one. Lawyers were called in, but at the late hour nothing could be accomplished. At one point, **White** demanded the Versailles get a court order preventing **Kaye** from going on the Sullivan show.

**Kaye** went on the show; cooler heads prevailed, and **White** simmered down. It was subsequently discovered that **White** has almost the entire cast of his Versailles package under a personal management contract. **Kaye** had refused to sign a management deal. Whether or not this refusal led to **White's** anger wasn't known.

In the meantime, **Kaye's** option was picked up Monday night (22) with the contract running until the beginning of January. Bids for **Kaye** as a single have already been received from the Hollywood Mocambo.

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# Extra Added

**Lucille Ball** and **Desi Arnaz** with their "I Love Lucy" show will do a nighter in San Antonio Coliseum in mid-January, according to Texas sources. . . . **Margaret Phelan** is marrying and leaving the business. . . . **Joni James** broke the State Theater, Hartford, Conn., 20-year house record last weekend (21-22), according to the Harris Brothers. . . . **Milton Berle** will have a bachelor dinner for him by the Friars, December 4.

A flash fire destroyed Denver's Variety Club last week. . . . **Mrs. Billy Daniels** (ex-Mariha Braun) is starting a night club singing act. She is handled by Mercury Artists. . . . **Pupi Campo** is going into the Chateau Madrid, December 8. . . . **Darvis** and **Julia** go back into the Latin Quarter, December 8, for six months. They now have a year and half lined up. . . . **Ruth Wallis** will play a week at the Horizon Room, starting December 26, and was not dropped as previously reported. . . . **Mary Small** will get her first Coast date in a long time when she opens at the Mocambo, December 1. . . . **Dave Whelan** is out of the Music Corporation of America. . . . **Calumet City, Ill.**, cafe ops offered peace terms to AGVA to call off the strike. . . . **Marlene Dietrich** is working hard on the cafe act she'll open with in Las Vegas, Nev., December 15.

# Kaye, White

Continued from page 13

Versailles that if **Kaye** did the Sullivan show, he was to be fired. Sullivan did a burn; **Kaye** was in the middle, and the Versailles was in a quandry. If it refused to fire **Kaye**, **White** had indicated that his next package show would not be given the Versailles. As the current **White** unit was

# Hocus-Pocus

By BILL SACHS

**MARVIN ROY**, the West Coast wizard with lights, was in New York recently for a gabfest with the local magic lads. He took in the Society of American Magicians' Open House, where he greeted numerous old friends, including **Milbourne Christopher**, **Dr. Daley**, **Slydini**, **Frank Garcia**, **Dick DuBois**, **Leslie P. Guest**, **Paul Morris** and **Arnold Belois**. . . . **Mil Christopher** was featured on "Dinner With Lisa" over WABC-TV November 24, while **Russell Swann** occupied a spot on the **Jackie Gleason** TV show November 21. . . . **Carl Sharpe** (**The Amazing Mr. Ballantine**) has just concluded a week's stand at the New York Palace. . . . **Kodell**, still at the Conrad Hilton Hotel, Chicago, is mulling an offer from the Hotel New Yorker, New York. . . . **Louis Tannen** is publishing **Milbourne Christopher's** latest book, "More One-Man Mental Magic." That's No. 12 for Christopher. . . . **Doc Weiss**, assisted by **Miss Terry Lee**, was a feature with his escapes on a 10-act bill presented by the East Orange (N. J.) Patrolmen's Benevolent Association at East Orange Auditorium November 18-21. . . . **Galli-Galli** is winding up a two-weeker at the Normandie Roof, Montreal. Other magic turns in Montreal the past week were **Dorval**, at the Plaza Hotel, and **Ali the Magician** and **Rendi the Magician** at Rigello's Cafe. . . . **Landrus the Magician**, who had contemplated barging up north in a few weeks, has changed his mind and will remain in South Texas, where he has a string of dates lined up starting early in January and running thru March.

. . . **Lady Francis** (**Frances R. Francis**), now on the producing staff at WLW-T, Cincinnati, gets a prominent mention in **Joe Laurie Jr.'s** new book, "Vaudeville: From the Honkytonks to the Palace," as one of the top fem trixsters in the business. . . . Parent Assembly, Society of American Magicians, New York, holds its "Old and New Magic Night December 4, with **Dr. Morris Young** as emcee. Featured will be antique apparatus, playbills, etc., from the collections of **John McManus**, **Milbourne Christopher**, **Doc Weiss** and **Lester Grimes**. . . . After a tour of Colorado, **Arnold Furst's** magic unit will put in the next two weeks in Albuquerque, N. M.; Roswell, N. M., and El Paso, Tex. He completes his tour of 60 dates in El Centro, Calif., December 18, after which he hops to his home in San Bernardino, Calif., for a two-week vacation over the holidays. **Furst** has his troupe set thruout January in the vicinity of San Francisco. Writing from Spring, N. M., under recent date, **Furst** says: "Enjoyed visits recently with **Lee Grabel** and **Ray-Mond**. **Grabel** is heading toward Kansas with his excellent two-hour show, featuring the floating piano and other large illusions. He has a new 30-foot truck and a company of six assistants. **Ray-Mond** is moving back toward the East Coast and Maryland, where he expects to be around Christmas. He is just completing a series of midnight performances with his spooker in leading Colorado theaters under the guidance of **Joe Karston**."

# Las Vegas Hotels

Continued from page 13

**Cole**, while across the street, the Hotel Thunderbird will bring back operatic tenor **James Melton** in the Strip's only bid for longhair trade.

Reservations over the holiday are sold out from year to year, with only big spenders of known habits being able to crack the magic list of rooms in reserve. It has been estimated that the impressive high rollers who come to Las Vegas for New Year's are loaded with as much as \$5,000,000 for the casinos to try and take away.

### New Year's Eve

New Year's Eve is the one night of the year when the traditional "no cover, no minimum" policy in the Strip dining rooms is off. In the past, the price per head for a lavish year-end party lasting all night long has been \$5 and up, with hardly anybody going to bed in the morning without spending many times that figure.

The hotels this year have a four-day week-end starting Wednesday night, December 30, and lasting until Sunday, January 3, with the big-name acts being booked into the second week in January to cash in on the thousands of regular Las Vegas visitors who are unable to find accommodations over New Year's Eve.

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## 7 Weeks Set for Henie Road Unit

Continued from page 2

partner, Donald Watson, the Two Cavanaugh's, Hamm & Riggs, Johnson & Carr, George Lockwood, and a line of 24 men and 24 girls. Five key bandsmen, as

is customary, will be carried and will be supplemented with local musicians.

### Canadian Dates Sought

Plans are to book the outfit thru the end of June, have it lay off for a July vacation, then send it out again in August and September. No Canadian dates are in sight but it is hoped to book the show up there on the pre-June route.

Miss Henie drew more than \$2 million playing Paris, London, Berlin, Oslo and Stockholm in her three-month stint, with the Scandinavian performances topping the list in terms of attendance, grosses, and over-all customer enthusiasm.

Playing her native city of Oslo for 30 days, she drew more than a half-million persons to the outdoor Jordal Amfi arena. With not a single performance rained-out, altho several were played in drizzles, the show took in \$580,000 after taxes. The net was \$380,000 for 38 days in Stockholm, at a smaller arena.

## Paterson's 60 Points High in League Racing

ELIZABETH, N. J., Nov. 28.—Paterson (N. J.) Arena, of the America on Wheels chain of rinks, continued to lead the pack in the Northern division of AOW's inter-rink racing league. As of November 22 Paterson has amassed a total of 60 points, but the chain's Mount Vernon (N. Y.) Arena speedsters are in close pursuit with 42 points, according to Jack Edwards, AOW director of speed.

In third position is the Reading (Pa.) Rink with 36 points, followed by Boulevard Arena, Bayonne, N. J., 30; Twin City Arena, Elizabeth, 8; Florham Park (N. J.) Rink, 4; Capitol Arena, Trenton, N. J., 2, and Peekskill (N. Y.) Arena, 0.

The next league competitions have been scheduled for December 5 at Mount Vernon.

## N. Y. Starting Teardown on Coliseum Site

NEW YORK, Nov. 28.—Only one building on the 6.3-acre site chosen for the New York Coliseum was vacant last week, but that was enough for the city. It sent a wrecking crew to tear down the structure at 306 West 59th Street, hours after the Court of Appeals issued an order giving the city title to the desired Columbus Circle area.

Completion of the \$20 million coliseum is hoped to be achieved in the fall of 1956. The project will also include a parking garage and twin 12-story apartment houses.

Commissioner Robert Moses emphasized that the coliseum is not being planned for sporting events, but for business shows and commercial exhibits. The hall will have 225,000 square feet of unobstructed floor space and provision for 25,500 seats.

## Capacity Biz Done by Oaks Skating Show

PORTLAND, Ore., Nov. 28.—The sixth annual roller-skating revue, "Holiday in Rhythm," drew capacity audiences to the Oaks Roller Rink here, Robert Bollinger, Oaks owner, said this week. The revue, produced by the Oaks figure skating club, was presented Wednesday (18), Thursday (19), Sunday (22) and Monday (23). Bollinger estimated attendance 10 per cent higher than a year ago.

The two-and-a-half-hour show will be repeated in January for the benefit of the March of Dimes and other charities.

More than 100 amateur skaters participated in the revue, one of the most elaborate to be staged in the Pacific Northwest. Seventeen production numbers featured comedy, acrobatics and dance routines, several done in black light. Stars were Oregon State, Northwest and national champions. These included six-year-old Ricky Gustafson, State and regional "diaper" champion; Donna Whitehead, Eddie Grill, Ruth Madgen and nine-year-old John Gustafson. Youngest star was three-year-old Wayne Matteson.

The production was supervised by Jeanne and Dale Pritchard, professionals at Oaks, and music was provided by Bus McClelland, vet rink organist.

### New Philly Spot Bows

PHILADELPHIA, Nov. 28.—Harrowgate Roller Rink, in the Kensington section, opened last week with nightly skating sessions scheduled in the former movie house converted into a rink. Matinees are held on Saturdays and Sundays.

## URO LIGHTS 11 CANDLES

## Prexy Reiterates Aims, Traces Assn. History

NEW YORK, Nov. 28.—"Members of the United Rink Operators can look back with pride and ahead with confidence," URO Prexy Joseph L. Barnes, of Philadelphia, said in a special anniversary message to The Billboard on the association's 11th birthday. Barnes cited the URO's primary aims, declared at the initial meeting, as an ideal code for rink owners the nation over.

### The aims:

1. To advance, by every possible means, roller skating both as a recreation and as a sport.
2. To foster a free exchange of ideas and to encourage co-operation among all who run roller rinks.
3. To accomplish the above without seeking to control the amateur skater.
4. To offer membership to all rink owners wishing to join.

### URO History Told

Barnes recalled the URO's birth. On November 16, 1942, a group of 33 persons—representing 23 rollerdomes in several States—gathered at the Park Central (now Park Sheraton) Hotel here for the purpose of founding a rink owners' association, one that would be divorced from any body of amateur skaters.

The name United Rink Operators was proposed by Wally Kiefer, who then operated White Plains (N. Y.) Arena. It was adopted by unanimous vote.

After refusing the nomination three times, Earl Van Horn, operator of the Mineloa (N. Y.) Rink, was drafted into the presidency. Owners present insisted that his national reputation and broad background both as a skater and rink operator made him the only logical choice for such an important post.

### Original Officers

Also voted into office were Thomas Legge, Boston, vice-president; Jesse (Pop) Carey, Philadelphia, second vice-president; Capt. George Bushby (now deceased), Baltimore, third vice-president; William Schmitz, general manager of America on Wheels secretary, and John Beckman, the Bronx, treasurer. First to pay dues in the newborn group was Ed Tierce, who operated the Plainfield (N. J.) Rink.

At a subsequent meeting, November 30, 1942, at the Park Central, an executive board was established consisting of all elected officers plus Wally Kiefer, Julius DeGeeter, Paramus, N. J.; Frank Morris, Trenton, N. J.; Orville Godfrey, Detroit; Bill Holland, Bridgeport, Conn.; and George Sticka, Elizabeth, N. J. Holland and Kiefer were appointed by the president as the first amateur co-operative committee, with the settling of all

matters between owners and amateurs as its prime duty.

Down thru its 11-year history, according to Barnes, URO has served rink owners well, and the association has about tripled its paid membership.

### Monthly Bulletin

To mention a few URO achievements:

A monthly bulletin is published and sent to all members. It lists business trends, promotional ideas, advice on purchasing and other valuable items that are of benefit to all, but especially to the owner of a small rink.

Running negotiations have been conducted with ASCAP to effect a more equitable method of payment by rinks.

Delegations have several times been sent to Washington to address lawmakers and to lobby. Among causes have been reduction of the amusement tax and the easing of restrictions which seriously threatened many rink operations during World War II.

A monthly magazine, the American Skater, was published for several years and has been successful.

(Continued on page 93)

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SPECIAL!  
Men's closed toe leather lined shoes, wood wheels.  
\$11.00 Pair

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Very little cash needed—other interests.

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## Dramatic & Musical Routes

- Almanac: (Shubert) Boston.  
Beatrice Lillie: (Shubert) Detroit.  
Children's Hour: (Harris) Chicago.  
Flameout: (Shubert) Washington.  
Good Night Ladies: Enid, Okla., 30; Bartlesville, Dec. 2; (Convention Hall) Tulsa, 3-5.  
Greco, Jose: (Royal Alexandra) Toronto.  
Guys and Dolls: (Ford's) Baltimore.  
In the Summer House: (Wilbur) Boston.  
Little Jessie James: (Taft) Cincinnati.  
Maid of the Ozarks: (Globe) Bridgeport, Conn.  
Make Manma Happy: (Walnut) Philadelphia.  
Misalliance: (Selwyn) Chicago.  
New Faces: (Curran) San Francisco, Dec. 1-5.  
Oh Men, Oh Women: (Locust St.) Philadelphia.  
Oklahoma!: (Murat) Indianapolis.  
Porgy and Bess: (Forrest) Philadelphia.  
Prescott Proposals: (Katharine Cornell) (National) Washington.  
Seven-Year Itch: (Erlanger) Chicago.  
South Pacific: (Orpheum) Madison, Wis.  
Time Out for Ginger: (Hartman) Columbus, O., 30-Dec. 2; (Victory) Dayton 3-5.  
Twin Beds: (Parsons) Hartford, Conn.

### Arenas

- Hippodrome of 1954: (Coliseum) Houston 1-6; (Aud.) Kansas City, Mo., 8-13.  
Ice Capades of 1954: Syracuse, N. Y., 1-6; (Coliseum) Springfield, Mass., 7-13.  
Ice Follies of 1954: (Arena) Hershey, Pa., 1-12; (Arena) New Haven, Conn., 13-20.

### Miscellaneous

Bobby Grants Stars Over Harlem: (Sunset Lounge) West Palm Beach, Fla., 6-9; (Harlem) Danja 10-14; (Savoy) Fort Lauderdale 15-Jan. 30.

**It's GLOBE** for the finest WHEELS on skates

**THE RINKMASTER** (fiberglass) Rink-tested under toughest conditions... Will not swell or crack. Popular brown fibreglass. 2" x 1". Diamond-ground tread and hardened backing for extra-long wear. Fits any standard ball-bearing rink skate. Guaranteed.

**THE DANCEMASTER** (selected White Rock Maple) A top-quality wheel with offset bearing cups that will not loosen or pull out. Maximum run-out of .003" on periphery and side-wobble.

**REPLACEMENT PARTS** (for rink operators) GLOBE offers a full line of replacement parts including axles, cones, ball-bearings, etc. IMMEDIATE DELIVERY. Write for literature and prices.

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Two B40 Speakers, each — 225.00  
One DXR20 Speaker — 250.00  
One HR40 Speaker — 425.00  
150 Pair Chicago Heavy Skates (good condition), per pair — 2.00  
75 Pair Shoe Skate Rentals (good), per pair — 6.00  
Chicago Skate Grinder (perfect) — 90.00

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We invite you to bring your skates to Curvecrest and see for yourself.



# Roadshow Rep

**MITCHELL's** spook show has been in the Alexandria, La., sector, playing to only fair results, according to **F. F. Mitchell**, who states that he plans to try club work with a miniature spook idea. "I'm not sure what we can do with this new idea, but it can't be any worse than what we have been doing," says Mitchell. . . . **Lawrence Cunningham** reports only success with his amateur production efforts in Northern New England. Says Cunningham: "I have had one indoor fair and a hobby show, but there is not the enthusiasm of other years, probably because of the tightening money situation. . . . From Montpelier, Idaho, **James Livingston** pens: "Had a good summer at celebrations, but at present am having a hard time with a small indoor show comprised of the family. Schools are far apart and too small to mean any important money. We have done a few merchant shows and got some biz into several small-town movie houses that needed it. Recently I met **Doc Elroy Harvey**, who is doing the solo show with which he left Seattle two months ago. He is moving toward Wyoming where he has some former dates set which he believes will help him. He puts a lot of entertainment in his show and it is not too much on the city side. His brother-in-law, **Arthur S. Tyler**, books the show. For some years Tyler had a roadshow of the pic type, but he declares that this end of the biz is up against it."

**THE TILTON** Comedians are now playing a winter season of circle stock in Minnesota. **Mr. and Mrs. M. R. Tilton**, in partnership with **Billy Guthrie**, established the Tilton & Guthrie Players in 1922 in Iowa where they played continuously for 20 years. Tilton then took his own company to Illinois and Wisconsin to play theaters for years. The coming outdoor season will be **Mr. and Mrs. Tilton's** fourth season back

in Iowa under canvas. Currently they are planning a much larger show than they have offered in past years. **Tilton** is reported well on the recovery road after an August operation in Mason City, Ia. The cast remains unchanged. Many of the **Neil Schaffner** players will be featured next summer. **J. W. Lawler**, who has handled publicity and the assistant manager's slot with the company for years, is still with it.

## C&W Labels

Continued from page 90

- MARVEL**  
852 Elm Street  
Manchester, N. H.
- MASTER**  
6502 Crenshaw Boulevard  
Los Angeles
- MAUNAY**  
513 N. W. Nevada Street  
Portales, N. M.
- MELODY**  
3740 Ainslie Street  
Chicago
- MERCURY**  
35 East Wacker Drive  
Chicago
- M-G-M**  
701 Seventh Avenue  
New York
- NASHBORO**  
177 Third Avenue  
Nashville
- NUCRAFT**  
711 Rochow Street  
Houston
- OLD TIMER**  
3703 North Seventh Street  
Phoenix, Ariz.
- ORIGINAL**  
110 Bergen Pike  
Little Ferry, N. J.
- PAGE**  
203 Maple Avenue  
Johnstown, Pa.
- PEACH**  
1989 Howell Mill Road  
Atlanta
- PELICAN**  
3319 Plank Road  
Baton Rouge, La.
- QUALITY**  
380 Birchmont Road  
Toronto
- QUEEN CITY**  
3930 Spring Grove Avenue  
Cincinnati
- RCA VICTOR**  
630 Fifth Avenue  
New York
- REPUBLIC**  
535 Fourth Avenue, S.  
Nashville
- RICH-R-TONE**  
407 West Main Street  
Morristown, Tenn.
- RITA**  
care of: B&B Productions  
157 Market Street  
Perth Amboy, N. J.
- RORK**  
Box 2281, DeSoto Station  
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- SACRED**  
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- SENTRY**  
3151 Burlington  
Butte, Mont.
- 7-11**  
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Beverly Hills, Calif.
- SHO-ME**  
2510 Holmes Street  
Kansas City, Mo.
- SINGSPIRATION**  
222 East Willow  
Wheaton, Ill.
- SOUTHERN**  
5312 North Broad Street  
Philadelphia
- STARDAY**  
Box 1689  
Beaumont, Tex.
- TAILOR**  
Route 2  
Sistersville, W. Va.
- TENNESSEE**  
824 Fifth Avenue, S.  
Nashville
- TIN PAN ALLEY**  
1650 Broadway  
New York
- TNT**  
1314 North Brazos  
San Antonio
- TRUMPET**  
309 North Farrish  
Jackson, Miss.
- VALLEY**  
Box 10033  
Knoxville
- WESTERN JUBILEE**  
708 East Garfield  
Phoenix, Ariz.
- WESTERN RANCH**  
Box 48  
Thornton, Calif.
- WHEELING**  
Wheeling, W. Va.
- WHITE CHURCH**  
2829 West Vernon Avenue  
Los Angeles
- WHITE SQUIRREL**  
229 East Main Street  
Olney, Ill.

## Drivin' Round The Drive-Ins

**JEFFERSON** Amusement Company, Beaumont, Tex., is enlarging its Don Drive-In at Port Arthur, Tex., to a twin screen operation. . . . **Statewide Drive-In Theaters, Inc.**, San Antonio, has inaugurated "request night" each Thursday at its Alamo, Mission, Rigby and South Loop 13 drive-in theaters. Patrons will be asked to suggest what pictures they want brought back for return engagements and, whenever possible, the requests will be granted. . . . The Park Drive-In, Sweetwater, Tex., has been sold by **L. R. Manor** to **J. T. Carly** and **Ray Wilson**. . . . The Star Dust Drive-In, San Diego, Tex., is undergoing remodeling. Plans call for a new screen, repaving of the ramps and other improvements.

## Symphonies

Continued from page 34

phony receives a good reading from the Paris Conservatory Ork under **Ernest Ansermet**. However, the competition on both of these sets will be heavy. Columbia has issued a fine waxing of **Shostakovich's Fifth Symphony**, played with much depth by the New York Philharmonic conducted by **Dimitri Mitropoulos**. The interpretation and name power of the Philharmonic make this one a good bet for dealer sales, especially since there are only two competing versions on the market. Urania Records becomes the third diskery this month to suddenly release the previously unrecorded **Dante Symphony** of **Lizt**. Other versions are on Decca and SPA. The Urania set, with **George Sebastian** batoning the Colonne Orchestra, is a good one and the slightly esoteric work will appeal to those who have extensive LP collections. **Bob Rolontz**.

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We supply you complete 16MM Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write **Southern Visual Film** 48 Monroe (Dept. 88), Memphis, Tenn.

# The Final Curtain

**BRAD—Fred**, 66, veteran concession manager, recently in Santa Rosa Hospital, San Antonio. Born in La Porte, Ind., he was active in show business for over 40 years. During that time he worked on **Downie Bros.**, **Christy Bros.**, and many other shows. Survived by his widow, **Francis**, and two sisters. Burial in City Cemetery, Gonzales, Tex.

**DELL—Ulysses Wilbert**, partner in The Dells, Indian club performers, November 16 in Denver. Survived by his widow, **Maybelle**, and a sister, **Mrs. A. Rothrock**. Burial in Longmont, Col.

**DUGAN—Herbert**, 47, radio and TV engineer, November 13 in St. Vincent Hospital, Los Angeles, after a brief illness. He leaves three daughters, **Mrs. Selma Marie Reynolds** and **Mrs. Mildred Tesrauro**, Compton, Calif., and **Mrs. Helen Lawrence**, Detroit; his mother, **Mrs. Mary Dugan**; a sister, **Helen**, and a brother, **Carl**, Indianapolis. Interment in Indianapolis.

**FLEMING—Douglas Riley**, 59, partner in the comedy variety team of **Doug and Dot Fleming**, November 18 in Wilmington, Del. In show business for over 35 years, he started in minstrel and worked in vaude, tab and burlesque. In recent years the team has been working nite clubs. Survived by his widow, **Dorothy**; a son, **Lt. Douglas R. Jr.**; one daughter, his mother and two brothers. Burial in Fleming Cemetery, Fairmont, W. Va.

**FLEMING—Cody T.**, 69, owner-operation of carnivals for 47 years, November 18 in Jessup, Ga. (Details in Carnival section.)

**GOLDEN—Rose**, sister of **Happy Golden**, former well-known vaude and minstrel performer and in recent years on the staff at **Sandy Beach Park**, Russell's Point, O., at **Drake Memorial Hospital**, Cincinnati, November 24 after a lingering illness. Prior to being stricken two years ago, Miss Golden was employed in the business office of **The Billboard** in Cincinnati. Services

from the **Treadwell Funeral Home**, Norwood, O., November 27, with interment in **Spring Grove Cemetery**, Cincinnati. Her brother survives.

**GORMAN—John (Shim)**, 74, former clown and acrobat, at Grand Rapids, Mich., Sunday (20) after illness of about a year. He was with **Ringling Bros.' Circus** about 18 years and worked a mule act in "Polly of the Circus." He was a stagehand later and in more recent years operated a lodge and cabins. Burial at Grand Rapids Wednesday (23).

**MARTIN—James Thaddeus (Tad)**, 70, hotel manager and veteran vaudeville and minstrel performer, recently at **Mason City, Ia.** Born in 1882, he entered show business at an early age and for five years toured the country as a member of the vaudeville team of **Nicoli and Dobski** before going into the hotel business. Survived by his widow, **Blanche (Brownie)**.

**MCNALL—Thomas**, 78, an honorary director of the **Regina (Sask.) Exhibition Association**, in Regina, November 11. He had been an active director from 1933 to 1949 and had served on several committees. He was mayor of Regina in 1945-'46 and an alderman for 16 years prior to that. Surviving are his widow and a son. Burial was in Regina cemetery.

**PASQUIER—Charles**, 71, French music hall and film comedian professionally known as **Bach**, November 19 in Paris. He played in many of the **Polles Bergere** and **Casino De Paris** shows and appeared in films and on radio.

**SPURLING—Floyd**, 40, veteran carnival and circus trooper, recently at **Terre Haute, Ind.** Survived by his parents who reside in **Milford, O.**

**"DOC" GILLIGAN**

Passed Away Dec. 7, 1952.

You are always in our hearts and thoughts.

**Lucille Gilligan**  
**Ivan Gilligan**

**GRIFFIN—Alfred Ewing Sr.**, 63, at Jackson Miss., November 21. A prominent funeral director by profession, he was also director of the **West Tennessee Fair Association** and was well known among circus and carnival owners throught the country. He was a member of the **Circus Fans of America**. Sur-

## EUGENE O'NEILL

America's foremost playwright, winner of Nobel and Pulitzer prizes three times for his dramatic works, succumbed November 27 in Boston to bronchial pneumonia at the age of 65. For some years he had been in virtual retirement due to ill health. He is survived by his third wife, **Carlotta Monterey O'Neill**, and a daughter, **Oona**, wife of **Charles Chaplin**.

**Mr. O'Neill** was author of 38 known plays, most of them based on such themes as murder, insanity, prostitution, suicide and other morbid social aspects. He was, however, a master craftsman who topped old conventions and made of the drama a bold and compelling art closely related to life and realism—at least at the raw emotional levels. He was, according to critics, America's most dramatic dramatist, and acknowledged leader of the U. S. contemporary school of playwrighting. On a broader perspective, he will inevitably go down as one of the most powerful playwrights the world has known. No dramatist of modern times has been more widely produced, save **George Bernard Shaw**.

The author's life has been as colorful as his plays. He was born in New York City, son of the actor, **James O'Neill**. The early years of his life were spent touring. He later attended parochial and prep schools, and entered Princeton for one term, after which he was expelled for rowdiness. He became sailor, explorer, prospector, reporter, actor. In 1912 he developed tuberculosis, spent two years recovering, during which he wrote his first work, which was followed by a year at **Prof. George Baker's** playwrighting class at Harvard. It was at Provincetown, Mass., in 1916, that his first play, "Bound East for Cardiff," was produced.

His first Pulitzer Prize play, in 1920, was "Beyond the Horizon," followed by "Anna Christie" in 1922, and "Strange Interlude" in 1928. He won the Nobel Prize for Literature in 1936. Others of his better known works were: "The Long Voyage Home," "Marco Millions"; "Ah, Wilderness"; "The Hairy Ape," "Mourning Becomes Electra," "Desire Under the Elms," "The Iceman Cometh." His latest work, "Long Day's Journey Into Night," will not be produced until 25 years after his death; it is reportedly autobiographic.

**Mr. O'Neill** was stricken with Parkinson's Disease, a form of palsy, in 1947. His only son, **Eugene O'Neill Jr.**, a renowned Greek scholar, committed suicide at **Woodstock, N. Y.**, in September, 1950.

vived by his widow, **Virginia**; his mother, **Mrs. C. E. Griffin**; one son, **Ewing Jr.**; a daughter, **Mrs. Walter Buchanan Jr.**, El Paso, Tex.; a brother, **Vanden**, and two sisters, **Mrs. Hance Hamilton**, Beeville, Tex., and **Mrs. Earl Brown**, San Antonio. Burial in Hollywood, Tenn.


**VISOY—Mrs. Pearl Gooding**, 56, owner of **Puritas Springs Park**, Cleveland, November 23 in **Lakewood Hospital**, that city, following a cerebral hemorrhage suffered November 20. (Details in Parks section.)

**LOPUSHONSKY—Phillis Mrs.**, 81, November 19 at **Cape Girardeau, Mo.** Survived by two daughters, **Mrs. Helen Carter**, singer, and **Mrs. Pearl Mitchell**, formerly in outdoor show business. Burial November 21 at **Cape Girardeau**.

IN MEMORY OF  
My Dear Friend and Boss  
**ROSE MARY RUBACK**  
Who passed away Dec. 4, 1950  
**A. R. WRIGHT**

IN MEMORY  
Of Our Dear Friend and Pal  
**ROSE RUBACK**  
Who passed away December 4, 1950.  
"Loving memories never die as years go on and days go by."  
**MARTHA RODGERS**  
**SOPHIE FRENCH**

In Loving Memory of  
**MY DEAR WIFE and PAL**  
**ROSE MARY RUBACK**



Who passed away Dec. 4, 1950  
**Jack Ruback**

## Angel Wings

Continued from page 34

waxed items, that will have to fight it out against top-heavy catalog duplications.

On the other hand, we are given a truly remarkable recording of **Lehar's Merry Widow**, etched with a beautiful and vibrant sound typical of most Angel disks already heard. This set can do a big job for dealers. It features **Elizabeth Schwarzkopf**, who is also presented in a collection of **Schubert Lieder** that collectors of the form will grab quickly.

Two of Angel's sets, in which the sound captured is far from the best present pianist **Walter Gieseking** in four of the most popular **Beethoven Sonatas**, **Pathetique**, **Moonlight**, **Appassionata** and **Waldstein**. Whatever the sound, the musicianship is superb and the disks face a bright future.

Other disks of more than passing interest, by virtue of performance, coupling or slim catalog representation, include a two-disk set of **T. S. Eliot's Murder** in the **Cathedral**, **Ravel's puckish opera**, **L'Heure Espagnole**, **Bartok's Concerto for Orchestra** and a disk coupling readings by pianist **Marguerite Long** of works by **Ravel** and **Faure**. A particularly apt single-record grouping, that can be pushed with easy profit, holds **Prokofiev's Classical Symphony**, **De Falla's Suite From the Three-Cornered Hat**, **Dukas's Sorcerer's Apprentice** and **Ravel's La Valse**. Is **Horowitz**.

## URO Lights

Continued from page 92

ceeded by **Vi Koch's** **Skating Reporter** in newspaper form.

**Manufacturers Can Join** Recently feeling that manufacturers and suppliers were confronted with the same problems that vex rink owners, the **URO** constitution was changed to allow members of these groups to join. Most of the major manufacturers and suppliers availed themselves of the opportunity.

This was hailed by **Barnes** as a big step forward in the welding of a united front among those interested in and supported by roller skating.

In looking forward to the **URO's** 12th year, President **Barnes** hailed his officers as men representing a genuine cross-section of the rink business.

The officers:  
**Norman Barber**, Cranston, R. I., first vice-president; **Steven Seipps**, Melrose Park, Ill., second vice-president; **Robert E. Black**, Huntington, W. Va., third vice-president; **Robert Baker**, Lansing, Mich., secretary, and **James Wall**, Fort Wayne, Ind., treasurer.

Executive Board: The above plus **E. Perry Flick**, Indianapolis; **Harry A. Black**, Ashland, Ky., and **Frank Ferrara**, Everett, Wash.

## IN LOVING MEMORY OF

"FRANKIE"

## FRANK J. SCHAUFLE

DAYTON, OHIO

WHO PASSED AWAY DEC. 4th, 1952

THE FAMILY

## 1,000 JAM ASTOR HALL FOR GALA NSA BANQUET

### Fast, Bright Program Makes 16th Annual Affair Success

By IRWIN KIRBY

NEW YORK, Nov. 28.—Upward of 1,000 persons turned out Wednesday night (25) for a sparkling, fast-moving National Showmen's Association Banquet and Ball, the 16th such affair.

The Hotel Astor's grand ballroom was brilliantly decorated, the turkey dinner was excellent, speech-making was short and pertinent, and the entertainment was highly enjoyable—all factors which combined to produce the NSA's largest and most successful social affair.

It is expected that proceeds from the affair, including that from an 84-page Year Book, will be as high as for any banquet in the past.

#### Top Toastmasters Present

Beginning with dinner at 8 p.m., the program rolled along at a smart clip, with formalities brightened by expert toastmastering by humorist Harry Hirschfeld and by Harold G. Hoffman, former New Jersey Governor. Entertainment was put on in a well-varied, hour-and-a-half package, and the floor was cleared at 12:30 for dancing, which lasted another three hours.

Among the night's high points were the statements of outgoing NSA President Phil Isser of I. T. Shows and new prexy Joe McKee of Palisades (N. J.) Amusement Park. The banquet committee of John McCormick rated praise for its endeavors, as did George A. Hamid, Sr., president emeritus, who directed proceedings from the dais and kept the formal part of the evening's entertainment moving swiftly.

Isser thanked his club aids and the association in general for its support during 1953. McKee gave brief thanks for being elevated to the presidency.

#### McKee Vows Efforts

"This is the tops for me," McKee said. "I'm not much of a talker, as you know, but I am a worker. And I'll work my hardest during the coming year." His wife,

Maggie McKee, incoming president of the Ladies' Auxiliary, was roundly applauded as she stood up at her table.

Hamid announced special gifts amounting to nearly \$8,000. Included were \$1,000 from John Weisman, Dan Peterson, Morris Batalsky and Vince Anderson; \$300 from O. C. Buck-Model Shows, \$1,100 from Cetlin & Wilson Shows, \$2,500 from World of Mirth Shows, \$1,400 from I. T. Shows, \$1,000 from James E. Strates, \$270 from Vivona Bros. Shows, and \$25 from Robert K. Parker.

Dolly McCormick, retiring president of the Ladies' Auxiliary, announced that a gold life membership card has been earned by Mrs. Gene (Dolores) Hamid. The latter was unable to attend and the card was accepted by Bess Hamid. The family received another gold card when Hamid presented one to his son, George A. Jr.

#### Icicles Brighten Ballroom

Oldtimers agreed that the Astor ballroom had never been more impressively decorated. A wintry motif was in evidence thruout, with fanciful strings of artificial icicles adorning the balcony and stage, with mock, ice-laden trees flanking the stage.

Hirschfeld was introduced before the meal was finished, since he was on his way to a Toronto engagement. Besides hearing from Hoffman, an accomplished toastmaster besides being a former governor and the head of the Circus Saints & Sinners, the banquet-goers were addressed by Robert Christenberry, chairman of the State Athletic Commission and president of the Hotel Astor.

Dais guests included past presidents of NSA, Bucky Allen, representing the Greater Tampa Showmen's Association, Jack Wilson, Art Lewis, Frank Bergen, and Strates; Weismen, first vice-president; Gerald Snellens, second vice-president; Batalsky, third vice-president; Harry Rosen, treasurer; Dr. Jacob Cohen, physician; Louis (Dada) King, chaplain; McCormick, banquet chairman; Max Cohen, general counsel of the American Carnivals Association; William Cowan, William Moore and Abe Fabricant, representing the Miami, Michigan and Pacific Coast Showmen's Associations, respectfully.

Also, Fred C. Murray, ex-chaplain; Edward T. McCaffrey, New York City's Commissioner of Licenses; Jim McHugh, of The Billboard; Howard Singmaster, (Continued on page 105)

## FRAME TAX FIGHT

### COMPO Rep to Meet With Outdoor Leaders

NEW YORK, Nov. 28.—Robert W. Coyne, general counsel of the Council of Motion Picture Organizations (COMPO), will attend the outdoor show business meetings in Chicago next week to discuss with industry leaders the campaign already under way to secure relief from the 20 per cent federal excise tax.

Coyne this year engineered the successful fight of the motion picture organizations in obtaining relief legislation for their members only in Congress. The resulting bill was vetoed by President Eisenhower.

At that time the motion picture group fought its own battle, refusing aid from all other interests. At the time of vetoing the bill, however, President Eisenhower made it plain that relief from excise taxes, when granted, would benefit all endeavors now covered by the tax rather than any one, or several, special groups.

#### Seek United Front

Accordingly, show business leaders in both the outdoor and indoor fields apparently agree that success when the Congress next meets in January will depend upon a united effort with the proposed benefits encompassing the entire field.

Coyne will appear at the invitation of George A. Hamid, president of the National Association of Amusement Parks, Pools and Beaches, and a leader of the outdoor forces.

Hamid last week urged all outdoor activities to get behind the effort and specifically requested

that all of the showmen's clubs thruout the nation appoint small committees empowered to act fully on their behalf. He asked (Continued on page 99)

## HALF CENTURY

### Earl Kurtze Marks 50 Years in Business

CHICAGO, Nov. 28.—When Earl Kurtze, one of the top men of WLS Attractions recently marked his 64th birthday, he also rounded out a half century of active participation in show business. As a lad of 14, Kurtze took his first job in the entertainment world when he became a program butcher in an Indianapolis theater.

Since then, he has been in the fair booking business, operated his own stock company, toured a circus, played a prominent role in booking radio and vaudeville artists, and even spent a year in the motion picture business. And his latest venture, started since World War II, has been the organization of entertainment for industrial accounts, in which his office has been one of the leaders.

From his job as a butcher, young Kurtze worked his way up until he became box office treasurer of the Forepaugh Stock Company, and later launched his

## BASILE BOYS ROCK GOTHAM AT NSA AFFAIR

NEW YORK, Nov. 28.—With work on its new electric sign having been delayed, the National Showmen's Association came up with another method of marking its new quarters at 317 West 56 Street, at the open house Tuesday night (24). Joe Basile and nine of his circus bandsmen performed for an hour outside on the sidewalk, with circus and march favorites. Showing an adeptness for their task, the musicians cut loose with the old bally phrases, "Get your tickets at the right hand window!" and "Hurry, the girls are going inside now!" Signalling the start of the night's program, the red-uniformed band paraded into the building at 9 p.m., blaring out "For He's a Jolly Good Fellow."

## Chitwood Aims For '54 Fair Racing Dates

READING, Pa., Nov. 28.—Thrill show operator Joie Chitwood will be seeking auto race dates at fairs during the forthcoming convention season. Chitwood, who promoted race events during the season just ended, said he plans to bid for some of the lush contracts in the East and Middle West.

Chitwood operated half-mile dirt tracks at Heidelberg and Hatfield, Pa., and staged several other meets at Pittston and Uniontown, Pa. He said he will be in a position to producer any type competition: stock cars, AAA big cars or AAA midgets, all of which he staged during 1953.

Russ Moyer, former Sam Nunis publicity man who worked for Chitwood this season, will handle the drum-beating in 1954.

## Detroit Fair Re-Contracts Wade Midway

### Rodeo to Replace Circus Acts as Grandstand Fare

DETROIT, Nov. 28.—The Michigan State Fair has awarded the '54 midway contract to W. D. Wade Shows for the third straight year. Under terms of the pact, fair officials announced, the Wade org will bring in 20 major rides, 10 kiddie devices and 20 back-end shows. No concessions are involved but there is a possibility that the Rotor ride and the "Dancing Waters" show may be included.

The fair board also re-signed Don Ridler as entertainment director. Plans are to return to a rodeo type grandstand show instead of the circus type show used this year. A new package ticket deal also has been worked out strictly for the advance sale. Under the plan a ducat permitting entrance to the grounds and the grandstand will be sold at \$1.20. The regular grandstand price will remain at \$1.20.

Dates for the '54 event, September 3-12, were also approved.

## 3 Frederick Exhibits Handled By Shilling

NEW YORK, Nov. 28.—Three Floyd Frederick exhibits are being booked by William Shilling of New York, who is getting up circular material on them. In addition to the Hitler limousine which had toured the nation several times, the list includes the Russian Pobeda sedan, described as "the only Russian car outside the Iron Curtain," and Dr. E. W. Kay's Flying Saucer, described as a five-foot working model.

Shilling noted dates of recent bookings. Sharkey the seal will appear in Pittsburgh's Kenwood Park, May 20-June 3. Captain Randall's SS Spellbound, marine museum on wheels, is booked into six sports shows—St. Louis, January 26-31; Indianapolis, February 5-14; Cleveland, 23-28; Marion, O., March 2-7; Toronto, 12-20, and Fort Wayne, 26-31.

## STRANGE MAGIC

### Marcus Trick With Hankie Fazes Brown

NEW YORK, Nov. 28.—Night club magician Doc Marcus pulled a trick Tuesday night (24) that has concessionaire Dave Brown still puzzled. It involves a handkerchief, a match and a few fast passes.

At the National Showmen's Association house-warming, Marcus leaned down from the stage, yanked the hankie out of Brown's breast pocket and set it afire. Then Marcus crumpled the linen into a ball and carefully spread it out.

The burned-out hole was still there.

The dead-pan magician mumbled, "Well, it can't work every time," and returned the damaged hankie. Brown was chairman of the entertainment committee, but said he hadn't arranged for any act like that.

and serviced fairs and other outdoor events until the early '30s, when he joined Barnes-Carruthers Theatrical Enterprises, where he continued providing acts for outdoor show business.

In 1932, Kurtze joined forces with George Ferguson, to organize their present booking office, (Continued on page 105)

## Jaycees Favor World's Fair In Los Angeles

LOS ANGELES, Nov. 28.—The staging of a world's fair for Greater Los Angeles is held "feasible and desirable, probably in the next five years" by the Junior Chamber of Commerce here. However, the group also takes in consideration obstacles that might prevent the realization.

The Junior Chamber's 21-man board of directors went on record as proposing such an event after a 15-man subcommittee, headed by Richard Canning, reported on a seven-month study. Robert Van Buskirk, group president, pointed out the city's ability to hold such an event by citing records of other cities.

City officials, including Mayor (Continued on page 99)

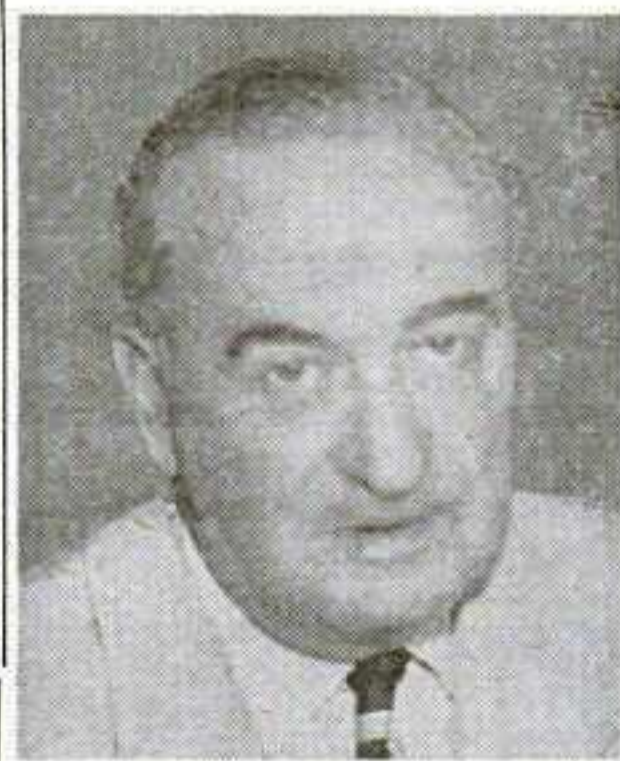
## Safety Measures Net MARC \$5,500 Insurance Refund

CHICAGO, Nov. 28.—The Midwest Association for Race Cars this week received a \$5,500 refund on public liability insurance it carried "because of safety measures installed" at events it sanctioned during the past season. A check for that sum was turned over to John Marcum, representing the association, by Ida Cohen of Chicago, who wrote the insurance.

MARC, which maintains offices in Toledo, sanctioned races in Ohio, Pennsylvania, Indiana and Michigan.

## TOP NSA PRIZE WON BY —WHAT DOES IT SAY?

NEW YORK, Nov. 28.—"Dottie somebody," from "some-where in Larchmont, N. Y.," won the grand award of a \$500 U. S. Savings Bond at the National Showmen's Association open house Tuesday night (24). George A. Hamid Sr., who conducted the drawing, couldn't read Dottie's handwriting, nor could anyone else. The stub number is 41912. Other awards were a TV set to Ted Stillman, diamond wrist watch to Al Hossman, \$200 bond to S. Hammel, \$100 bond each to Jim McHugh, Pat Cohen and Fletcher Cramer; \$50 bond and a portable radio to Jack Brady, \$50 bond each to Warner Poster Corporation and Charles Wertheimer, case of cigarettes to Harry Sussman, rotissomat broiler to Robert F. Sell, and two-piece luggage set to Jerry Sager. Wertheimer donated his prize back to the association.



EARL KURTZE

fairs thruout the Middle West. That same year saw Kurtze Bros.' Circus also hit the road, but the one-ringed affair was short-lived and the loss was charged up to experience.

Two years later Kurtze signed his first performer from the new entertainment media, radio. Harry Snodgrass, while a prisoner at the Jefferson City, Mo., penitentiary, made a big hit playing piano on the prison radio station and upon his release, became associated with Kurtze, who successfully toured him as a big name attraction.

Shortly after, Kurtze came to Chicago as head of Western Vaudeville's outdoor department

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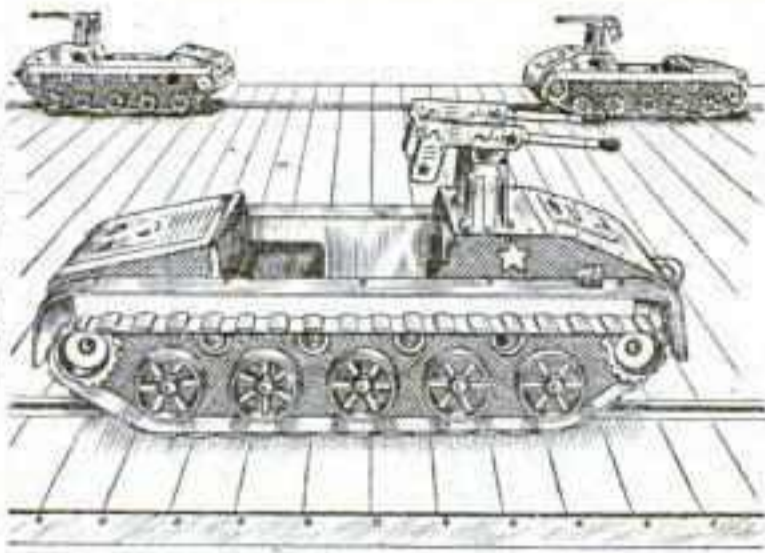


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## BANQUET NOTES

# Seasonal Decorations Sparkle NSA Fete

By JIM McHUGH

**NEW YORK, Nov. 28.**—Officers of the National Showmen's Association, and those other responsible for staging the 16th annual Banquet and Ball, found no disagreement with their claim that the affair was the "best" to date. Outstanding were the winter wonderland decorations. Bob Christenberry, Astor Hotel president and chairman of the New York State Athletic Commission, directed the many proffered words of praise to Gerald Snellens, the indefatigable club patriot.

**Jane Exhibits Hubby**  
Mrs. Lyle Woodrow Haugen, Jane Hughes until last Saturday (21), was squired by her famous father, Joe Hughes, a pillar of the George A. Hamid & Son organization, and her new hubby. The Haugens will reside in the ancestral home in North Dakota.

**Dada Makes It**  
Dr. Jacob Cohen worked a little medical magic by having Chaplain Dada King on his feet and out of the hospital after a week's stay. The doctor and Dada arrived in time for the dais ceremonies.

**Strates in a Hurry**  
Jimmie Strates and his family were pressed for time, since the acquisition of a new and permanent winter quarters (see separate story) at Orlando, Fla., required his presence there for the finalization of details. The Strates family usually planned a week of festivities in New York to coincide with the NSA fete.

**Cetlin to Boston**  
Issy Cetlin continued on to Boston and a visit with relatives after a couple of days in New York, leaving the representation of the Cetlin & Wilson Shows to partner Jack Wilson, William Moore, concession manager; Bill Hartzman, treasurer, and Curtis Bokus, general agent.

**Leahy Studies Parade**  
John W. Leahy, general manager of the Danbury (Conn.) Fair, and his assistant, Irving Jarvis,

were attended by I. Trebish and Al Howard, of the I. T. Shows. Leahy and Jarvis were up bright and early on Thanksgiving to collect additional decorative ideas from the fabulous Turkey Day institution known as the Macy parade.

**Cox Sells Flowers**  
Richmond Cox, publicist for the World of Mirth Shows, took time off from his wholesaling of artificial flowers to Carolina merchants to attend the banquet and the meetings in Chicago. Last year Richmond confined his activities to the retail level.

**From the Land of Dixie**  
Garland Moss, manager of the Chase City (Va.) Fair, and Norman Y. Chambliss, operator of the Rocky Mount (N. C.) Fair, as well as several other events in that State, represented Dixie well. Another representative from down yonder was Harry Grafton, who spreads his activities in the North as well. He was accompanied by his son.

**Sling no Handicap**  
Ethel Weinberg, NSA executive secretary, after trying to keep everyone happy by complying with their requests for choice tables, trotted to a back-of-the-room location and settled down with a deep sigh. Ethel handled the difficult chores of her office, including the moving of the association quarters, with her arm in a sling. Thruout the bedlam she never lost her sense of humor.

**Weisses Catch Up**  
Bennie Weiss sat with his wife, Martha, and friends, even tho he was allotted a seat on the dais. Bennie, in town for several days prior to the banquet, led a busy existence catching up on social obligations after a hectic season.

**Art Lewis Attends**  
Art Lewis, who returned to activity in the outdoor fields this season and headed up the John H. Marks Shows, a post he relinquished at the start of the fair season, was on hand for the festivities. He will continue on to Chicago and the formulation of plans for next year.

**Miami Boosted**  
William Cowan, president of the Miami Showmen's Association, and his named successor, William Moore, gave an excellent display of the valiant spirit of that organization, injecting its name and aims into all conversations. They are looking forward to the dedication of the club's new home, which, they say, will be an epic celebration.

**WOM Entertains**  
Frank Bergen, general manager, and Bernard (Bucky) Allen, concession manager of the World of Mirth Shows, appeared to be one of the principal entertaining groups, having as guests, Howard Singmaster, president, and Rheba Schall, secretary, of the Allentown (Pa.) Fair, and several folks from the Central Canada Exhibition.

(Continued on page 105)

## FIRST DUAL AFFAIR

# Joint Rites Set to Honor McKee Team

**NEW YORK, Nov. 28.**—A dual installation of National Showmen's Association and Ladies' Auxiliary heads will be held for the first time, the evening of January 6, at the Belmont Plaza Hotel. Presidents of the organizations, Joe and Maggie McKee, are the first husband-wife team to hold the posts.

Mrs. McKee tops the slate to be voted on by the women next month. Her husband was installed as NSA prexy at the open house inaugurating the group's new quarters. McKee, superintendent of Palisades (N. J.) Amusement Park, succeeded Phil Isser, of I. T. Shows, while Mrs. McKee is scheduled to follow Dolly McCormick.

Altho McKee is already in office it was decided to hold a joint affair due to the event being a unique one for the NSA.

## Canadian Mounties Abandon Musical Ride Aaaregation

**TORONTO, Nov. 28.**—The Royal Canadian Mounted Police musical ride, one of the major successes of both indoor and outdoor shows, is to be abandoned next year. It was only revived in the spring of 1952.

The reason given by authorities was that it interferes with RCMP schedules. The ride is based at the RCMP Rockcliffe training center near Ottawa.

The ride is currently featured at the Royal Winter Fair here, and was featured at the Canadian National Exhibition grandstand show and Madison Square Garden. It also was a feature attraction during Coronation ceremonies in Britain last June.

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**Merchandise Topics**

The Aerial Alcidos, Edna. Louie and Wilfred, appeared on Seal-test's "Big Top" TV show November 14. While in Philadelphia, the Alcidos and Ken Reardon caught the Polack Eastern Circus and visited with friends.

Ken Griffin, organist who records for Columbia, has been signed to play fairs next year for the Boyle Woolfolk Agency, Chicago. Other performers signing with the Woolfolk office include Jackie Durand, comedy; Eddie and Helen Hendricks, wire and trapeze; Juvelys, head-to-head; Kay and Kay, balancing; Foster and Harris, cycles, music and skating; Burton and Kaye, comedy, and the Machino Troupe. Woolfolk is also importing the Kent Bros., a two-man cycling turn, from Denmark.

Jon Risko, of the Risko and Nina plate-spinning act, was visiting Chicago offices last week. He is living at the Park Ridge trailer camp. . . . Jack Leweday, stuntman and clown, is currently touring a donkey act in Texas, playing sponsored shows.

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## CANADIAN ASSN. ASKS CUT IN RIDE DUTY

TORONTO, Nov. 28. — The Canadian Association of Exhibitions, at its annual meeting here this week, called on the federal government for relief from the customs duty imposed on rides, games and concessions coming into Canada from other countries, and also sought re-instatement of government grants to the country's annuals.

In a resolution passed during the meeting, the fair executives protested the tax, which was imposed in 1946 and the action this year which doubled the levy. The only relief provided this year was for children's rides. The duty is anywhere from \$25 to \$100 per unit and was reported to have cost fairs on the Western Canadian "A" circuit close to \$16,000.

The delegates also passed a resolution seeking the reinstatement of federal grants for construction of new buildings, which had been abolished several years ago.

Sam Foster, of the Canadian National Exhibition, was elected president of the organization, succeeding V. Ben Williams, Vancouver, who becomes a member of the board. Other officers are S. N. MacEachern, Saskatoon, Sask., vice-president, and Emery

## Detroit Plant Proposed as Meeting Center

DETROIT, Nov. 28.—A proposal to turn the Michigan State Fairgrounds into a major convention-exposition area for the city was made last week before the Detroit Common Council by James M. Hare, fair manager.

The plan calls for some modifications of existing buildings and provision of additional facilities, at a cost of about \$200,000, to replace the projected Convention Hall and Exhibits Building recently approved by Mayor Albert E. Cobo.

The buildings are to be erected in the new Civic Center in the city, but Hare pointed out that the location was not central to the area and that parking facilities would remain inadequate, while both objections were met by the State fair location.

Clincher in Hare's presentation was his statement that several automotive manufacturers had indicated their preference for the fair location.

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Boucher, Quebec City, who returns to the post of secretary. Other members of the board include James Paul, Edmonton, Alta.; Wilfred Walker, Fort William, Ont., and A. B. Banks, Truro, N. S. New members of the board are Evans McGugan, London, Ont., and W. R. Crudson, Fredericton, N.B.

## Phoenix Event Recounts, Ends With 225,891

PHOENIX, Nov. 28.—Altho the 10-day Arizona State Fair was reported to have ended with a record 225,891 attendance, the turnstile figure has since been increased by 878. With the final returns in, the event beat its 1952 mark of 207,959 by 17,932. Annual ran November 6-15.

At the time that the 225,891 figure was released soon after the close of the event, George W. Blake, executive secretary, did not know the results of the promotion stunt done by Bert Fireman, columnist for the Phoenix Gazette. He offered a free ticket, good only on Friday, November 13, to anyone sending him lucky Indian head pennies. There were (Continued on page 99)

## Edmonton Buys Portable Stalls

EDMONTON, Alta., Nov. 28. — The Edmonton Exhibition Association has ordered portable stalls and pens to cost more than \$45,000 for the new extension to the fairgrounds stock pavilion. Portable stalls were decided on because of the revenue possibilities between stock shows.

## Regina Ex Nets \$70,733 On '53 Event

### Year's Operations Reap 140G Profit; Midway Take Climbs

REGINA, Sask., Nov. 28.—The financial statement of the Regina Exhibition Association showed a net profit of \$140,070 on the year's operations and \$70,733 on the summer fair. The surplus for the year was the highest in the long history of the exhibition, topping the record-breaking figure of 1952 by \$6,814.

The statement, approved by directors, will be printed for distribution to shareholders at the annual meeting, December 9.

Tho the summer fair surplus was \$12,432 short of last year's all-time high, \$83,205, the figure was well ahead of any year between 1946 and 1951, and really was not as substantial a drop as might appear at first glance.

Fair board officials were quite satisfied with the healthy profit and said the difference between the 1952 and 1953 figures was largely due to the fact that little livestock money was paid out last year when hoof and mouth bans were imposed.

Livestock awards in 1952 totaled \$3,985, while for the 1953 show, the total was \$13,039.

### Higher Nut

Increased production costs also entered the financial picture. Attractions alone cost more in 1953 than ever before and, with increased prize money, helped boost expenses for the fair to \$194,753, some \$23,000 higher than in the previous year.

Exhibition week revenue totaled \$256,526 against \$254,552 last year.

Main gate attendance, which has climbed steadily in the past (Continued on page 99)

## Fair Assn. Meetings

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 7-9. C. S. Miller, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 3-5. William H. Clark, 360 Walnut, Frankline, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 6-8. Win H. Eldridge, Plymouth, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 7-8. Harry Berge, Carrollton, Ky., secretary-treasurer.

West Virginia Fair Association, Ruffner Hotel, Charleston, W. Va., January 9. J. T. (Jim) Hetzer, First National Bank Arcade, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Onondaga, Syracuse, January 9. Robert S. Turner, Horseheads, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 11-13. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Desler-Hilton Hotel, Columbus, January 12-14. Goldie V. Scheible, 709-710 Riebold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Expositions, Governor Hotel, Jefferson City, January 14-15. Rollo E. Singleton, State Department of Agriculture, Jefferson City, secretary.

Association of Tennessee Fairs, Hotel Montgomery, Clarksville, January 14-15. L. E. Griffin, P.O. Box 90, Nashville, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 17-19. Harry Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 18-20. South Carolina Association of

Fairs, Jefferson Hotel, Columbia, January 19-20. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Maine Association of Agricultural Fairs, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, Langdon, N. D., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Mississippi Association of Fairs, Robert E. Lee Hotel, Jackson, February 10. J. M. Dean, Jackson, executive secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 974, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Association of Connecticut Fairs, North Haven (Mass.) High School, March 20. Laura Bartlett, North Haven, secretary.

## Western Fairs Assn. Elects C. L. Peckinpah

CORONADO, Calif., Nov. 28.—C. L. Peckinpah, director of the Plumas County Fair in Quincy, Calif., and also a member of the Western Fairs Association directors, was named president of the latter group in the closing session of that organization's annual convention here at the Hotel del Coronado. WFA ended its series of meetings Friday night (20).

Peckinpah succeeds John A. Lagomarsino, veteran director of the Ventura County Fair at Ventura. Peckinpah served on the board of directors for a number of years and together with the manager of his fair, Tulsa Scott, has been active in WFA work.

Altho no city was named for the 1954 meeting, the matter was given much consideration. Following a session of the directors early next year, announcement of the time and place for the conclave will be made.

### Fairmen's Fair

The session, termed Fairmen's Fair, featured exhibits by the various carnivals, bookers, concessionaires and suppliers in the main ballroom, in which the meetings were held.

Altho the convention was opened officially Wednesday evening (18), meetings of the exhibits—commercial and industrial—concession committee began on Monday night and continued thru until Wednesday. The committee on television study was in session Tuesday and Wednesday, with Bert Williams, publicity supervisor for the California State Fair, making his report on Thursday afternoon.

The closing day's session was devoted principally to committee reports. The annual banquet and ball that night ended the event. Paul T. Mannen, secretary-

manager of the San Diego County Fair in Del Mar, was chairman of the meeting committee. In addition to arranging the business sessions, Mannen had a style show for the women. A visit to a submarine was also a highlight of extra-curricular activities.

Chairmen of the various committees were: Host, Mr. and Mrs. Max P. Schonfield, Northridge; resolutions, Roy Schoepf, Northridge area; service associates; E. P. Johnson, Central and Southern coastal areas; dates: Tulsa Scott, Sacramento Valley area; nominating: Russell E. Pettit, coastal area; "Character Cures": J. E. Whitaker, Sacramento Valley area; registration: Al St. John, Solano County Fair; sergeant at arms: Max P. Schoenfeld; honorary sergeant-at-arms: Jesse H. Chambers, Santa Maria; meeting details: Cecil Jo Hindley, assistant manager, Humboldt County Fair.

Organist: Tom Handforth; parliamentarian: Roy Welch, manager, Sutter-Yuba Fair; awards: R. M. C. Fullenwider, Riverside County Fair and National Date Festival; by-laws: D. V. Stewart, manager, California Mid-Winter Fair; exhibits - commercial - industrial - concessions advisory: Ted Rosequist, assistant manager, California State Fair; Fairmen's Fair: Harry Hofmann, Farmers' Fair of Riverside County; special events: Tevis Paine, Los Angeles County Fair; television study: Bert Williams, Calif. State Fair; fire prevention: C. L. Peckinpah, Plumas County Fair; public relations: A. G. Marquardt, manager, Antelope Valley Fair and Alfalfa Festival; junior show; co-chairmen: George Couper, Assistant State Advisor, Future Farmers of America; Glenn Waterhouse, 4H Club Specialist, University of California Extension Service, and interim use: W. C. Woxberg, manager, Merced County Fair.

## Ionia Has 8G Loss, Reports Dates for '54

IONIA, Mich., Nov. 28.—For the first time in eight years, Ionia Free Fair failed to make a profit, it was reported at the annual meeting held Thursday (12). Financial report showed total income of \$149,169.92 and disbursements of \$157,704.30, leaving a deficit of \$8,534.38. Also announced at the meeting were the 1954 fair dates of August 9-14.

The loss came after a ban on bingo and other games closed about 40 concessions on the midway and an experiment of the management of operating the fair two days longer than usual. Because of the financial outcome and operating problems, directors voted to revert to a six-day showing.

All officers were re-elected. They are Allan M. Williams, president; George Coe Sr., vice-president; Rose Sarlow, secretary; Leo McAlary, treasurer, and these directors: John Todd, Harry Gemuend, Nels Strand, Howard C. Lawrence, Clarence Johnson, Fred Barnes, Fred Post and Mayor Anthony Balice.

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## May Opening Is Target for Mammoth N. Y. Kiddie Park

### 2 Units Operating; 16 Rides Bought for Paved Funspot

By IRWIN KIRBY

NEW YORK, Nov. 28.—One of the largest and most fabulous kiddie parks in the nation is being erected in the Douglaston section of Queens, on 230th Street off Northern Boulevard. The 17-acre development represents a dream come true for coin machine distributor Dave Simon, who hopes to have the funspot, named Kiddie City, in full operation after a Hollywood-like opening next May.

Cost of the development is impossible to determine at this stage, with blacktopping still going on and most ride equipment still in the shipping crates. Plans so far include the purchase of 16 rides, with several more yet to be decided on.

Including virtually all segments of the kiddie amusement business, Kiddie City was born in the mind of Simon and was transformed onto paper by Bill de L'horbe Jr., of the National Amusement Device Company, Dayton, O. Also holding an important hand is Charles Spector, architectural designer who is responsible for scenic and color aspects of the park.

#### Conveniently Located

The location, while a subject of discussion among park people who have visited the site, is virtually the only one in New York City to offer so much property at such close proximity to the city's mass of population. The intersection is 15 miles from Times Square and but seven miles from the crowded Bronx boro. High speed parkways of the city system make it easily available to any section of Gotham.

The Triborough and Bronx-Whitstone Bridges, however, put millions of potential Bronx and Manhattan patrons within a half-hour of Kiddie City. And

Brooklyn-Queens residents will find highway connections easy to make.

Rides are but one aspect. There will be a 350-foot long Holmes Cook miniature golf course (now in operation), multi-unit batting cage (also in operation), a restaurant, Arcade, golf driving range, archery layout, coin-operated rides and anything else that strikes the owner's fancy either before or after completion of the park.

#### Ride Layout Flexible

De L'horbe explains the layout's flexibility. Shifting will be convenient, he says, since each ride location will be wired to accept the amount of power necessary to operate each other ride. The entire grounds will contain wiring enabling it to accommodate at least twice the original load.

This project has not been without numerous costly and aggravating problems. Once the owner had settled on his location, he had to accomplish the task of assembling the property. There were roughly 20 plot owners, and once the word got around, hold-outs for higher prices became a practice.

After months of negotiations and purchasing, the swamp-like tract was assembled and filling operations were started. Several thousand yards of fill were dumped and the next day the fill had sunk out of sight. The land was atop a mud wave 80 feet deep. Six weeks of intermittent rain, which made the site a quagmire, combined disturbingly with a 16-week strike by the

drivers who haul building supplies.

#### Variance Reversed

It was originally planned to include a children's zoo, and a zoning rule would have allowed this, but a reversal came through which forced plans to be changed, so the zoo idea was dropped.

Miniature golf prices are 50 cents for 18 holes. The course has played to capacity several times since being opened late in the summer, and it has been found that the 200 golf clubs originally purchased are far from sufficient to handle the patronage.

#### 16 Rides Bought

These are the rides bought so far: National's Century Flyer with 10 cars and 2,700 feet of track, Jeepmobile, Comet Junior Coaster, Pony Carts and 24-passenger special Junior Ferris Wheel, Herschell Sky Fighter, Boat Ride, Tank Ride and Jeep Ride, Mangels' Roto-Whip and small Merry-Go-Round, Pinto Fire Trucks, Eli No. 16 Ferris Wheel, Hodges' Kiddie Hand Cars, Chamber's Bug Ride and an old Philadelphia Toboggan Company Merry-Go-Round which has been completely rebuilt.

National has a few new items in the drawing board stage which will be given consideration, as it is planned to add two or three more items to the opening line-up. The Comet Coaster will have 800 feet of track and will rise to 18 feet at the top of its first and highest incline. The train's three-rail system will enable it to change direction without any switching.

All Arcade units will be in the (Continued on page 99)

## Kelmans Plans New Units for Indian Pt.

NEW YORK, Nov. 28.—New units are scheduled for Indian Point Park, Hudson River shore spot near Peekskill, N. Y., for the 1954 season, operator E. D. Kelmans announced last week.

Jungleland, a zoo operation inaugurated last year, will be continued. Present plans call for this extensive area to form the outer boundaries for a new mile-long miniature railroad. A "trip around the world" presentation is planned with props indicating the passage thru various foreign countries.

Plans are also progressing for the addition of a macademized track for the regular presentation of stock car races. The park already has sufficient all-steel permanent seating and a fenced-in suitable area. It also has unlimited parking for the staging of arena events, an advantage over

most other tracks in the large drawing area.

#### Booking Picture Good

Altho the booking of outings has increased each year since Kelmans constructed and began the operation of the park, Kelmans said that he is again looking for a substantial gain in this part of the attendance. Advance inquiries, being received even now with the request for special days, indicate a growing interest in the recreational park-picnic area type of operation, he said.

Like many other Eastern funspots, Indian Point last season was belted continuously by bad weather during the first part of the season. To make matters worse the weather interfered on the important Saturdays and Sundays.

The extensive picnic facilities, strained on any clear Sunday during the season, will be expanded, Kelmans said.

## Miami Funspot Sells Classes On Kiddie Zoo

MIAMI, Nov. 28.—Device for maintaining some kiddie business while schools are in session has been worked out by Brad Bradford's Zoo Town at Fairyland Park here.

Zoo Town is the spot's new children's zoo. School principals are notified that conducted tours of the zoo may be arranged. Class groups are conducted thru the area and provided with a lecture and a question-and-answer period. Children are permitted to feed some animals. Charge of 9 cents per child is made.

Bradford said that he is a dealer's representative for animal imports and many extra animals pass thru the zoo each week. Bradford also gives lectures to clubs and school groups away from the zoo. He said there are 150 species in the zoo, including farm animals and 17 cages of wild animals, mostly from South America.

## Ewart Expands, Starts Building Major Rides

COMPTON, Calif., Nov. 28.—H. E. Ewart Company here is making its debut into the major ride manufacturing field with the construction of a three-abreast Merry-Go-Round earmarked for a new park in Nevada, H. E. (Doc) Ewart, general manager, said. Firm has heretofore confined its activity to kiddie rides. Plant is being expanded to take care of the new project and to increase and speed production.

Ewart entered the ride building industry about 10 years ago. With production being increased each year, Ewart recently equipped three moppet zones in the Los Angeles area. Firm is also the maker of coin-operated rides such as the Moon Rocket and Cow Pony.

The new building, erected on a two-acre lot here, will give the company 4,000 square feet of

## Attendance Hike For NAAAPPB Meet

### 35th Session Underway; Trade Show, Banquet, Hotel Draw Big Advance

CHICAGO, Nov. 28.—On the eve of the 35th annual convention of the National Association of Amusement Parks, Pools and Beaches here, Secretary Paul Huedepohl said that all indications were for increased attendance.

Greater space for the trade show, a larger number of exhibitors and the growth of interest on the part of coin-operated ride makers and buyers combined to promise top results at the exhibition in the Hotel Sherman. Huedepohl said that the remodeled display space in the hotel appeared to be without fault.

Advance hotel reservations for conventioners were in greater demand, according to Huedepohl's office. As much as a week ahead of convention time, the hotel reported to NAAAPPB that a shortage of rooms was developing.

Indicating the peak action and interest in the field was the rate at which reservations were being made for the annual banquet of the NAAAPPB, scheduled for Tuesday (1). More than 300 res-

ervations were in by Wednesday (25), and Huedepohl said that represented a 60 per cent climb, compared with figures from the corresponding time last year.

Huedepohl credited the coin device industry for most of the hike in activity. He said that in addition to coin exhibitors at the trade show, there was to be a large number of coin machine distributors from various sections of the nation, and coin people were taking part in such other activities as the annual banquet.

The convention opens Sunday (29) and continues thru Wednesday (2).

## 6 RIDE UNITS PLANNED FOR CASCADE PARK

### New Life Slated For Picnic Area In Western Pa.

NEW CASTLE, Pa., Nov. 28.—Cascade Park Amusement Corporation is revitalizing the once popular Cascade Park, long a favorite of Pittsburgh residents attracted by its rolling hillsides and picnic groves.

In store for Cascade are a Rensselaer Miniature Train, Auto Scooter, Merry-Go-Round, Tumble Bug and Airplane Swing. Bill de L'horbe Jr. recently completed plans for a National Amusement Device Company Roller Coaster.

To be built in a gorge on the same site as an earlier coaster, known as the "gorge ride," the new one will have different contours. One of its lead cars will be on display at National's booth at the Chicago NAAAPPB convention. The ride will have two four-car trains, with a total capacity of 48 persons.

Heading the Cascade corporation is Paul Vesco, accordion school operator. Cascade's original owner, Bill Glenn, is still active at the park as a peanuts and popcorn concessionaire.

Now city-owned, Cascade is noted for its scenery, groves and swimming pool. In addition to the major rides listed, the operating corporation will add several kiddie rides and a ballroom.

## Thanksgiving Just Right for Moppet Spots

NEW YORK, Nov. 28.—Thanksgiving Day (26) dawned bright and clear with a slight nip in the air, just right for the operators of moppet spots in the metropolitan area.

The earnings of several kid spots were reported "within pennies" of the grosses of a year ago and this, it was gathered, caused considerable happiness among operators.

The Macy parade down Broadway, an early morning institution, this year drew an estimated 2,000,000 viewers. Over in time for the return home and an early dinner, the kid spots got their play—a second treat for many of the small fry—in the mid and late afternoon.

A long run of pleasant weather has additionally favored the kid-land.

Leo Couture, high diver, is hospitalized in Kings Mountain, N. C., for a kidney operation. Couture, who fractured a leg earlier in the season, plans to head for Florida upon his release from the hospital.

## Pearl Visoky, Puritan Springs Operator, Dies

CLEVELAND, Nov. 28.—Mrs. Pearl Gooding Visoky, 56, owner of Puritan Springs Park here, died Monday night (23) in Lakewood Hospital following a cerebral hemorrhage suffered Friday (20). Mrs. Visoky would have been 57 years old December 3. Surviving members of the family plan to continue operation of the park, according to Randy Andress.

Mrs. Visoky, well known in trade circles as Pearl Gooding, was the daughter of John E. and Bernice Gooding. Her father was the founder of Gooding amusement enterprises which were the forerunner of the many Gooding family enterprises conducted today.

Mrs. Visoky was born in Painesville, O., and later went on the road with her father when he operated rides and shows at many well-known Midwestern fairs. She went to Cleveland with her father when he purchased land there and began development of the park. The Gooding family resided on park property and Mrs. Visoky was active in the park operation. She began by working in concessions when barely able to reach over the counter and later worked in the park dance hall, at that time one of the few attractions in a park which now ranks as one of the major funspots of the country.

After her marriage to James E. Visoky they managed the park for a decade prior to the death of her father in 1938, at which time Mrs. Visoky became president of the operating firm and her husband vice-president. Mrs. Visoky continued management of the spot following the 1940 death of her husband, assisted by members of her family.

Survivors are a son, James E. Gooding; a daughter, Pearl June Andress; three grandsons and a granddaughter.

# Showmen Rent Danish Park For \$116,000

COPENHAGEN, Nov. 28.—The Agricultural Department of Denmark, which controls the national Deer Park in which Copenhagen's big suburban amusement park, Dyrehavsbakken, is located, collected a little more than \$116,000 in rentals and percentages from ride operators, show owners and concessionaires during the past season, May 1-August 23. This represented an increase of 20 per cent over 1952.

Largest sum, \$17,400, was paid in by the operators of Cirkus Ib Revue, a lavish and high-class show starring comedian Ib Schonberg, presented in a big top with well-equipped stage and good seating layout. Runner-up was the Coaster ride, which paid in \$14,500. This ride is owned by the government but operated by a private company on a percentage basis.

## Jaycees Favor

Continued from page 94

Norris Poulson; City Planning Director C. B. Bennett, and George Hjelte, general manager of the Recreation and Park Department, were reported "enthusiastic and co-operative" in the matter.

The man-in-the-street, according to a poll, voted 10 to 1 for the world's fair.

A second study is to be conducted among the businessmen. Van Buskirk added that city and county governments would be asked to form a world's fair commission. This will probably be in January.

Canning said there were obstacles to be overcome and the world's fair would not be staged if another city opened a fair first, or if costs proved too high to prohibit a return on capital outlay and possible outbreak of war.

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# Regina Exhibition Nets 70G

Continued from page 97

four years, hit an all-time high of 190,270 which was 14,398 ahead of 1952. Grandstand attendance, at 67,868, was down 2,686 from last year because one day's racing was lost to rain.

Gate receipts totaled \$41,884, a record high and an increase of \$3,402. Grandstand receipts, at \$79,164, were down \$2,267.

Revenue from the summer fair horse racing program was the highest on record, totaling \$58,187 after provincial tax deductions. The figure was \$136 higher than last year. Race committee expenses were \$45,440, leaving a record net profit of \$12,747, compared with \$10,795 in 1952.

## Midway Take Up

Midway revenue totaled \$28,701, an increase of \$3,912, and concessions revenue was \$41,752, up \$3,546. Revenue from exhibit space was \$14,375, an increase of \$4,201, and exhibitors' fees, at \$1,283, were \$852 higher than in 1952.

A record net revenue was realized on rental of grounds and buildings, \$38,910, compared with \$31,961 in 1952. Rentals reached a high of \$78,590, up \$17,348 from last year, and maintenance costs were \$39,680. The increase in rental revenue was due mainly to more money coming in from use of the new Auditorium.

Capital expenditures for the year ended September 30 totaled \$55,256. Biggest outlay was \$15,370 for grading and hard-surfacing of the grandstand enclosure. The sum of \$13,526 went toward cost of the Auditorium and \$12,477 was spent on the building's ventilation system.

Cash on hand stands at \$128,283, liquid assets were listed at \$243,952, and the superannuation fund totals \$43,020.

## Stadium Loses

The surplus on the year's operations was reached despite losses of \$5,815 on the winter fair, \$1,245 on the harness race meet and \$1,774 on operation of the stadium. The stadium deficit was the smallest in three years, mainly because senior hockey revenue was higher than in 1952 and expenses for the year were lower.

Senior hockey revenue totaled \$20,888, against \$5,462 in the previous season, and the junior revenue was \$26,834, after payments to the hockey clubs. Public skating revenue was up and a profit of \$2,178 was shown on "Ice Cycles." The Stadium's revenue total for the year was \$42,756. Expenses were \$44,531.

Government and provincial grants for the summer and winter fairs totaled \$33,646.

## May Opening

Continued from page 98

restaurant, which will occupy a space 100 feet by 100. It has not been decided yet whether it will be leased out or operated by the parent Kiddie City Corporation.

## Shaded Parking

With parking being a prime item for consideration, de L'horbe's plan will provide a paved parking lot capable of handling a minimum of 500 cars, with provisions for going to 1,200. The lot will skirt the park area and will have only angle parking along islands of trees. Three hundred shade trees will landscape the area, offering the automobiles shelter from summer heat.

Kiddie City's flexibility of layout will provide an alignment of rides that will be connected by covered walks. It is expected that once the permanent layout is decided upon, perhaps by 1955, this part of the project can be accomplished. Whether metal or fabric canopies will be used is another subject for discussion by the owner and his consultants. The theory is to offer families a chance to patronize the park in both fair and inclement weather.

## Batting Cage a Landmark

The batting range, one of the first items to be completed, features a backdrop that towers 50 feet and which is visible from a great distance by riders in New York's belt parkway system.

Committee expenditures were \$23,407 higher than last year and \$1,843 higher than the 1953 budget. Biggest spending was by the executive and finance, race, attractions and livestock committees.

## Phoenix Event

Continued from page 97

868 admissions with Gazette paying a reduced price for the tickets.

Weather for the run was hampered only slightly by high winds on two nights. The days were warm and the nights pleasantly cool.

The fair used a one-price gate, upping the admission from 60 to 75 cents this year. However, everything except the carnival midway and the automobile races were covered at the gate. This included the Plaza show booked by Newton (Carolina) and Jo Brunson of the Hollywood Theatrical Agency, Hollywood; the Zacchini cannon act, horse show, and parimutuel running races on both weekends.

This year's run set a new opening day record of 45,921 when Duncan (Cisco Kid) Renaldo and Leo (Pancho) Carrillo appeared thru the courtesy of Blakely Service Stations. Kids were admitted for 10 cents and schools were dismissed for the day.

Getting off to a record start, the fair's gate topped the first three days of 1952. However, the Armistice Day attendance dropped to 37,835, compared with 54,582 a year ago. The November 11 observance this year amounted to little where in 1952 banks, and businesses closed. However, at the end of the first six days, the attendance was 9,512 ahead of the same period a year ago.

The last four days pulled well for the annual with the ticket sellers having it made by Saturday. Late fairgoers that day and on Sunday boosted the margin.

Crafts Exposition Shows were featured on the midway for the seventh consecutive year.

## Frame Tax Fight

Continued from page 94

that these committees be ready to function at the Chicago meetings.

Coyne acknowledged the impact made by the outdoor interests this year and asked that they again pursue their strategy, that of approaching senators and representatives individually. Coyne also suggested that the various associations authorize their legislative committees to act on their behalf without reservations.

It is not yet known that there will be a meeting of minds on the degree of relief to be sought. While a big segment of the outdoor industry would be happy with the elimination of taxes from price brackets up to and including 50 cents, 75 cents or \$1, other categories, the legit theaters and arenas to name a couple, would find an appeal scaled along these lines unattractive since their prices range up \$6.

While many industry leaders regard tax relief a possibility, most feel that the elimination of taxes up to and including \$1 admissions is the most that can be hoped for. Accordingly, while the campaign may call for all out relief, it is likely that all will be ready for compromise.

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## R-B Season Closes at Miami; Cuba Next

Havana Stand Runs Dec. 18-Jan. 10; Show Moves to Sarasota Quarters

MIAMI, Nov. 28.—Ringling Bros. and Barnum and Bailey Circus ended its season here Sunday (22) and made the home run to Sarasota where preparations began at once for the show's annual holiday appearance in Havana, Cuba.

At Orlando on Thursday (19), the show had a near-capacity matinee and three-quarter house at night. Schools were dismissed in the afternoon. Mills Bros. Circus was there two days later. The stand again was sponsored by the Goodfellows, charity group backed by the newspaper, which has sponsored R-B for four years. The group indicated it would skip the auspices next season.

The show made a jump of more than 200 miles to Miami and so scheduled no matinee Friday (20). Performance that night as well as the two on Saturday and wind-up shows on Sunday, drew strong attendance. Show's gross for the five-performance stand was reported to be equal to its six-show run last season.

As in the past several holiday seasons, Ringling will play its Havana run at the Palacio. The one-ring unit from the full R-B attraction will open in Havana on December 18 and plans call for the engagement to run thru January 10. Contracting Agent Leon Pickett is handling advance work in Havana.

## DANISH DOINGS

### Acts Scatter As Schumann Season Ends

COPENHAGEN, Nov. 28.—Altho the circus season in Denmark ended last week with Circus Schumann winding up its post-season stands in Aalborg, Aarhus and Odense, there is considerable circus activity in this city at present.

Circus Schumann has gone into quarters, but many of the Schumann horses will be shipped to England shortly as Albert and Paulina Schumann will present Liberty and high school numbers in Tom Arnold's big Christmas circus season bill at London's Harringay Arena. Working in a special number with the Schumanns will be Lance King, Canadian cowboy. Max and Vivi Schumann will present their high school horses at R. M. Dixon's Christmas circus season in the Bellevue arena, Manchester. Kiki, the Schumann ring clown, has been signed for the Bertram Mills Circus at Olympia, London. Director Ernst Schumann is out of the hospital after an appendix operation.

Ernst Sahlstrom is busy lining up talent for the reorganized Circus Belli, which he now heads. Einar Jensen, brother of the late Meta Belli and former director of Circus Belli, is reliably reported to be organizing a new circus for next season.

### Lebanese Buys Tent

Director Diah, of the Universal Circus, Lebanon, has been in town purchasing equipment and engaging talent and animal groups. Most important purchase was that of a big top costing \$20,780, which was ordered from a firm in Randers, Denmark.

Acts signed for long engagements in Lebanon and neighboring countries include Four Rias, aerial novelty; Four Wilfordts, tumblers, and Sheridan, illusionist. From Trolle Rhodin's (Swedish) Zoo Circus the Universal Circus has engaged 12 Liberty horses, 11 polar bears, 4 elephants and 3 sea lions, with their trainers.

## Dann, Randolph Named for '54 Gainesville Unit

GAINESVILLE, Tex., Nov. 28.—Harry Dann, clown with Polack Bros. Circus, will design costumes and floats for the 1954 Gainesville Community Circus and William T. (Tommie) Randolph, Irving, Tex., newspaper publisher, has been designated as booking agent for the city's circus.

Appointments were announced at a meeting of circus directors here Wednesday (18). A high wire act will be added to the performance.

Officers are F. E. Schmitz, president; Dr. A. A. Davenport, vice-president; Dr. J. R. Reuther, secretary; and E. R. Baker, J. V. Bowles, Jack Howard, Jack Kennedy, C. H. Leonard, the Rev. H. Dan Morgan, George C. Morris, W. Alex Murrell, H. B. Newberry, Charles O'Neal, L. F. O'Neal, Jack Ogle, Lewis Rigler, J. B. Saylor and A. Morton Smith, directors.

## WEEKEND PUTS KANSAS CITY AHEAD OF '52

KANSAS CITY, Nov. 28.—Week-end business put Orrin Davenport's Shrine date here ahead of last year. The engagement started slowly. Opening date was Monday (16), and thru Friday (20) it was only fair. Saturday (21) was a good day and an unusually strong Sunday (22) afternoon put it over.

## By Gosh Show Scores in Va.; 12 Weeks Set

SOUTH BOSTON, Va., Nov. 28.—Byron Gosh's All-American Indoor Circus played to a 1,600-student matinee and 2,500-adult night house at High School Auditorium here. Show is making North Carolina sponsored dates until Christmas, after which will come 12 weeks in the South.

Show is booked by Gosh's Auditorium Booking Company, Knoxville, and plays under auspices. Advance department includes A. J. Coffee, Lee Goldberg and Opal McCune. The stands of from one to three days are played without phone promotion and sponsors have the concessions except for candy pitch. Schools usually are dismissed for matinees, and clowns make school bally.

Performance includes Cloyd and Yema Harrison, bikes; Shorty Bix and horse, Silver; the Three Hartleys, rolling globes; Don Gregg, rolly-bolly; McCollum & Moore, jugglers; Buck Leahy, contortion and clown; the Harnetts, K-9 Revue; Cindy & Jitterbug, mule act; Billy Irwin, table rock and clown; and Trobie Ayers, clown and come-in. Thelma French is secretary.

## Mills Winds Up Season; Gross Off in Florida

ORMOND BEACH, Fla., Nov. 28.—Mills Bros. Circus brought its 1954 season to a close here Monday (23) and began the home run to Greenville, O., winter quarters.

The show's final stands represented its first tour of Florida, and business generally was light. Mills, King-Cristiani and Ringling were contenders for many of the towns and other shows also were in the State. Mills' appearance here was virtually a day-and-date with King-Cristiani, which was close by.

At Dade City, Fla., on Wednesday (18), with Jaycee auspices, Mills had 900 in the afternoon and 400 at night. Local sources said there was little advertising. At Leesburg, Fla., on Thursday (19), the Rotary auspices won \$610 with full and three-quarter turnouts. Performers gave a show at the Elks hospital. At Orlando, Saturday (21), Mills was two days behind Ringling-Barnum.

## Polack Western Moves to Final Stand of Year

LITTLE ROCK, Nov. 28.—Polack Bros. Circus (Western) ended a three-day stand here Wednesday (25) and moved to Charleston, W. Va., for its final date of the 1953 season.

Thanks to a last-minute spurt in ticket sales and a powerful front-page publicity break opening day, business in Little Rock was considerably better than advance indications had promised. Other amusement events had not fared well here this fall. Circus was a month later than usual and was back in the downtown Robinson Auditorium because of lack of heating facilities in the Livestock Show Coliseum, which was used for the first time last year.

### Little Rock Stand

Show came to Little Rock from Enid, Okla., after having jumped back to Oklahoma from Springfield, Ill. The four-day stand in Springfield had been preceded by a run of the same length in Oklahoma. While business was off somewhat, Louis Stern said the drop was no greater than could be expected from current conditions in these spots.

Advance activities already have been started in the early towns of the 1954 season, which opens January 17 at Flint, Mich. Henry Barrett, who handled Oklahoma City, is again in charge of Flint. Joe O'Donnell jumped from Enid to Hammond, Ind., the second stand for 1954, and Sam Ward went from Little Rock to Fort Wayne, Ind., the third.

## New Orleans Builds; Packs Wins 5-Yr. Pact

NEW ORLEANS, Nov. 28.—Tom Packs' annual 10-day run at Municipal Auditorium here opened Friday (20) with a strong advance sale. Attendance built from the first, and week-end sellouts were anticipated.

The Shrine awarded Packs a five-year contract for the date, it was announced by Jack Leontini, of Packs office. The new pact was signed Wednesday (25).

Press coverage of the current show was strong. The Times-Picayune and New Orleans States

each carried an editorial page cartoon boosting the circus. Mayor d'Lesseps Morrison officially received a Packs elephant for Audubon Zoo and in his speech urged the public to attend the show.

At Baton Rouge, prior to the New Orleans stand, Packs was made a colonel on Governor Kennon's staff. Thanksgiving Day (26), following the performance, Packs gave a holiday dinner for the entire personnel in one of the Auditorium banquet halls.

## KING-CRISTIANI WINS FLA. CROWDS

Gives Extra at West Palm Beach; Fort Pierce Has Straw, Full One

FERNANDINA BEACH, Fla., Nov. 28.—King Bros. & Cristiani Circus moved toward its final stand of the season this week, with business holding up well. The 15,125-mile trip ends Saturday (28) at Saundersville, Ga. Three shows were given at West Palm Beach.

In Florida the show played Clewiston on Wednesday (18) under Legion auspices. Afternoon was half filled and night was three-quarters. Schools were dismissed in the afternoon. Fort Lauderdale, Thursday (19), had a three-quarter afternoon and full night. Parade crowd was large and auspices was the Shrine. Mills Bros. had played the same lot 10 days earlier.

The West Palm Beach lot for Friday (20) was 12 miles out, but still the people came. Afternoon crowd was an overflow. At night

the scheduled performance was a turnaway and an extra night show later drew a 60 per cent house.

Fort Pierce, Fla., on Saturday (21) was another good one. Matinee was strawed and night house was full. Shrine was the auspices and the town was fresh. The parade was delayed when the axel broke on the cage carrying a hippo and polar bear.

After the Sunday off, King-Cristiani played Daytona Beach on Monday (23), with Mills Bros. nearby. Rain hampered the show at Fernandina Beach Tuesday (24). Afternoon was three quarters but the weather slowed the night business to half of capacity. Jaycees were the auspices.

## Macon Shriners Start Strong

MACON, Ga., Nov. 28.—Starting off with a \$2,000 gain in advance sales and showing a 25 per cent gain in concession receipts at mid-week, Macon's 20th annual Shrine Circus seemed headed for a new record.

The Al Sihah Temple show relies heavily on concessions, which are operated by Shriners, and gate receipts comprise a smaller part of the total gross.

The Macon show runs for six days. Its doors are opened at 6:30 p.m., and operates until midnight. The admission charge is only 25 cents. Professional circus acts are presented on stage in three sections between 8 p.m. and 11 p.m. Intermissions are used for concession play.

For three years the Macon temple tried the regular two or three-ring indoor-type show but made little money. Last year's net for the Macon temple was in excess of \$20,000.

This year for the first time the show was booked as a unit thru an agent. Burton E. Van Deusen, Miami, came to Macon to stage the show.

Shrine's 52-piece band plays a concert from 6 p.m. to 7 p.m. in front of the Macon auditorium. Afterward for two hours the air calliope is played by Frank Tidwell. The crowd is constantly changing during the evening. A matinee for 3,700 kids was given Wednesday (25). Only other matinee was Saturday.

Program: Balanos Brothers, balancing act; George Carl and Company, knockabout acrobatics; Mike Higgins, unicycle and bicycle; Eunice Burritt, baton twirling; Mike Monroe, trampoline; Del Moral Trio, perch pole; McConnell and Moore, jugglers; June Morgan, contortionist; Carl and Arlene, roly boly; Leo and Josephine Gasca, bounding wire; Brownie Gudath's clown troupe. Helping Gudath's clown contingent was a group of the Shrine Jesters, working in clown make-up and costumes.

Ollie Bradley had the peanuts, popcorn and candy floss. Bradley has played 19 of the annual shows here. Mrs. Bradley had a fish pond. Jim Maples was in charge of candy stand No. 1; Bradley, candy stand No. 2; Roy Vineyard in charge of Bradley's guess-your-age, and Bill Andre and wife, charge of cotton candy stands. Mrs. Bradley's agents are Anthony Petro and George Ogle.

## RICHARDS PUTS RING IN BARN

FLOMATON, Ala., Nov. 28.—Franco Richards' new Ring Bros. Circus closed its first season here Friday (27) and moved to winter quarters at Pensacola, Fla. The successful season is to be followed by much activity in the quarters in preparation for the 1954 trek.

## R-B Side Show Winds Up 1954 Season Okay

MIAMI, Nov. 28.—Side Show business on Ringling Bros. and Barnum & Bailey Circus has been satisfactory this season, with the good weeks more than offsetting the poor ones. Manager Dick Slayton has been signed for 1954.

The experimental tent, equipped with steel cable in place of rope, has proved satisfactory, and next year's top will incorporate more new ideas. Bill Ballantine, who did the new bannerline for 1953, will design the midway, Side Show interior and menagerie for 1954.

Destinations of the Side Show personnel follow:

Slayton; Scott Hall, assistant manager; Ted Evans, giant; Josephine Rosal, snakes; Charles (Sealo) Barent; Mossa Kutty, fireproof man; Theol Marlowe and Fred Meers, ticket takers, all to Sarasota.

Princess and Willie Kaiama, Al and Betty Burghardt and Madeline Long, St. Petersburg, Fla.; Emmitt and Percilla Bejano, alligator boy and monkey girl, Tampa; Fred and Betty Bancroft, knife thrower and sword swallower, Rattlesnake, Fla.; Frieda Pushnick, armless-legged girl, East Conemaugh, Pa., Harold

(Continued on page 101)

## 2d Unit Bows; Admire Has 30 Shows Weekly

BRAZIL, Ind., Nov. 28.—J. C. Admire and George Hubler this week opened Rice Bros. All-Star Indoor Circus to play schools. This show, plus the Harris & Rowe Circus in which he also has an interest, gives a weekly total of 30 performances that Admire has working for him.

In each case the show works a week in an area, playing a single performance in each of three or more schools daily. Rice Bros. opened Monday (16) with a morning show at the Hillside, Ind., High School.

Day shows run one and one half hours and night performance run two hours. Admissions are 25 and 50 cents, and tickets are sold in advance with all dates under school class auspices. Concessions include floss, popcorn and novelties.

With Rice Bros. are George B. Hubler & Company, the Brownie Silverlake Family (4), Doyle Brothers and Martin (Hubler) Duo. Acts include whips, ropes, Roman rings, roly boly, Jargo, clowning, trampoline, horizontal bars, and contortion. Music is canned.

Admire's other unit is in the South with H. L. Havercamp, partner, as manager, and Max Mauer as agent. It opened September 14 for its second season. Both units will close December for the holidays and reopen January 5.



Under the Marquee

The Atwell Luncheon Club will hold forth as usual at the Sherman coffee shop during the outdoor meetings and will again serve as a meeting place for circus people in Chicago. Club meets each noon.

The King-Cristiani advance truck has closed and returned to Macon, Ga. C. S. Primrose, contracting press, has returned to Oak Park, Ill. Elmer Kaufman, who was in charge of the 12-man billing crew, will winter in Chicago. Ora Parks, King-Cristiani press agent, closed his season Saturday (21).

Visitors to the King show at Sarasota included George Smith, Curley Stewart, Nick Carter and Fred Bradna. . . Those catching the Ringling show at Tampa included Harry Atwell. . . Paul M. Conaway caught the Ringling and King shows in recent stands. Paul Miller hosted Conaway and Mr. and Mrs. Noyelles Burkhardt at dinner in New Orleans.

George and Pauline Penny, of the Rogers show; Dick Coleman, carnival owner, and Virginia LaBelle and daughters, caught the King-Cristiani circus at Fort Pierce, Fla.

Kenneth Robison, New Albany, Ind., and two others are planning a dog and pony show for next season, according to Otis Spurrier.

Mills Bros. Circus closed the season at Ormond Beach, Fla., recently and is now wintering in Greenville, O. Many of the girls in the dressing room departed for England, while Bill Hammond's Wild West Show headed for Los Angeles and Charles and Jean Kelley moved to Pennsylvania. . . The billing crew of King-Bros.-Cristiani Circus closed the season November 14 at Sandersville, Ga. Personnel and their winter destinations are: Elmer Kauffman, advertising car manager, Chicago; Louis Ingelheim, Macon, Ga.; Robert Deckman, Williamsport, Pa.; Andy Campbell, Newport, R. I.; Al Green, Philadelphia; Buck Ramsey, Reading, Pa.; William Van Derwel, Larry Lawrenson and Gordon Curran, Tampa, and Ham DeLotel, Portsmouth, O. King-Cristiani concluded its season November 28 at Sandersville, Ga.

Dee Aldrich, former Side Show manager on the Wallace & Clark Circus, who recently opened the Midway Inn, night club and tavern near Waterloo, Ill., reports good business. . . L. E. (Roba) Collins visited Lige Chism at his motel and general store near Festus, Mo., recently for a venison barbecue. Chism was with Marlow's Mighty Midway for several years. Collins reports that he is still with McDonnel Aircraft & Realty Company, East St. Louis, Ill.

The Sensational Ortons arrived in New York Monday (16) and visited Vin Carey at Baltimore Tuesday (17). The next day they all called on the Rudy Rudynoffs, just back from the Hamid-Morton show, and Saturday (21) the Ortons picked up their trailer, which had been left with the Kimris. After a swing thru the East and New England they will be at the outdoor meetings in Chicago and

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AL NICHOLS

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then go to their new home at Dallas.

L. M. White, fan and publisher at Mexico, Mo., writes in a recent article about Bette Leonard and her comments about the circus horses trained by the late Tom Bass.

Harry Bert, who switched from the advance ticket department to contracting agent for Ringling-Barnum this season, has returned to Chicago for the winter.

Jimmie Troy cards from Houston that he and his family are staying at Bill Valentine's home there until their daughter, Kimberley Nell, who was born October 28, is old enough to travel. Troy played the recent Houston Shrine Circus. . . Milt Herriott, general manager of Cole Bros. Circus, flew to Fort Worth for the recent Moslah Temple Shrine Circus, where Cole had six elephants under the direction of John Herriott.

Mr. and Mrs. Orrin Davenport were house guests of Mr. and Mrs. Merle Evans at Sarasota this week. They observed Thanksgiving together, and the Davenports also visited with other Sarasota friends. They expect to return to Chicago soon.

Miss Mara, the Ringling-Barnum aerialist injured at Tacoma, Wash., this season, returned to Sarasota. Chicago newspapers carried stories and pictures made when she changed planes there. . . Ray B. Dean, press agent, passed up the outdoor conventions at Chicago this season because of the illness of his sister. He reported a good season with stock car races and that he hoped to be with a circus in 1954.

George Chindahl, CFA national historian, and Dick Conover, circus historian, compared notes at Chindahl's home, Maitland, Fla., this week. They caught Mills Bros. at Orlando. Chindahl caught R-B at Orlando, and Conover was to see King-Cristiani at Daytona Beach and Mills Bros.' final show of the season at Ormond Beach.

Sam Ward, Polack promotion man, is written up in the November issue of the Southern California Shriner. The sheet calls him "Sam the Circus Man" and quotes him as saying he got into show business thru friendship with Willie and Eugene Howard. . . Justus Edwards, Polack press chief, was in Chicago Wednesday (25) on his way to Charleston, S. C., where the Western unit closes. He'll be there about 10 days.

Doris and Harry Chipman have returned to Los Angeles, and Harry recently looked in at Philippines, where Paul Eagles, Ted De Wayne, Mr. and Mrs. Pat Graham, Bill Moore, Dan Dix and John Brassil are among the regulars for lunch. Chipman visited Ray (Crash) Corrigan's ranch.

Atwell Club luncheoneers in Chicago Wednesday (25) included Rube Liebmann, Omar Kenyon, Earl Shipley, Bob Parker, Frank Davis, Harry Duncan, F. A. Boudinot, Bev Kelley, Nat Green, Al Sweeney and Justus Edwards.

Since closing with Polock Bros., Karl Waddell is back at his Los Angeles home.

Parents Magazine, nationally circulated publication, is working on a picture story of Ringling Bros. and Barnum & Bailey Circus for spring publication.

Kenneth (Dick) Anderson, trapeze performer lately turned actor, is vacationing at home in Wilmington, Del., following the close of the Ringling Bros. and Barnum & Bailey season. He recently played the part of Jacques in M-G-M's film, "The Story of Three Loves."

John Ringling North, R-B president, returned from Europe this week and Art Concello, managing director, arrived in New York from Florida.

R-B Side Show

Continued from page 100

Smith, musical glasses, Ellenville, N. Y.; Fred and Karen Harries, magic and Punch, Gaffney, S. C.; Norman Roberson, lecturer, and Charles B. Christian, ticket seller, Lynchburg, Va.; Robert L. Brazil, sound projection, Mexico City and Mike Doyle, air calliope, Lynn, Mass.

Dressing Room Gossip

Polack Western

After the Springfield, Ill., date many of us visited the Orrin Davenport show at Kansas City. Included were Joe and Chester Sherman, Lola Dobritch, Andre and Norma Fox, Lum Wong, Janice Voise, Bob (Red) Holman, Mayme Ward, Walter Long, Dollye Greene and Eileen Hartman.

The Enid, Okla., date, at the Convention Hall, was promoted by Joe O'Donnell. The men's dressing room there resembles Times Square in the rush hour. Ed Raymond's Railroad Club has a capacity membership for the remainder of the season.

Mayme Ward has created new wardrobe for the Jim Wong Troupe. Joe Novelles' Dalmatian dog act is going over well. The Little Rock, Ark., engagement was in Robinson Memorial Auditorium, and despite the cramped space on stage, the show ran smoothly.

George Voise has joined his wife, Janice, and will be on the show for the final stands. Ed Raymond's dressing room picnic is still a mystery. John Siems is working on new magic props. Albert Ostermaier is having new wardrobe made. The Ward-Bell girls are up to their ears in work on 1954 wardrobe. Visitors included Naylor and Loomis Dean. —HARRY D. DANN.

King-Cristiani

As the season draws to a close, parties have been the order of the day. Mrs. Jimmie Millett entertained the ladies with a party in her trailer. Laila, daughter of Fred and Ortans Canestrelli, celebrated with a party for everyone. The party at the Tropical night club, Sarasota, will be remembered by all.

One of the nice gestures of the season was the banquet and floorshow held in the Mills Bros.' cookhouse at Ormond Beach Monday (23) when we were at near-by Daytona Beach for a day-and-date stand. Visits were exchanged.

Sarasota was a homecoming for lots of us and it was a hectic two days, with hundreds of visitors and thousands of spectators jamming the big top. Fred and Ella Bradna were honored at the matinee and Fred blew the opening whistle. There were many visitors from the Ringling show, which was playing in near-by St. Petersburg.

Napoleon Reed served a sumptuous Thanksgiving dinner in our cookhouse. We will have a short home run and then scatter to the four corners.—COL. HARRY THOMAS.

Clyde Bros.

Main topic in the dressing rooms is where to spend the holidays. Taking advantage of the open day between St. Joseph, Mo., and Topeka, Kan., most of our troupe took in the Orrin Davenport show at Kansas City. Harry Villeponteaux got a new truck at Des Moines.

Mike Garcia escaped what might have been a serious injury while changing a tire. A bumper jack slipped and hit him below the right eye. Eleven stitches were required to close the wound. He was on hand for the evening show and wore dark glasses.

Yancy, the midget clown with the Hanel Troupe, has been made president of the Rummy Club. A hospital show was given at Topeka by the Hanel, Margo Sisters, Wanda's Seals, Don and Dolores, Ted LaVeldas, Lee Virtue, Danny Styron, Harry Villeponteaux, Len Keeler, Mike Garcia and Jack LaPearl.—JACK LA PEARL.

Ringling-Barnum

Irma Pushnik won the cookhouse flag. Business was big in Miami, the final stand, with several straw houses scored. Margaret Crowell, daughter of Mary and Sam Crowell, went in spec on her seventh birthday.

Visitors included Mr. and Mrs. Bill Sadler, Laura May and Mike Petrello, Edith and Whitey Bowen, Eddie Mader and son, Ann Freil and daughters, Ann and Bob and Tommy Blackburn, the Karolis, Belmonte Cristiani, Bob Kellogg, and Huey Long.—MARY JANE MILLER.

TENT MAKER TALKS

Jessop Stresses Rope Importance

WHILE tent fabrics have been improved, the quality of most tent workmanship has failed to keep pace, in the opinion of S. T. Jessop, chairman of the board of the United States Tent & Awning Company, Chicago.

He stresses the importance of selecting proper sizes of rope and attaching them to the canvas material correctly. And he notes a great shortage of trained tent ropers and finishers.

At a recent session of the National Canvas Goods Manufacturers' Association in Detroit, Jessop cited a growing building program among the fairs. He warned that the present program for construction would grow unless tent makers do something. As an answer to the problem, he called for tents that are built to give better satisfaction and to give longer service.



S. T. JESSOP

In Jessop's opinion, Ringling Bros. and Barnum & Bailey Circus' experimental Side Show tent with cable in place of rope is not entirely satisfactory. He also believes that experiments being carried on by his company, Ringling and others may turn up a material which can be substituted for cotton twill.

At Detroit, he said in part: Roping Necessary

"We could make tents without rope reinforcement and heavy enough to withstand the necessary loads. But it would be too heavy to transport and quite a problem to support and raise, to say nothing of its cost. In our plant we use 31-inch 1.90-ounce circus tent twill or 31-inch 8.70-ounce Army duck. In recent years we have had the problem of increased weight due to the flame, water and mildew resistant treatment on the twill or Army duck. To us, this meant only one thing—

increase the sizes of rope used as the reinforcing medium. "After we have selected the tent cloth, we compute the rope location and sizes necessary to sustain the anticipated loads. A simple formula is to square the wind velocity and divide by 200. Let us take as an example, a tent designed to withstand an average 30-mile wind. Using the formula, it shows a load of 4.5 pounds per square foot, but frequently this 30-mile wind in gusts will equal a 50-mile wind. This imposes a 12.5-pound per square foot load. Frankly, I personally believe that more blowdowns are caused by the manufacturer ignoring the anticipated loads to be imposed and using the 'by guess and by gosh' method of applying sizes of ropes.

Roped 'Four and Extra' "As an example, take a 60-foot tent, either round or square hip, with two 30-foot middles. Compute the total load imposed, not on the entire tent but on just one of the middle pieces.

"The area of one-half of a 30-foot middle piece, from ridge to rim, is 1,020 square feet. The tent is roped four and extra; that is, supported by wall poles every fourth cloth with main rope guys at this point and extra guys between. Assuming that a 40-mile wind strikes this section broadside, there is a pressure of 8,160 pounds which must be sustained by the cloth, center poles, quarter poles, wall poles, guys and stakes. This center section has three main guys and three extras or a total of six guys to withstand this pressure equivalent to a load of 1,360 pounds on each guy. "In this case we would use a three-quarter-inch rope for the main guys and five-eighths inches for the extra. The three-quarter-inch manila rope has a breaking strength of 5,400 pounds and the five-eighth-inch rope, 4,400 pounds, which is better than a three-to-one safety factor. The use of center poles, quarter poles and wall poles builds up this safety factor to better than six-to-one. "Since the ridge must sustain the greatest load, we use a one-inch rope, which has a breaking strength of 9,000 pounds. We also have horizontal reinforcements such as the eave (sometimes called the rim), first and second sweep bands and quarter pole sweep

tween. Assuming that a 40-mile wind strikes this section broadside, there is a pressure of 8,160 pounds which must be sustained by the cloth, center poles, quarter poles, wall poles, guys and stakes. This center section has three main guys and three extras or a total of six guys to withstand this pressure equivalent to a load of 1,360 pounds on each guy.

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(Continued on page 105)

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## Strates Unit Buys Winter Quarters At Orlando, Fla.

### First Big Carnival to Purchase Permanent, 33-Acre Location

NEW YORK, Nov. 28.—James E. Strates, owner-operator of the railroad unit bearing his name, announced here this week that he had purchased a permanent winter home for his organization at Orlando, Fla.

The quarters, located about eight miles from the city, contained 33 acres, sufficient land, Strates said, to allow for every possible expansion in the future. Virtually a mile of railroad track, 5,200 feet, is being laid to accommodate the 40-car Strates train. Of the total, Strates will lay and own some 5,000 feet. The construction cost for the track alone is figured at around \$25,000.

No buildings are located on the property and it is unlikely that any will be erected for another year. The ground, a mixture of sand and hard clay, was described as good by Strates. He recently

remained at the property thru a heavy rain storm and reported excellent drainage and a good hard surface shortly after the storm subsided.

#### Rental Headache

Apart from a long time desire to own a permanent quarters, Strates said that the increasing difficulty in obtaining suitable sites, and the continuing rise in costs, influenced his decision to buy the plant. The show was wintered at the fairgrounds in De Land, Fla., for the past couple of years.

Bulldozers are now at work preparing the section of the site to be used for the storage of equipment and the setting up of shops. The train is stored at Kissimmee, Fla., where it will remain until the new trackage is ready to receive it.

Strates, who was here to attend the annual banquet of the National Showmen's Association, cut his visit short to return to Orlando and supervise the quartering of the shows. The press of this work might result in his passing up the Chicago meetings, Strates said.

#### Easy Choice

Familiar with Florida, Strates said that he had long ago decided on Orlando as a permanent site for his shows. Other factors were the Orlando Fair which Strates has played for several years and the availability of all needed supplies.

Power is also being brought in to the grounds and the personnel living on the train and in trailers will have all of the conveniences.

## Nat'l Showmen Hold Annual Memorial Day

NEW YORK, Nov. 28.—Memorial services for 183 departed members of the National Showmen's Association and 28 of the Ladies' Auxiliary were held in the clubrooms Sunday afternoon (22).

Led by George A. Hamid Sr., president emeritus; Joseph A. McKee, president-elect of the NSA, and Dolly McCormick, 1953 Auxiliary president, the mourners rode to Ferncliff Cemetery in Hartsdale for further ceremonies.

The nine-member committee assisted by Dr. Allen E. Claxton consisted of McKee, chairman; David Brown, Arthur Campfield, Fred C. Murray, Al Howard, Louis (Dada) King, Harry Rosen, Ike Weinberg and Mrs. McCormick. King was unable to attend, being ill in Lenox Hill Hospital, and his function as club chaplain was taken over by former chaplain Murray, who read the invocation.

Flowers were donated by the Auxiliary. At the roll call a chapel-like memorial board contained the names of those who passed away during the year. A light appeared beside each name as it was read off. Taps were sounded by Joseph Basile's buglers.

Also taking part in the ceremonies were Mrs. Flo Thompson, acting chaplain of the Auxiliary; Rabbi Jacob Radin, who delivered the address; William Caldwell, who played a Chopin melody; retiring President Phil Isser, who extended fraternal greetings; the Broadway Temple Quartet, who sang the anthems, and Msgr. J. B. O'Reilly, who prepared the prayer read by Murray.

## Schafer Ends Winning Tour

DALLAS, Nov. 28.—Schafer's Just for Fun Shows has wound up its best season on record and is now here in winter quarters prepping for the '54 trek. During the past year the org moved into time and did well in Illinois, Indiana and Wisconsin, in addition to its tour of Arkansas, Oklahoma and Texas.

Work here at the winter base is already under way for an early spring opening. Recently received here was a new Scooter, two kid rides, a Rock-o-Plane, light towers and other equipment.

## COWAN MISSES ON LOCATION, HITS ON BALLY

NEW YORK, Nov. 28.—Bill Cowan, retiring president of the Miami Showmen's Association, drew a full round of chuckles at the open house inaugurating the new National Showmen's Association quarters Tuesday night (24). Being invited to the dais by new NSA President Joe McKee, Cowan opened his remarks with: "Dear friends and ladies of the Miami—oops!" Cowan slipped up on his geography a couple of times, earning some friendly wise-cracking about his sense of direction. But he retaliated by slipping in a plug for the Miami club's new building, inviting the audience to visit "the finest, most luxurious outdoor showmen's home anywhere."

## ACA Interest Lag Pointed Up by Cohen

NEW YORK, Nov. 28.—In his annual report to the membership, Max Cohen, general counsel, American Carnivals Association, pointed up the need for increasing activity on the part of the individual members.

"The future of the association is in the hands of the membership," Cohen said, "to the extent that the membership supports its activities, and to that extent only, will it prosper and progress."

The total number of unit memberships continues at 247 but, Cohen reported, a considerable number are delinquent in the payment of dues and this matter will be referred to the board of directors at the annual meeting in Chicago next week.

#### Strates Leads

The personnel memberships this year numbered 315. The leading members in the issuance of personnel memberships during 1953 are the James E. Strates Shows with 251 and the I. T. Shows with 36.

Cohen pointed out that during the year the co-operation of the membership, to the extent desired, was lacking. This, he said, circumscribed the efforts of the association in behalf of its membership and prevented the full utilization of the association's potential ability to perform. However, Cohen said that 1953 can be regarded as one of fair progress and attainment despite the lack of spectacular results.

## 20th Century Links Muskogee, Grand Forks

CHICAGO, Nov. 28.—Signing of two additional fairs, the Oklahoma Free State Fair, Muskogee, and the Greater Grand Forks Fair, Grand Forks, N. D., was announced here this week by E. D. McCrary and Jess Wrigley, co-owners of the show. The Muskogee fair is new to the 20th Century route.

## McKee Installed

## Food & Fun Liven NSA's Open House

NEW YORK, Nov. 28.—A pre-banquet night of frivolity Tuesday (24) ushered in the National Showmen's Association winter season, as a packed house celebrated open house at the new quarters, 317 West 56 Street. Installations, awards, eats and music livened the evening's program, which lasted until after midnight.

High point of the night was the installation of officers for the coming year, headed by Joseph A. McKee, Palisades (N. J.) Amusement Park superintendent, as president. He took over the gavel from retiring President Phil Isser, general manager of I. T. Shows.

With R. Shep Blumberg as installing officer, the new NSA slate is as follows: John Weisman, bingo operator, first vice-president; Gerald Shellens, World of Mirth Shows, general representative, second vice-president; Morris Batalsky, associate of Weisman, third vice-president; Sam Levy, of Metropolitan Shows, secretary; Harry Rosen, of Coney Island, treasurer, and Jeff Harris, Boston operator, assistant treasurer. All were present on the dais except Levy, who wired regrets

that he was detained in the South on business.

#### Miami Officers On Dais

The dais gathering grew as the night progressed, with the addition of Bill Moore and Bill Cowan, of the Miami Showmen's Association; NSA past president Bucky Allen, Ben Weiss, and Norman Chambliss.

The program was carried out with typical informality, the silent moments coming in respect to the outgoing and incoming presidents as they made statements. Isser complimented the association on its choice of a new leader and thanked his committee for their assistance in making the past year a successful one from the fund-raising and social standpoints. A long burst of applause honored McKee, who will serve a term concurrently with his wife Maggie, who tops the slate to be voted on next month by the Ladies' Auxiliary.

Mrs. McKee was introduced to the assembly by Dolly McCormick, retiring Auxiliary president.

#### Basile Band Performs

Although the electric sign was not finished in time for the affair, (Continued on page 105)

## Tribute to Mad Cody

"Always do right," Mark Twain advised. "This will gratify some people and astonish the rest."

A man who lived by that code died Friday in Georgia. He was Mad Cody Fleming, wrestler, carnival owner, politico and friend to man.

Mr. Fleming had lived in Brantley County since 1933. That is, Brantley was his home. He lived all over the State as his Mad Cody Fleming Show made its annual tour from town to town. During those weeks you'd find the colorful, grizzled owner in an easy chair near the ticket office, philosophizing, talking politics and making friends with the children who came to try the rides.

They'll miss Cody Fleming down in Brantley County where he had become an institution. They'll miss him all over Georgia, where his show had earned for itself and its owner an enviable reputation for cleanness and honesty.

Other carnivals would do well to imitate the Cody mode of operation.

Reprint From Atlanta Constitution

## CODY FLEMING SUCCUMBS AT 69

### Veteran Showman Operated Own Organization 47 Years

JESUP, Ga., Nov. 28.—Funeral services were held here Sunday (22) for Cody T. Fleming, 69, owner of the Mad Cody Fleming Shows and a carnival owner for 47 years, who died November 18 of a heart ailment.

A native of Aid, O., Fleming operated a carnival since 1906, and had confined his route to Georgia since 1932. In addition



MAD CODY FLEMING

to being a showman, he was a power in the State's politics and agricultural circles, the latter the result of his farm holdings and breeding of purebred white-faced cattle. He was a member of the

official staff of the late Eugene Talmadge, many times governor of Georgia. In recent years Fleming was similarly honored by Gov. Herman Talmadge, son of the earlier governor.

Born of a poor family, Fleming ran away as a youth to become a boxer, a marathon cross-country runner and later a wrestler. It was in the latter profession that he was named Mad Cody Fleming and it was as a grappler that he entered the carnival business.

While performing in Fostoria, O., he became interested in the Maxwell-Jessup Show, which he purchased and renamed Big Four Shows. The early days were rough financially but with money he earned in wrestling shows, he kept the show on the road. The organization was gradually enlarged until in the '20's it had grown to 10 railroad cars, boasting a fleet of Model T Fords, 14 shows, 6 rides, 2 bands and a free act. And its route was generally in Michigan, Illinois, Indiana, Ohio, Kansas, Missouri and Oklahoma.

When the economic crash of the 1930's hit, Fleming was able to salvage three rides which he took to Georgia for the 1932 season. With the three devices as a nucleus, he began to rebuild and since then has never played outside the Peach State.

During his 21 years as a showman in Georgia, Fleming became one of the best known figures in the State and the Atlanta (Ga.) Constitution named him "Georgia's Smalltown Barnum."

He was a member of an Atlanta Scottish Rite Lodge, F. & A. M.

Survivors include his widow, Grace, a sister and two brothers.

## Memorial to Linderman Aim Of Chambliss

NEW YORK, Nov. 28.—Work on a memorial for the late Max Linderman, former co-owner of the World of Mirth Shows and a founder of the National Showmen's Association, was voted at the association's open house affair Tuesday night (24) by Norman Chambliss.

Chambliss, a director of the NSA and manager of the Rocky Mount (N. C.) Fair and other fairs, said he would begin stumping for the memorial to be set up in Raleigh, N. C., upon his return here after the NSA banquet Wednesday (25).

In discussing the memorial briefly, Chambliss referred to the former carnival figure as "a fine showman and my dear friend, Max Linderman."

## Drew Changes Winter Base

EASTMAN, Ga., Nov. 28.—James H. Drew Shows, originally scheduled to winter at Waycross, Ga., moved here instead and rides, shows and gear were stored at the Dodge County Fairgrounds.

Not much work will get under way until after the first of the year, according to Bill Hughes, who is in charge of the base. A crew will come in at that time and among other refurbishing, will build two new wagon-type fronts.

## Peggy Richards Named Prez by Chi Showfolks

CHICAGO, Nov. 28.—Peggy Richards was elected president of the Showfolks of America at the organization's annual election meeting in the North Park Hotel. Other new officers are Henry C. Rieck, first vice-president, and May Adams Stoker, second vice-president.

Re-elected were Sophie Tucker, third vice-president; Walter F. Driver, treasurer; Thomas J. Coulthard, financial secretary; Florence La Mar, recording secretary, and Helen Wong, corresponding secretary.

Board members named to serve one-year terms included Jack Birmingham, Edgar Bradfield, Isaac Chapple, Lucian E. Kapp, Irene Webster and Rev. Marcel LaVoy. Those who will serve for two years are Hazel Burns, Etta Coulthard, Oliver England, George B. Flint, Marge Franklyn, Thomas Johnson, Charles Stewart and Carolyn Thacker. Retiring President James Kidwell automatically becomes a board member.

Club's annual Christmas party 20 at Cliffs' restaurant.



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**Club Activities**

**Miami Showmen's Association**

3170 S.W. Eighth St., Miami

**Ladies' Auxiliary**

First meeting of the season was held November 16 at the Alcazar Hotel. President Ruth Schreiber presided. On the rostrum were Sydney Thomas, first vice-president; Ada Cowan, second vice-president; Freda Wilson, third vice-president; Ann Whitehead, recording secretary, and Lillian Tucker, treasurer. The table was decorated with bouquets sent by Ray Mitchell, florist, and Doris Allen's apparel shop. Members receiving gold cards this year are Dorothy Finnerty, Rose Lange, Gladys Manning, Dora Pierson and Charlotte Wright. On the sick list are Rose Lange, Anna Axe and Ann Kallidus.

Correspondence was received from Gloria and Theresa Daugherty, the Horne family, Irene Holman and son and Elowen Vogt. Welcoming talks were given by Ruth Schreiber, Sydney Thomas, Freda Wilson, Ada Cowan, Lillian Tucker, Ann Whitehead and Past Presidents Hilda Roman and Mae Levine. The dark horse was won by Peggy Minden and brought in \$20.35. The penny parade brought in \$13.53.

The nominating committee announced the following for 1954 officers. Sydney Thomas, president; Ada Cowan, first vice-president; Freda Wilson, second vice-president; Irene Moore, third vice-president; Ann Whitehead, recording secretary; Ethel Weer, corresponding secretary, and Hilda Roman, treasurer. Directors: Myrtle Duncan, Ella Dodson, Winnie Edwards, Dorothy Finnerty, Kitty Glosser, Agnes Grosso, Lois Hanson, Micki Hawkins, Lola Koche-nour, Elsie Keeler, Alberta Mack, Elizabeth Murphy, Dora Pierson, Billie Palitz, Emma Rocco, Mae Ross, Pearl Schultz, Judith Solomon, Lillian Tucker, Ann Tara, Marie Vivona, Lois Weiss, Sue Walters, Charlotte Wright and Nancy Whiteside. Tiler Babs Gef-fen reported 69 members present.

The November 23 meeting was called to order by President Ruth Schreiber. Officers present included Sydney Thomas, first vice-president; Ada Cowan, second vice-president; Freda Wilson, third vice-president; Lillian Tucker, treasurer; Ann Whitehead, record-

ing secretary, and Ethel Weer, corresponding secretary. Invoca-tion was given by Edna Lockhart, followed by the pledge of alle-giance to the flag.

Lillian Tucker read correspond-ence from Reenee Martin, the Korn family and thank-you notes from Ethel Weer's family for cards and flowers sent in connection with the death of her brother. Rebecca Castle donated \$10. Mem-bers welcomed to their first meet-ing of the season were: Billy Gar-ber, Ann Graham, Rachel Lilly, Mrs. Marcasio, Harriet Merson and Ida Harris. Dark horse was won by Helen Model, which brought in \$23. The penny parade brought in \$15. Bea Truesdale re-ported the following ill: Margaret Lux, Ricky Apelbaum's husband, Johnny, and Judith Solomon's mother, Mrs. H. B. Muzur. Kitty Glosser announced that memorial services would be held December 20.

The following were welcomed as new members: Malvine Schwartz, Katherine Duchene, Ethel Hastin, Francis Canfield, Lillian Schein, Dixie Levin, Patricia Marie Grish, Elizabeth S. Barrett, Minda Marie Batton, Evelyn Seavey, Lorraine Colyer, Elsa Drayer, Helen Seyfert, Phallie Anderson, Maxine Cyr, Frances P. Baltisto, Katherine Mead, Pauline Ryan, Helen Larney, Shirley Cox, Dorothy May Swain, Frances Wil-liams, Phyllis Cummins, Robbee Robeson, Ruth McFall, Helen Faulkner, Mildred Brogdon, Nell Glass, Helen Gratz, Lenore Turbin, Mollie Strauss, Vickie Arlene Parello, Elsie Paquette, Grace Pelley, Rita Ruth, Doris Madge Derby, O. Loda Debaney, Jessie L. Geren, Mary Belle Lloyd, Florence Gerad, Catherine Vivona, Dorothy Dempsey, Patricia J. Rambo, Helen B. O'Connor, Pauline Grey, Olag Glasser, Thelma Bickford, Jerry Dilanter, Margaret Arlene Randolph and Patsy Ann Duncan.

**Greater Tampa Showmen's Association**  
 Tampa, Fla.

TAMPA, Nov. 28.—With most of the members now off the road, activities are in full swing and the Monday night meetings are getting big turnouts.

First social event of the season was the Saturday night (21) dance and floorshow and many more affairs are scheduled for the coming weeks. The homecoming party will be held December 13 with a barbecue.

Sam Gordon, third vice-presi-dent, is convalescing in St. Joseph's Hospital following surgery. Bert Britt is now at home after being released from a hos-pital. Mrs. George Ringlin has been ill.

The blood bank committee reports the bank, which dropped off several pints during the sum-mer, has taken a rise and is up to 108 pints.

Irish Gaughan, chairman of the Christmas committee, announced two parties would again be held this year. One December 23, for the underprivileged children, and the other December 24 for the children of show people.

The membership has been in-creased by the addition of 61 new members. President Lloyd Ser-fass announced all new members would be initiated the afternoon of December 7.

Several donations have been received for the cemetery fund and the O. J. Weiss Welfare Fund.

**Ladies' Auxiliary**

President Bette Rodgers called the regular meeting to order, as-sisted by Virginia McGee, first vice-president; Grace Fillingham, secretary, and Elsie Owens, treas-urer. A silent prayer was said for Jeri Ringlin, who is seriously ill.

New members include Jewel Burridge, Dorothy Davidson, Sheila Armitage, Rosemary John-son, Dorothy Gordon, Viola Flan-nigan, Helen Olsen, Beverly Ann Stikes, Mrs. Hy Stein, Vonnie Carter, Leila Herman, Mary B. White, Irene Dickens, Louise Meadows, Gay A. Wadkins, Helen Evans, Emma Brocies, Marie Feathers, Miriam Fulton, Georg-ina Del Pino, Jean Write, Lor-raine L. Ward, Delores Lopez, Connie Cornett, Louis Dark, Ella M. Buckwitz, Sharon Ball, Billie Norwood, Dorothy McGaha, Laura Manos, Estelle Rosenthal, Dorothy Kasin, Isabel Lusk, Vir-ginia Edwards, Mae Keen, Mary

**Pacific Coast Showmen's Association**

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Nov. 28. — Members of the Pacific Coast Showmen's Association and Ladies' Auxiliary joined in the annual Homecoming Party in the clubrooms Monday night (23). Approximately 400 attended, with turkey and ham being served buffet style. Dancing was en-joyed thruout the evening.

Serving on the committee were Sam Dolman, Sam Steffin, Bob Banard, Steve Vaughn and Max Hillman for PCSA. Included on the committee from the Auxiliary were Nina Rodgers, Lucille Dolman, Peggy Forstall, Grace Mer-kerl, and Madison Hopes. Mrs. Merkel is president of the ladies' group.

Music was furnished by Bob Young and his orchestra, which will also play for the New Year's Eve party to be held in the clubrooms.

Plans are being completed for the annual Memorial Services to be held at Showmen's Rest, Evergreen Cemetery, this city, December 6. Heading the com-mittee are Harry Seber and Ted LeFors, both past presidents of the organization. Monday night, December 7, the President's Party will be featured and the banquet and ball at Ciro's the next day. Steffin is chairman of the banquet and ball committee and reports that ticket sales were going better than expected. Tick-ets are \$10 each and include din-ner, the show headlined by Guy Mitchell, and dancing to two orchestras.

**Ladies' Auxiliary**

President Grace Merkel called the November 16 meeting to order with the following officers pres-ent: Peggy Steinberg, first vice-president; Berta Harris, second vice-president; Madison M. Hopes, secretary, and Trudi Di Santi, treasurer.

President Merkel reported Marg-aret Farmer's bingo party at Portersville a big success, with many local members in attendance. Members of the auxiliary on the West Coast Shows were Mrs. Farmer's co-hostesses. Edith Hargraves entertained at her ranch home for several members during their stay there. The of-ficers' party was a financial suc-cess. Bingo was played all after-noon in the clubrooms. Lunch was served to nearly 100 mem-bers and guests. Edith Walpert and her sister, Hazel Work, are travel-ling in Europe. Ann Doolan and Mabel Brown are traveling thru the South and plan on going to Chicago. Clare Anderson has re-turned from Hot Springs. Emily Bailey is visiting in Chicago. Mem-bers worked hard to make the No-venber 23 homecoming party a success.

New members are Mrs. Joe Wil-liams, Della May Emerson, Min-nie Grant, Eva Weltman, Margaret E. Bellows, Bonnie Hall, Dora Hill Bennington, Eula Lee Williams, Esta Mabel Busby, Marie King, Eunice Masseth, Sadie G. LaMonte, Luella C. Teece, Lola D. Daniel-son, Evelyn Lantz, Virginia Dor-sey, Mona J. Martin, Esther M. Douglas, Gloria Woody, Mary Ra-gan Kanthe, Ann Waterman, Mary Sides, Rose Marie Couch, Marie Korte and Jeanette Roth.

Following is the schedule for the remainder of the year: Mem-orial services, December 6; ham dinner and bazaar, 6-7; election, 7; open house, 8-9; banquet and ball, 10; past president's party, 14; Christmas party, 21; Christmas dinner, 25; parcel post auction, 28; birthday party, 28; annual hi-hinks, 31. Installation dinner will be held January 4. Get reserva-tions in early.

L. Green, Lydia Zacchini, Mar-celyn Williamson, June Weiner, Dorothy Karst and Virginia Bennett.

The handmade stole, donated by Grace Lemay and Nancy Young, was won by Virginia Shumway. Ways and means com-mittee tendered thanks to Monica Baress, Ann Detwiler, Vera Hauck May Serfass, Dorothy Crawford and Francis Piercy.

Refreshments for the 79 mem-bers were served by Monica Baress, Ida Rovitz and Dorothy O'Connor.

**Lone Star Show Women's Club of Texas**

DALLAS, Nov. 28.—President Milly Hudspeth was in the chair for the regular meeting. Secre-tary Grace Tinder read the min-utes and Pearl Vaught gave the treasurer's report. Chaplain Mar-tha Moss delivered the invocation. Secretary Tinder announced that ballots for the coming election of officers could be obtained from her.

Martha Moss reported an en-joyable vacation at Hot Springs. Correspondence read included in-stallation invitations from the Caravans, Inc., and Showmen's League of America, as well as letters from Jo Powell, Mrs. Kemp and Eddie Vaughan.

Headed for the Chicago meet-ings are Mr. and Mrs. Joe Mur-phy, Mr. and Mrs. Chuck Moss, Mr. and Mrs. Frank Tennant, Mrs. Katie Little and Eddie Vaughan.

Corinne Greer was guest of honor at a surprise birthday party given her by her husband, Eddie. Mary Ellen Liberman came in from Longview for the event. Mary Ragan, first president of the San Francisco chapter of Show-folks of America, visited her sis-ter here. Louis Charnisky is in Veterans Hospital here following a stroke. George Loos is also on the sick list at Laredo, Tex. Mabel Welshman, sister of Ellen Morris, is confined in St. Louis. Beth Anderson reports a new grandson.

Christmas donations sent to the Muscular Dystrophy, Cerebral Palsy and Tuberculosis funds and to the South Dallas Christian Church.

Schedule for the coming weeks includes December 7—election and business meeting with Corinne Greer, Martha Moss and Kathy Kearns as hostesses. December 14—business meeting. Hostesses for the December 21 Christmas Party will be Mabel Welshman, Jo Powell and Daisy Parr. Secret pals will be revealed December 21.

**Michigan Showmen's Association**

3153 Cass Ave., Detroit

DETROIT, Nov. 28.—The board of directors and membership meetings were held Monday (23) with good attendance.

Stash Rubin was named sec-etary of the Christmas Party committee to assist co-chairmen Max Berkowitz and Max Kahn. Also on the committee are George Harris, Phil Wall, Eddie Bennett, Ben Morrison and Irving Borker.

The November 30 meeting was canceled as most members were heading for Chicago. Next meet-ing is December 7.

**Ladies' Auxiliary**

Social night was held Monday (23), drawing a large turnout. Welcomed back were the Lysing-ers, both senior and junior, who had been vacationing in Bermuda.

Top prize winners included Elaine Lysinger, Edith Schulz, Edythe Risick, Clara Pollard, Catherine Prepish, Tina Winener, Marion Fodal, Cora Pollard, Pat Crognale, Jessie Pushin, Bobby Shulz and Viola Lippa. Cather-ine Prepish took the door prize.

President Dotty Miller report-ed receipt of a letter from Flor-ence Williams with a donation. Other donations received from Helen Cook, Julia Garney and Gerry Barber.

Election is set for January 11.

**Show Folks of America, Inc.**

145 Turk Street, San Francisco

SAN FRANCISCO, Nov. 28.—The regular Monday (23) meeting was called to order by President Jack Christensen. Other officers on hand included Charlotte Port-er, first vice-president; Phil Sa-pira, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording sec-etary.

Mrs. Charlotte Porter, chairman of the recent ladies' bazaar, re-ported a large crowd for the event and profitable returns. A check for \$500 was presented President Christensen from the West Coast Shows, profits from a show-with-in-a-show held September 16 at San Jose. Entertainment was pro-vided by Duke Navarro with Bill Hart serving as emcee.

New members of the club are Marshall Deem and Fred Bodah. Jack Yeager was reported in Franklin Hospital, Oakland, Calif. Tony Suleski and Joe Richards have been appointed co-chairmen of the Christmas Day dinner.

### Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.  
Ladies' Auxiliary

The special November 24 meeting was called to order by President Vivian Zimdars. On the rostrum with her were Caroline Holt, first vice-president; Pearl Weydt, second vice-president; Grace Goss, third vice-president; Billie Owens, secretary, and Ethel Cutler, treasurer. The invocation was given by Chaplain Marion Shuford.

The following were admitted to membership: Jewel Burridge, Betty McDermott, Rosalie Martin, Katharine Signer and Miriam Sands. President Zimdars welcomed Juanita Strassburg, June Reynolds and Rose Kahn, who were attending their first meeting of the season. Martha Wagner, chairman of the ways and means committee, reported that \$16.50 was turned in by hostesses of the Monday night card party. Donations were also received from Sammy Blake and June Reynolds for the general fund. Martha Wagner, Marion Shuford and Daisy Fritts were re-elected to the board of governors.

Annual installation and banquet will be in the Terrace Room of the Southern Club Sunday (13). Open house will follow in clubrooms at the Desoto Hotel. Yorla Goldston, chairman, asks that all out-of-town members planning to attend notify her at the earliest possible date. The night's award, donated by Ida Knight, was won by Clementine Moss. Following adjournment buffet supper was served.

The regular November 12 meeting in the DeSoto Hotel was called to order by President Vivian Zimdars. On the rostrum with her were Caroline Holt, first vice-president; Pearl Weydt, second vice-president; Grace Goss, third vice-president; Ethel Cutler, treasurer, and Billie Owens, secretary. Invocation was given by Marion Shuford, chaplain.

President Zimdars extended a welcome to Past President Betty Hardy and Secretary Owens. A letter of thanks was received from Mrs. Housley for support given Mayor Housley in the recent election in which he was returned to office for a third term. A note of thanks was received from Mrs. Ryan, wife of the judge, for flowers sent her. She is recuperating from surgery in St. Joseph Hospital. Martha Wagner, chairman of the Ways and Means Committee, was welcomed by the president. Mrs. Washington presented the club with \$40 which was raised during the summer for the club general fund.

The welcome home party held November 7 was a big success. Vice-President Holt reported it was also a financial success. Yorla Goldston reported that flowers were sent to Dorothy Lamour, who also received an invitation to make the clubrooms her headquarters while in town. A committee headed by Walter Ebel, with Judge Ryan and Charles Goss, asked assistance of members in the memorial services to be at the Elks clubrooms November 22. All faith will be represented at the services, to be followed by unveiling of the monument in Memorial Park. Noble Fairly will officiate at the unveiling. President Zimdars appointed Martha Wagner and Mattie Bybee to assist the Memorial Committee in the memorial services. A motion was carried that the monument fund be closed.

The following were accepted as members: Belle Roberts, Jewell McCurdy, Laura Mae Williams, Elizabeth Raymond and Ollie Sheldford. A raffle prize donated by Anna Doolan was won by Ida Knight.

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.  
Ladies' Auxiliary

President Cherito called the regular meeting to order. A five-pound box of candy, donated by Hattie Hawk, was won by Bird Brainard. Card parties are being held each Tuesday in the clubrooms.

Donations for the December 12 bazaar can be sent to Hattie Hawk. Nomination of officers is scheduled for December 4.

### Half Century

Continued from page 94

which specializes in selling artists from the nationally-known WLS Barn Dance. During the 30's, the demand for WLS performers by theaters hit a new high and coupled with a growing fair market, the partnership quickly grew.

In the interests of country and western performers, Kurtze went to Hollywood just before World War II, where he spent a year with Republic Pictures, developing spots in pictures for WLS performers.

Following the war, Kurtze became aware that some substitutes for theater business was needed to keep their long list of performers busy.

Out of this need, he was instrumental in starting the development of industrial shows. Typically, his preparation for this type of business was thoro. He subscribed to 150 different industrial magazines, which he read and studied to better prepare the office for this type of business. And when they were ready to start, Kurtze had compiled a mailing list of 10,000 people which proved invaluable to the success of the enterprise.

Kurtze's life has been show business. And his partner thru the years has been his wife, Marie, whom he met and married when he was handling a theater box office in Indianapolis. This partnership has grown thruout the years and even today Mrs. Kurtze regularly accompanies her husband to their office, where her know-how has many times proved invaluable.

### NSA Banquet

Continued from page 94

president of the Pennsylvania Association of Fairs and of the Allentown (Pa.) Fair; Moe E. Silberman, president of the Coney Island Chamber of Commerce; the Rev. Allen E. Claxton of the Broadway Temple; and the Rev. Edwin E. Broderick, who brought greetings from Cardinal Spellman.

### 10 Plaques Awarded

Plaques for outstanding work on behalf of the NSA were awarded to the World of Mirth, James E. Strates, I. T. and Cetlin & Wilson carnivals, and to Harry Rosen, Max Tubis, Jim McHugh, Morris Brown, Gerald Snellens, and John McCormick.

Talent who performed for the gathering included Henny Youngman as emcee, ventriloquist Jimmy Nelson with Danny O'Day, mimic Ray Williams; comedy magician Mr. Ballantine, the Tokayer Troupe, teeterboard, and singers Tony Bennett, Richard Hayes, Fran Warren, and Bernice Parks.

Joe Basile and his band provided dinner music, and the Tommy Tucker orchestra played for the stage show and for dancing. The stage presentations were produced under direction of Al Rickard.

### Vivona Winters At Florence, S. C.

FLORENCE, S. C., Nov. 28.—Vivona Bros. Shows are wintering at the fairgrounds here instead of at Charleston, S. C., as originally planned.

The Florence location became available when the World of Mirth Shows had to abandon plans to winter there because the necessary trackage for storing its train was unavailable.

### Don Brashear Inks Texas Stock Event

MERCEDES, Tex., Nov. 28.—American Midway Shows has again been awarded the contract for the Rio Grande Valley Livestock Show here March 3-8, Sam

### McKee Installed

Continued from page 102

many newcomers to the new quarters were steered in the right direction by Joe Basile, who performed with nine of his bandmen on the sidewalk near the entrance. Basile and the boys were the recipients of a fine round of applause later in the evening. Another setback, that of the loudspeaker system being out of kilter, was overcome by John McCormick, who appeared below the dais numerous times and restored order.

Also providing music was Joyce Ames, accordionist, who strolled among the many groups and played request numbers.

McKee spoke briefly in expressing gratitude for his election and pledging a year of devoted efforts. "In asking Bill Moore of the Miami Showmen up to the dais, I want it known that altho they jumped ahead of us with their new building, we won't fight them but will try to catch up. Bill being on the dais is just an expression of friendship between our two clubs," McKee said. Moore is incoming president of the MSA.

### Cowan Stresses Fund Work

Cowan, retiring president of the Miami association, urged the NSA to greater achievements in fund raising, if it hopes to purchase or build its own home. Citing awareness of spiraling real estate and building costs, he said that by keeping the objective uppermost in their minds, the NSA should be able to accomplish its goal.

"I hope to see the day," Cowan said, "when the dreams of George Hamid and Max Linderman are fulfilled."

Altho it was planned to hold the awards drawing early in the evening, this was put off in deference to Hamid, president emeritus who said he would be detained but wanted to be present. Hamid and Frank Bergen of World of Mirth Shows arrived after 11 p.m. and the awards were announced. The lapse went quickly thanks to a buffet spread laid out by Frank (Shrimpie) Rappaport and George Rector, and served by the Ladies' Auxiliary.

### Banquet Notes

Continued from page 95

Ottawa, headed by Stan Higman, a former president.

### Sam Prell Leads Clan

Sam Prell, owner of Prell's Broadway Shows, heading a delegation of clan members ranging all the way down to grandchildren. Besides the warmth of a large family gathering, Sam was basking in the warmth of a late Florida tan and a successful season.

### Dual Role for Basile

Band leader Joe Basile and his crew played the dinner music. Anxious, tho they were, to get home and prepare for an early start in the Bamberger Thanksgiving Day parade in Newark, N. J., Joe and brother Charlie fulfilled their obligations by remaining so that their women folk could enjoy the occasion in full.

### Arthur Eats at Home

The elegant Arthur E. Campfield, serving in a position akin to that of a grand marshal, scrutinized every foot of the large hall and the doings therein. The many who wonder when Arthur ever gets time to eat, shouldn't. Mrs. Campfield sees that he is well fed before he ever leave home.

### Junior's Birthday

A man of action, George A. Hamid Sr. worked the mountainous six-tiered birthday cake deposited on the head table into an impromptu 35th birthday for his son, George Jr., who was invited to cut the cake.

### Traverses Sit Still

Allan Travers, a man of many parts, known best currently as the general agent of the James E. Strates Shows, held still long enough to enjoy the occasion with his wife, Jewel. The New York doings gave Allan a chance to confer with his boss, Jimmie Strates, another fellow who doesn't stand still for long.

### Thanksgiving Work

Max Kassow, Fred C. Murray and a number of other club members were faced with an early rising on Thanksgiving Day. They were booked to stage a "carnival time" show for the holiday guests at the plush Concord Hotel in the Catskills.

Moody, manager of the annual, announced. This will make the sixth consecutive year for the Don Brashear-owned org.

### TENT MAKER TALKS

# Jessop Stresses Rope Importance

Continued from page 101

band. Using the formula, we find that each of the 36 panels has a load of 232 pounds, which is quite a factor and must be dealt with by the use of proper sizes of ropes for the sweep bands, quarter pole sweep band and eave.

"Most important, the ropes must be applied properly or you will have nothing but dead weight.

"The rope must be applied so as to sustain the imposed loads for the life of the tent. If the rope is improperly applied, the strain is transferred from the rope to the canvas and there goes your tent.

"We cannot agree with some manufacturers of roped tentage, who apply the ropes to the tent as taken from the original coil. We have a method of unwinding the strand of the rope and rewinding to a point where it has the proper tightness of twist for the job to be done. We have seen rope applied to canvas with a flat-bed sewing machine. The needle punctures the rope without any take-up of cloth. Without allowance of excess canvas, how is the rope going to support the strain? Immediately, the load is transferred to the canvas.

### Canvas Take-Up Vital

"We make both hand-roped and machine-roped tents, a combination, but our sewing machine has an attachment for taking up canvas into the stitch. The amount of this take-up equals what our skilled tent ropers take up by the hand method of applying the ropes. Fortunately for us, we still have a good crew of skilled tent ropers.

"I visit quite a number of fairs, and I am sorry to state that it is very evident that, while tent fabrics have been greatly improved, the quality of workmanship has not kept pace with these improvements, due to a lack of trained tent ropers or finishers. The result is that permanent buildings are going up on fairgrounds. Unless tent manufacturers do something, this building program will continue to expand.

### Short Guying Damages

"A factor which will help to increase life of tents is to see that they are properly erected. Too many tents are being short guyed. Our standard for 20 to 40-foot wide tops is to put the stake line at least one foot beyond the height of the wall poles. For eight-foot wall poles, the stake line is at nine feet. For 10-foot wall poles, go out to 12 feet. For 50 and 60-foot tops, we recommend going out two feet beyond the height of the side poles. For larger tops, we suggest following the angle of the bias re-inforcing ropes and guying out in line with them, just so the angle will hold the side poles from jumping.

"When a top is short-guyed, too much downward pull is exerted on the wall poles and the result is that the top cannot be pulled out to shape. We never recommend that a new top be short-guyed. However, after the top

has been up six or seven times, it could be short guyed if absolutely necessary.

### Need Daily Attention

"We could rope a top slack, so that the canvas would be taut even tho short guyed. But after the residual strength is out, the rope no longer serves as the re-inforcing medium and the live loads are transferred to the top material, with the resultant short top life. Also be sure that your stakes are in alignment with the up ropes, so you have a perfect right angle formed at the rim. By so doing, the load is distributed on all guy lines. Any out of line are useless because only those guy lines in the right alignment take all the strain.

"I cannot agree with those who put up their tents and let them stand for a week to 10 days without any attention whatsoever. I have seen tents guyed out so taut that the rope reinforcements were popping off and the top material was breaking alongside. I would recommend that tents be erected so they weave gently in the wind. And every afternoon, after a good hot sun hits them, see that the tents are guyed out to take up some of the slack canvas. This is an established practice with circuses. It is a good idea and will help to lengthen the life of tents.

### Experimenting Underway

"Lots of experimenting goes on continually at Sarasota, Fla., and this includes tent fabrics, rope and other reinforcing substitutes. Ringling has been experimenting with a fabric other than cotton as a substitute for cotton twill. A 30 by 70 tent was made and the result proved that it would not be practical to experiment any further. As to substitute materials for big top constructions, there are a few that have possibilities, but before recommending any, we want to do considerable more experimenting.

"Last winter Ringling decided to make a 70 by 120 Side Show top using flexible steel cable in place of rope. They stitched cable to the roping seams by means of a cross stitch similar to a binder stitch. Ringling, in my opinion, still does not have the answer for a substitute for rope. This reinforcing medium is only as strong as the cross stitching thread or twine holding the cable. They did shorten the steel cable guys and attach a section of Manila rope from the ends of the steel cable to the stakes, since a tent must be flexible and never taut. It must, as I said before, weave gently in the wind. A rigid structure, taking the blast of the wind without giving, goes down or it is ripped to pieces.

"We have also seen large tents made with a steel cable inclosed in a canvas pocket sewed to the top materials. These pockets rip out in high winds, due to cable shifting in the canvas pockets, tearing out the pocket stitches and dropping to the ground."

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**PREPARE NOW FOR NEW YEAR'S PARTY**

Deal consists of 48 Paper Hats, 48 decorated New Year's Horns and 50 large Metal Noisemakers.

NYS4—Deal ..... \$6.80

**WRITE FOR NEW CATALOG**

**LEVIN BROTHERS** Established 1886  
 TERRE HAUTE, INDIANA

**JAPANESE IMPORTED WOVEN STRAW RUGS**  
 \$2 VALUE FOR \$1

For the first time we offer this large 34 1/2 by 66 Rug for only \$2.00 retail. Low price to you, \$1 each PREPAID in lots of 3 or more. Sample costs you \$1.19 prepaid. Each rug is fine 260 warp quality with multi-color stenciled designs in hooked carpet or Oriental patterns. Rush cash, check or money order today. No C.O.D. ACT NOW!

**E. CONDON, Box 204, Dept. B-1 Upper Darby, Pa.**

**To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW**

**1** Type or print your copy in this space:

**2** Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

**3** Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—15¢ a word. Minimum \$3.00.

DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

**4** Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
 2160 Patterson St.  
 Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name .....

Address .....

City .....

State .....

**GIVE TO DAMON RUNYON CANCER FUND**

**DISPLAY-CLASSIFIED SECTION**  
 A MARKET PLACE FOR BUYERS AND SELLERS

**REGULAR CLASSIFIED ADS...** Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15¢ a word — Minimum \$3 CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS...** Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

**FORMS CLOSE**  
**THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE**

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

**ACTS, SONGS & PARODIES**

**BIG PROFIT-SELF PROMOTION DEAL—**A unique book of 300 favorite Sacred Songs, complete words and music, now offered in 1000 lots up with your photo, imprint, etc., on front page. Sample, particulars 25¢. Hurry! Brumley & Sons, Powell, Mo.

**EMCEE ARSENAL (3RD SERIES)—**NEW slurs, digs and insults; sock quips, prime rib-ticklers and sure-fire yokolas; also lusty verse and gusty wisecracks, all tested side-splitters. \$2. Buster Rothman's Laugh Laboratory, 473 Broadway, Bayonne, N. J. de5

**FREE CATALOG! PROFESSIONAL COMEDY MATERIAL!** Every phase of showbiz. Introductory collection, including seven parodies, \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif. ja30

**MUSIC ARRANGED, TRANPOSED, CLEAN** copies made. Formerly with R.K.O. Fox and Radio. Mark Rubens, 146 West 79th St. B, New York 24, N. Y.

**AGENTS & DISTRIBUTORS**

**AAA ADVERTISING WONDER—**69¢ SIMULATED Alligator Plastic Money Clips, 9¢ each 1,000 lots; free sample; orders f.o.b. Chicago, Ill. Walter Lufano, 5206 Sheridan Road. de5

**ABALONE PEARL SEA SHELL JEWELRY.** Butterfly Wings, Novelty Dangling Earrings, Italian Mosaic, Italian Coral, Iran Jewelry. Price list features unusual novelties. Lewis Levine, Tropical Gifts and Curios, 906 Tampa St., Tampa, Fla. Formerly Joseph Fleischman. de26

**AGENTS—OUR NEW COMIC XMAS FOLDERS** sell like hot cakes; 12 assorted, 1 prepaid. Wholesale prices with first order. Walter B. Fox, Mobile 2, Ala.

**ALLIGATOR HANDBAGS WITHOUT OR WITH** Heads, \$6.90, \$9.90; Child's Alligator Handbag, \$3.75; Woven Straw Basket Earrings, \$6 dozen, Special closeset Earrings, \$36, \$24, \$15 gross pairs; sample assortment 2 dozen each lot, \$15. Lastufka Products, Box 10248, Tampa, Fla.

**AMAZING OFFER!**

Tailored Earrings, asst. gr. .... \$15  
 Tailored Pins, asst. gr. .... \$15  
 Stone Earrings, asst. gr. .... \$18  
 Stone Pins, asst. gr. .... \$18  
 Men's gold plated 3-Stone Rings, 40% off, \$36 Sample dozens reg. price, 25% deposit. Balance c.o.d. NEW ENGLAND JEWELRY 9 Empire St. Providence, R. I.

**"APACHE QUEEN" HANDBAGS, BEADED,** turquoise green. Finest cowhide, supple, dressy, guaranteed. Ideal gift! Retail \$6.98. Sample order, two handbags \$7.25. Spanish Spur Trading Post, Mesilla, New Mexico. de5

**ANIMALS, BIRDS, PETS**

**BABY PET MONKEYS—BONNET** Macaques, \$30; Rhesus, \$30. 4 for \$100. Spiders, \$32; Cinnamon Ringtails, \$30; Whiteface Ringtails, \$35; Squirrel Monkeys, \$22. 5 for \$100. Bronson Tropical Birds, 2228 Amsterdam Ave., N.Y.C. de5

**CHIMPANZEE**  
 A performer, an one can handle, very affectionate, 4 yrs. old. Wears clothes, smokes cigarettes, rides cycles, scooters, skates, tight rope, impersonates, etc.; wonderful pet or show performer. Must sacrifice, first \$600 takes him. Call Evergreen 4-2354, Milwaukee, Wis.

**MIDGET COW—BELIEVED TO BE** world's smallest; money maker; perfectly formed; complete new rig for hauling and showing available. William Kobert, Doniphan, Mo.

**ONE PR. TIGERS, SIX MONTHS OLD, NEW** stock; 8 King Cobras; two 4 ft. Elephants, one 6 ft., including tubs, harness, etc. Berry, 523 North 48 St., Seattle 3, Wash.

**BUSINESS OPPORTUNITIES**

**ONLY \$495 INVESTMENT PUTS YOU IN** Theater Business! Dual Holmes Educator Projection; sound equipment complete, excellent condition, \$495. Portable, perfect for road shows. S.O.S. Cinema Supply Corp., Dept. LC, 602 W. 52 St., New York 19, N. Y.

**PROGRESSIVE DISTRIBUTING ORGANIZATIONS** wanted. Handle accepted postage stamp vending machine, all territories. Write Box No. 895, Billboard, 1944 Bwy., N. Y. C. de5

**START A MAIL-ORDER BUSINESS—** Small capital. Details, \$1. Fred Hettick, P.O. Box 1478, Bismark, N. D.

**\$1 MO. ESTABLISHES YOUR PERMANENT** address here in Los Angeles. We forward all mail for our many customers personally and efficiently. Ellery Office Service, 1344 S. Grand Ave., Los Angeles 15, Calif. ja13

**\$2,000 PROFIT 3 WEEKS REPORTED!** No investment; advertising on credit. A real opportunity; details free. Sureway, Box 2248-B, Asheville, N. C.

**FORMULAS & PLANS**

**ANY FORMULA, \$3; CATALOG, CHEMICAL** Instruction Sheet, 10¢. Joseph H. Burt, 192 N. Clark, Rm. 620, Chicago 1, Ill.

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES OF POPPERS—**CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. ja2

**1 G-12 600' TRACK, EXTRA CAR, EXCEL-** lent condition; stored in warehouse downtown N.Y. Contact: S. C. Somerville, State Port, Savannah, Ga. de5

**6 CAR KIDDIE WHIP, PERMANENTLY** mounted on 1950 Dodge chassis; any reasonable offer accepted. G. A. Johnson, 464 41st St., Brooklyn, N.Y.

**30' MIDDLE FOR 40' TOP, \$100; RAPID** Fire, Play Pol, Bean "Em" (orfing crate), 3 Aircraft Guns, Sky Fighter, Periscope, Love Meter, \$125. Come and get 'em. Wm. Schnepel, Box 265, Red Bud, Ill.

**Jewelry Sets**  
 3 piece Necklace and Earring Sets Assorted Styles  
**\$12.00 DOZ.**  
 F.O.B. Dayton  
 25% deposit C.O.D. orders

**W & J Wholesale Corp.**  
 222 East Third St. Dayton 2, Ohio

**JOBBERS, WAGON MEN, CHURCH** groups, individuals, raise money easily. Sell magic Silver Grill; makes tarnish disappear simply by placing in dishwasher. Earn 50¢ on every dollar. Send for free particulars. Portland Specialty Sales, Portland, Mich. de5

**JOKERS FUN SHOPS—FULL CREDIT** allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. de26

**XMAS DOLLS**  
 Sensationally Priced!

**24 INCH BABY DOLL**  
 CUTE ROSY CHEEKS!

24" Baby Doll dressed in attractive lace trimmed toddler type dress. Arms and legs of best quality latex. She cries and sleeps.

**A \$9.95 RETAILER FOR ONLY \$39.00 per DOZ. FOB MACON**

SEND \$4.00 FOR POSTPAID SAMPLE

**18" WALKING DOLL**  
 Beautiful walking doll with washable Saran Hair. Made of plastic, full jointed and walks when led by hands. Head moves, eyes close. Beautifully dressed in assorted outfits.

**\$63.00 per DOZ. FOB MACON**

SEND \$6.00 FOR POSTPAID SAMPLE

ALL DOLLS shipped by Express in doz. lots (too large for parcel post). All dolls individually boxed, 50% deposit must accompany all orders, no exceptions.

**TREASURE CHESTS OF JEWELRY**

The Original Leatherette Jewel Chest

Brass Fittings  
 Hand Toolled  
 Automatic Lift-Up Tray  
 Lock and Key

**THE ALL-TIME FAVORITE**  
 Genuine hand-pronged imported stones. Each set consists of necklace and earrings. Necklace may be worn as pin. Assorted styles and colors. ALL HAMILTON GOLD PLATED. Multi-purpose chest is useful as permanent jewelry chest for storage of madam's personal things.

**only \$18.00 PER DOZ. (Assorted)**  
 No Less Sold

WRITE FOR CATALOG. Terms: 1/3 Deposit, Balance C.O.D. Include postage if cash in full sent.

**HEATH DISTRIBUTING CO.**  
 3253 VINEVILLE AVE. MACON, GA.

**Cigarette Lighter**

**CHROME. Table or Pocket Models.**  
 Size 1 1/8 x 1 3/4"  
 Guaranteed Reg. 2.95 Value for **50¢**  
 Postage Prepaid  
 2 Doz. for \$10.80

**TARA BRAND**  
 Irish Hard Candy  
 6-Oz. Pkg. 15¢  
 Or Box of 2 Doz. Packages, \$2.50

**IRISH PRODUCT—Tara Brand**  
 Irish Beef and Beef Broth  
**1-lb. Can 50¢ or case \$13.50**  
 of 48 cans  
 Send Cash, Check or Money Order to  
**GENERAL R. & S. F. CO.**  
 919 W. Girard Ave. Philadelphia 23

**CATALOG No. 107**  
 for ENGRAVERS DEMONSTRATORS FAIR WORKERS

**CATALOG #58**  
 New Catalog FEATURING XMAS and HOLIDAY COSTUME and NOVELTY JEWELRY  
 For Fast Volume Sales

Write for Yours Today—State Your Business

**BIELER-LEVINE**  
 5 N. Wabash Ave., Chicago 2, Ill.

**BIG MONEY SELLING TO COLORED PEOPLE**

**... BIG 100% PROFIT ON** Cosmetics and Perfumes  
 A Fast Selling line of Sweet Georgia Brown Hair Dressing, Face Creams, Brown and Tan Face Powder, Perfumes, Incenses and Jewelry. Over 300 Products. Sells on Sight. Easy to make Very Big Money with Nationally Advertised well known products. Carry as Full line or Side line. Take orders in full or spare time.

**WRITE FOR FREE SAMPLES**  
 Write for FREE Samples, FREE Catalog and Special BIG MONEY MAKING Offer!  
**VALMOR PRODUCTS CO.**  
 2481 So. Michigan Avenue  
 Dept. A-224, Chicago 16, Ill.

**Big Profits**  
 Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
 303 Degraw St.  
 Brooklyn 2, N. Y.

**BIG MONEY SELLING TO COLORED PEOPLE**

**Big Profits**  
 Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
 303 Degraw St.  
 Brooklyn 2, N. Y.

**Big Profits**  
 Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
 303 Degraw St.  
 Brooklyn 2, N. Y.



MAMA DOLL

24" Ninon Dress, fully dressed, natural looking hair.

\$36 Doz.

24" Rayon Silk Dress, no petticoat.

\$24 Doz.

Special Discount on Gr. Lots or More.



WALKING DOLL

Plastic Body • Saran Wig • 22" Walking Doll, \$78 per doz. In 6 doz. lots, \$75. In gross lots ... \$72

18" Walking Doll, \$54 per doz. In 6 doz. lots, \$51. In gross lots ... \$48

SELLING BELOW LIST PRICES! IMMEDIATE DELIVERIES.

No extra charge for samples. 1 Doz. Asst. Mama Doll, \$34.50 1/2 Doz. Asst. Walking Doll \$32.50

FOB N.Y.C. 25% dep. C.O.D. if not rated. Send for FREE 32 pg. catalog with over 150 stuffed toys and dolls.

ACE Toy Mfg. Company 122 W. 27th St. N.Y. 1, N.Y.



3 WAY SAW 1-14" 8 pl. Compass Saw Blade 1-12" 8 pl. Compass Saw Blade T 1-10" 8 pl. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles.

\$5.00 Per Doz. Sets No Less Sold

HACK SAW FRAMES Adjustable with Tungsten steel blade, durable black plastic pistol grip handle. \$6.00 Per Dozen No Less Sold

10-Inch Hack Saw Blades... \$3.60 Per Gr. Sold in gross lots only.

REGULATION SIZE HAND SAW 26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 \$ .90 ea. to a carton. No less sold...

5 WAY CABINET SAW SET 1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw. \$13.50 For doz. sets. No less sold.

6 Pc. MAGNETIZED Screw Driver Set. Self-display individual box unit. Overall lengths ranging from 11 1/2" to 3 1/2" — includes stubby recess and square shank. 7 1/2" Each (6 or more). All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

Bulova • Waltham Elgin • Benrus Gruen Watches for men \$9.95 EA. for women \$9.95 EA. Yellow Expansion Band, 95¢ add.

SPECIAL \$50 DEAL 4 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model cases and dials. Reconditioned and guaranteed like new.

RUTILE "TITANIA" GEMS Synthetic diamonds, but more brilliant. Carat... \$8.25 Set in 14-kt. mountings, ladies' \$10 add.; gents', \$15 add.

Just Out - New Big 100-Page 1954 Catalog, only 25¢ (refunded on your first order).

Wholesale only - 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

Joseph Bros. 5 S. Wabash Av. Chicago 10, Ill. Dept. B-5 "The Watch and Diamond House"

Genuine FUR LAMBSKIN RUGS

Beautiful lustrous colors: Red, Green, Blue, Beaver, Grey and Dark Brown. Large size, in the natural pelt form, 42"x32". These rugs retail for \$18 ea.; Dealer's price ONLY \$6.35 ea. SENSATIONAL REPEAT ITEM. ORDER 1 OR MORE SAMPLE RUGS AT \$6.35 ea. plus postage. Merchandise sold on a money-back guarantee. Write for free catalog. Dept. A, HARVEY LEWIS FUR CO. 324 Hennepin Ave., Minneapolis 1, Minn.

MIDGET BIBLE

New edition. Has Last Supper, Crucifixion, Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (1 1/2" x 1 1/2"). Yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Price 90¢ doz., \$6.70 per 100. F. O. B. Detroit; add postage. C.O.D. or cash. Special low leubers & quantity prices. Send for WHOLESALE CATALOG of 1000 novelties. JOHNSON SMITH & CO., Detroit 7, Mich.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM SOUND—WESTERN, \$18: Features, \$21.24; Serials, \$5 episode. Used Projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

BINGO BLOWERS—RETAILING \$150, SELLING out \$49.50. AC Electric, Balls, Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. Ja2

BUILD 12 PASSENGER \$100 KIDDIE Chairplane. Tested Plans, \$5. Free 43 Plan Circular. Brill, Box 875, Peoria, Ill.

COMPLETE FREAK SHOW—16x18 TENT, lights, front, poles, tame freak groundhog, 30 human freak photos, \$85. C. Pretz, Shelby, Pa.

ESPECIALLY NICE SIT DOWN GRAB, complete in every detail, truck and all goes; 14x18 top, canvas in good condition; 7' sidewalls; hinge frame; Coleman burners under 2 griddles and coffee stove; electric urn, two juice jars, 1 pop cooler, mugs, silverware, stools; '42 Ford truck with 16 ft. van with racks, cupboards, fold down bed. Priced to sell. Bob Helzer, Stockham, Nebr.

FOLDING PERFORMER'S TRAMPOLINE, in excellent condition, \$325; comes complete with instructions and frame pads. This is the very latest model. For further information address: Charles Caldwell, 51 Harbison Ave., Hartford, Conn.

FOR SALE—PRETZEL RIDE, NEW TOP and Sidewalls, freshly painted, lots of fluorescent lighting, 7 cars, \$6,500. Arcade, top and side walls in good condition, new front; 60 or more machines, tables, complete wiring, bally-cloth, change booth, transformers, 3,000. D. E. Truax, 1022 N. Mass, Lakeland, Fla. de3

LIST YOUR RIDES! — OUR RESULTS count. Agents for show property everywhere; new or used, nationwide service. Young's Carnival Sales, 59 King St., Little Falls, N. Y. Tel. 435. de12

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. fe6

MINIATURE TRAINS—ALL TYPES, SIZES, gauges; new, used, built to order; photos, details, 50c. Miniature Trains, 33-B Winthrop, Rehoboth, Mass. de19

REPTILE GARDEN ON PIER—ALL YEAR open, beautiful front and inside. Will sell spot or snakes with beautiful cages. Novelty show trailer, 7x12 removable tongue, all aluminum, \$250. Reason for selling: sickness. Henry Salzer, 233 Marine St., Ocean Park, Calif.

SCHOOL AND HALL SHOW — AMPRO 16mm. Sound Projector. Feature picture, "Law of the Jungle" with hot colored cast shorts. Ready to go; first \$100 takes it all. Mgr. Theater, Lexington, Tex.

SUNSHINE ELECTRIC TRAIN, \$750; BOAT Ride, \$300; 1949 Studebaker, 1 1/2 ton truck, \$650. Crumley, 8040 Collinsville Rd., E. St. Louis, Ill. (Phone: 2427R3, Collinsville, Ill.)

TOP-NOTCH FEATURES AT VERY LOW rental. Film bought, traded and sold. 16MM. Exchange, Box 65, Old Hickory, Tenn.

7 CAR TILT-A-WHIRL, NO. 12 ELI WHEEL. Sacrificing account ill health. 1402 N. Alexander Drive, Bay Town, Tex. Virginia Laughlin.

10 PONIES FOR KID RIDES—BARGAIN Price, \$500; 2 Buggies, 2 Seats each; Harness, 2 Donkeys, ideal for children for \$200. Phone or wire P. L. Cobb, Hotel Ponder, Amite, La.

16MM. SOUND FEATURES — OUTRIGHT sale. "Scrouge," \$69.50; a great program for Christmas; many others; lists free. Minot Films, Inc., Millbridge, Me.

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis. de12

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG — MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50c wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. de26

MAGIC, MINDREADING, ESCAPES, BOOKS, Lectures, Mummies, Formulas, Palmistry, Costumes. List 35c. Genoves, G.P.O. Box 217, Dept. B, New York 1, N. Y.

MAGIC HEADQUARTERS FOR ACCESSORIES, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, 31, J. P. Kane, Box 379-B, New York 1, N. Y. de26

SUB-MINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. de26

MISCELLANEOUS

ATTENTION, PROMOTERS — AVAILABLE for rent for stage shows, water shows, etc., Municipal Stadium; seating 25,000. Local sponsors available. Dept. of Parks and Recreation, Elmwood Park, Roanoke, Va.

BREATHE FREELY—USE THE "NOSTRILATOR." New, featherweight, almost invisible. Write for full details. Nostrilators, Box 229, Dunkirk, N. Y. de5

CARBONS—NATIONALS FOR 60" SEARCH-lights; 500 pairs, \$60; 25 pairs, \$5 cash, f.o.b. Dallas. Harry Smith, 4701 Roxbury, Dallas 29, Texas.

FOR SALE—TWO HAMDOND ELECTRIC Organs and Speakers. Check my ad on the rink skaters' page in this issue. Don McElhinney, Box 207, Marion, Iowa. de5

IMPORTED FANCY KIDDIE JEWELRY (Necklace and bracelet set), \$12.50 - 100 sets; sample dozen, \$2.50. Big profit, tremendous seller. DeANGELIS SALES Cleveland 12, Ohio

NATURAL BLACK WALNUT NOVELTIES are fast selling souvenir and gift items. Illustrated wholesale circular free. Ozark Hills Industries, Eureka Springs, Ark. de13

WANTED—RETIRED PEOPLE TO WRITE Perry, Briarhill 25, Pa. Selling warm home, chicken yard, like rent, nothing down. List free.

YOUR 24-WORD ADV. PLACED IN FIVE big Texas Sunday newspapers. \$8.75. 542,927 circulation; powerful pullers. M. Pennabaker, Advertising, Kerrville, Texas.

MUSICAL INSTRUMENTS, ACCESSORIES

BEAUTIFUL HAMDOND ORGAN—WHITE Mother of Pearl finish, metal parts chrome, Model B, spinet type. \$2000. Tommy Fairclough, 108 Lisbon St., Sandwich, Ill.

PARTNERS WANTED

PARTNER WANTED: UNENCUMBERED Lady, over 45, interested in concessions at Carnivals and Fairs. Write W. Fredericks, c/o Billboard, Cincinnati 22, Ohio.

The Nation's Finest Source for exclusives and NAME BRANDS

Gifts • Premiums Incentive Awards SAME DAY SHIPMENTS We carry complete stocks... every item first quality.

this great catalog FREE



More Pages • More Merchandise More Outstanding Values

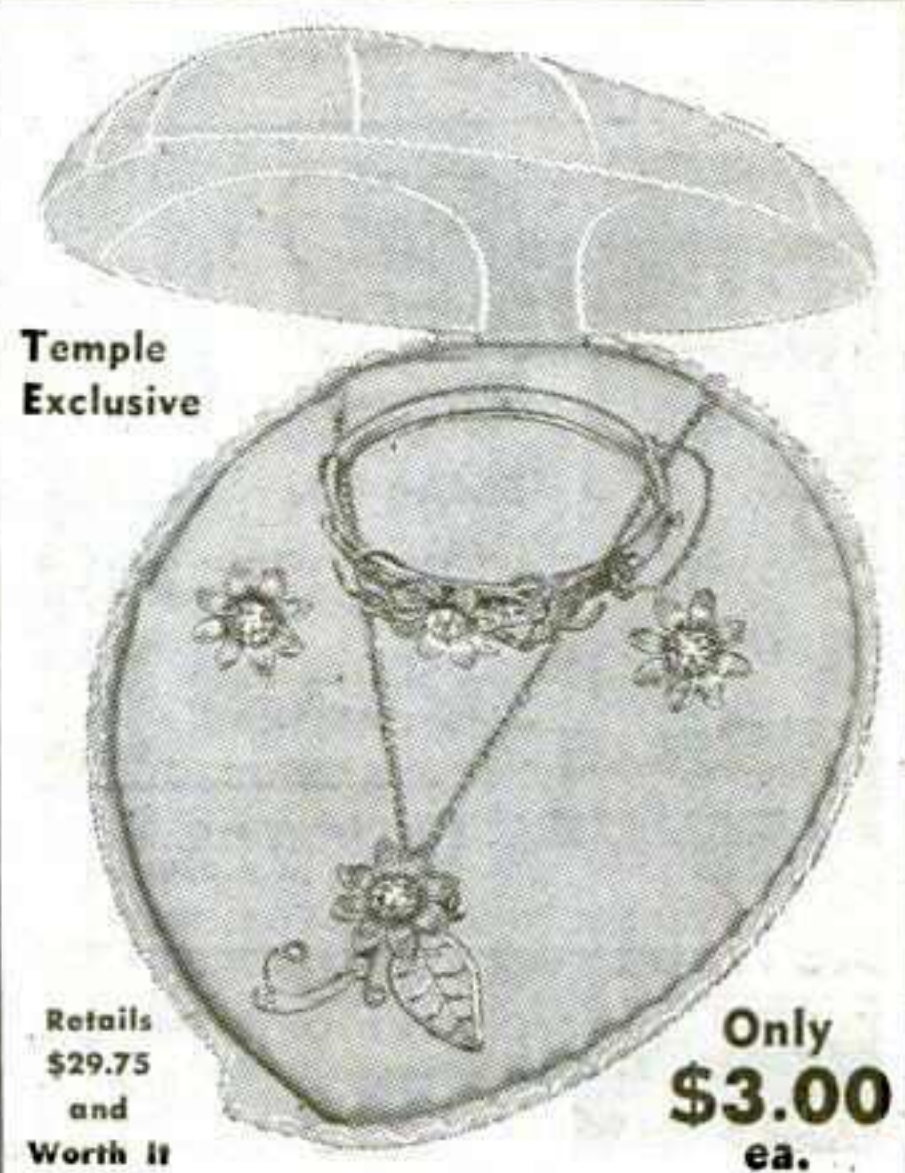
SPECIAL COVER for your OWN NAME IMPRINT Write for Details

TEMPLE COMPANY, INC.

804 Sansom St., Phila. 6, Pa. Market 7-8242

Visit Our Auxiliary Showroom 708 Sansom St., Philadelphia 6, Pa.

Open Weekdays—9 to 9 P.M. Saturday and Sunday—9 to 6 P.M. FROM NOW TO XMAS



Temple Exclusive

Retails \$29.75 and Worth It

Only \$3.00 ea.

CLAUDIA

Dainty filigree ensemble... leaf and blossom motif. Matching bracelet with chain guard, necklace, costume pin and earrings. Brilliant, highest quality, machine cut rhinestones and simulated precious stones. Pin may be used with necklace or separately as brooch. Attractively gift packaged in leaf design tid-bit server.

Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.

LADY JUSTINE ENSEMBLE In Billboard Nov. 21 issue quantity price was omitted... it is... \$15.00 Doz.

Clip and Mail Today! Temple Company, Inc. 804 Sansom Street, Phila. 6, Pa. Dept. B-6 Please rush Temple's 1953-'54 Catalog and Confidential Price Book. No obligation. Name Address City Zone State I am also interested in your special cover for my own name imprint.

LITTLE ATOM World's Smallest Pistol

Biggest Profit Producer Ever Offered! BANG! UP YOUR PROFITS WITH "LITTLE ATOM" — IT SELLS ON SIGHT WITH A BANG! The Tiny Pistol 1 1/4 Inch Long Uses Ammunition (Blank Cartridges) That Actually Shoots. JOBBERS, DISTRIBUTORS Write, Wire, Phone for Quantity Prices



World's Famous PERFUMES

that sell at \$3 to \$6 per 1/2 gram. REPRODUCED for you by Outstanding Parisian Chemist in beautiful gold-top bottles—gift boxed—for only a bottle—\$7.00 a dozen. 60¢ TREMENDOUS PROFITS. We defy you to tell the difference. Trial sample FREE. Write EXCLUSIVE IMPORTS, Dept. BB 1139 So. Wabash Ave., Chicago 5, Ill.

WIRE ARTISTS: buy from Rhode Island's Largest Manufacturer of ROLLED GOLD PLATE

Compare our price. Write for prices and deliveries. 25% deposit on all orders Balance C.O.D.

THE IMPROVED SEAMLESS WIRE CO. 775 EDDY ST., PROVIDENCE 5, R. I.



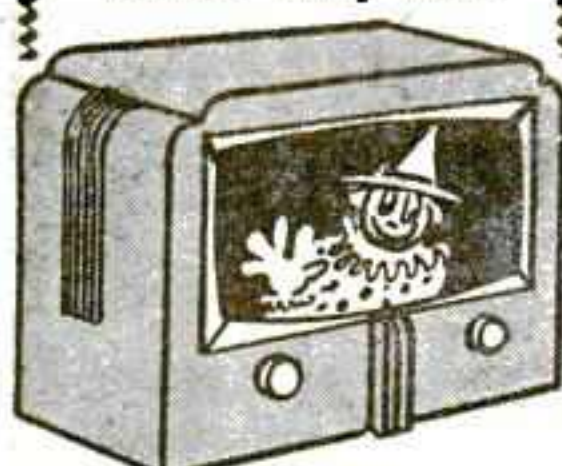
MONKEY and SNAKE BOW TIE \$1.75 Doz.; \$16.50 Gr. 25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.

HARRIS NOVELTY CO.

1102 Arch St. THIS IS OUR ONLY STORE Philadelphia 7, Pa. Phones: MA 7-9848 — WA 2-6970 SEND FOR LATEST CATALOG

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise. Catalog Now Ready—Write for Copy Today. IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In. ACME PREMIUM SUPPLY CORP. 1111 South 12th. St. Louis 4, Mo.

**ORDER FAST While They Last**



Looks like a real television set in beautiful plastic case—terrific value. A great gift item. Best buy of the year.

**Famous Excel MUSICAL 16mm. MOVIE PROJECTOR**

Complete with 50 ft. reel 16 mm. movies and sound of music.

Regular \$39.95 value

**\$7.50** Complete Outfit

Write for our **FREE 124 Page FULL COLOR Illustrated Wholesale Catalog** STATE YOUR BUSINESS



**"HIT" Miniature CAMERA**

Takes clear, sharp pictures Complete With Genuine Leather Carrying Case and Carrying Strap. Unbelievable—Amazing Value.

DOZEN CAMERAS **\$16.00** Sample \$1.75

Films for Above Package of 6 Rolls..... **60c**

25% DEPOSIT WITH ORDER—F.O.B. DETROIT

**GEM Sales Co.** 533 Woodward Detroit 26, Mich.



- NEW YEAR party supplies**
- Asst. Flat Crepe Hats..... \$ 5.00
  - Asst. Miniature Party Hats..... 5.50
  - Asst. Crepe Form Hats..... 7.50
  - Deluxe Crepe Form Hats..... 10.25
  - Asst. Foil Hats..... 17.00
  - Deluxe Col-a-Foil Hats..... 24.75
  - Foil High Hats..... 29.00
  - Asst. Metal Noisemakers, Box of 50..... 3.50
  - 7" Cardboard Horn..... 4.75
  - 10" Foil Horn..... 5.50
  - 14" Foil Horn..... 8.40
  - 12" Horn with Tassel..... 9.50
  - 16" Snake Blowout..... 2.25
  - Confetti, Per 100 bags..... 4.50
  - Serpentine (20 throws to Pkg.) Per 100 Pkgs..... 6.50
  - Flameproof Serpentine, Per 100 Pkgs..... 11.50
  - 7" Round Balloons..... 2.50
  - 9" Round Balloons..... 3.50
  - 11" Round Balloons..... 5.00
  - 40 x 72" Cellophane Balloon Bag..... 1.75
  - 22 x 22 x 57" Tissue Balloon Bag..... 1.50
  - Ten-foot Merry Christmas Tissue Banner..... .85
  - Ten-foot Happy New Year Tissue Banner..... .85
  - Red or Green Minoki Roping: 15 ft. lengths, Doz..... .80
  - 18 ft. lengths, Doz..... 2.00
  - 180 ft. lengths, Ea. 554..... 7.44
- Write for catalog. State your business. Include postage with order. 25% deposit with C.O.D. orders.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

**DEMONSTRATORS** ATTENTION! SENSATIONAL VALUE

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Metal c a p. Assorted colors. Attractive box. Sample Set, \$1.00.

**GROSS \$45.00** including tax. Orders filled the same day as received. Send 25% deposit with the order.

**PACKARD BALL PEN**  
28 East 22nd St., New York 10, N. Y. Spring 7-7180

Take the lines of least resistance with **NAME BRANDS**

**THE HOUSE OF NAME BRANDS**  
Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. **WHOLESALE ONLY**

**H. B. DAVIS CO.**  
145-B West 15th Street, New York 11, N. Y.

**100% NEW WOOL A-1 COMFORTER**

Big full-sized 72x84 Comforter. Beautiful two-toned taffeta covered all new wool. Enclosed in handy plastic storage bag. Extra warm, light-weight. Assorted colors. A \$24.95 Retail Value.

**Your price \$5.30 Ea.** in lots of 6 or more.

**Send \$6.00 Each for postpaid sample.**

**PERFECT XMAS ITEM 70% NEW WOOL BLANKETS**

Golden Rust	LARGE SIZE
Regal Maroon	72x84
Forest Green	\$5.25 EA.
Royal Blue	
2" Satin Edge	Lots of 6
Sample \$6.50 prepaid. Retail for \$19.50	
70% Wool Blanket.....	\$5.25

**STEINBERG ROSS**  
628 W. Roosevelt Road Chicago 7, Illinois

**pierce** World Famous 17J

**WATCHES and Ensembles**

An outstanding line priced to give you fast sales action.

DISTRIBUTORS—JOBBER  
Write for Details and Illustrated Catalog.

**PIERCE WATCH CO., INC.**  
22 West 40th St. New York 19, N. Y. PLaza 7-0733

**BRACELET WATCH "LUCERNE"**

You have seen this model on TV selling for \$59.50! White or Yellow Gold. Swiss Precision 17J Movement. UNCONDITIONALLY GUARANTEED. Gift boxed.

**\$12.95 Ea.** 4 for \$50  
New FREE Catalog.

10 W. 27 St., N. Y. C.  
**BURKE**

**PERSONALS**

**AROUND THE WORLD REMAINING**—Gifts mailed from foreign lands, business and personal address. Letters remailed from Chicago. 25¢. Relayed from other cities. 75¢. Full details send 10¢. C. Mack's Mail Order House, 5656 N. Hermitage Ave., Chicago 26, Ill. de26

**MAIL ADDRESS—USE MY OFFICE**; Letters forwarded daily; telephone service, public stenographer, notary public, Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322. de12

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**ANY SMALL PHOTO COPIED AND ENLARGED** to 8x10, \$1; Coloring, \$1 extra; original returned unharmed. Johnson, Box 1635, Washington, D. C. de26

**COMIC FOREGROUNDS & BACKGROUNDS**, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. de12

**DIRECT POSITIVE PHOTOGRAPHERS**—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. de12

**EASTMAN DIRECT POSITIVE PAPER**, cameras, lenses and accessories, Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. de26

**PHOTO BOOTH OUTFITS CHEAP**—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. de12

**PRINTING**

**ATTRACTIVE PRINTING REASONABLE**—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. de12

**PRINTED 8x11 LETTERHEADS**, Envelopes, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95. Standard copy. Postpaid. Allen, Printing Dept. BFP, Clinton, Mo. de26

**DECEMBER SPECIAL — RADIO-TV CONSUMER SHEET**, 8x11, 16¢. Clinton Road, White, boxed, 500, \$4.50 per 1000. (44.75 West of Chicago, \$5 each of Rocky Mountain.) Cash with order; no samples. Mitchell Printing Co., Lock Haven, Pa. de12

**QUALITY PRINTING REASONABLE**, Social or business stationery, ruled forms, music sheets, etc. Estimates on anything; samples. Economic Press, Leola 2, N. J. de5

**SALESMEN WANTED**

**IS \$210 A WEEK WORTH A POSTCARD** to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. J-106, 173 W. Madison, Chicago 2, Illinois. de12

**NEW! SAVES TAX MONEY! SELLS ON** sight; salesman's profit, 100%. 249, Box 9013, Houston 11, Tex. de12

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES — DESIGNS**, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. de19

**WANTED TO BUY**

**Wanted To Buy THREE COIN OPERATED TELESCOPES** Department of Parks and Recreation Roanoke, Va. Elmwood Park

**WANTED—MERRY-GO-ROUND AND FERIS Wheel**. Must be reasonable for cash. Write details to P. O. Box 1939, Memphis, Tenn. de19

**WANTED TO BUY—ALLAN HERSHELL Sky Fighter** for cash. Max Senkin, 1834 E. 14th St., Brooklyn, N. Y. Telephone ES 6-3990. de5

**WANTED—DEVIL'S BOWLING ALLEY**. Joint only, no Canvas. Must be cheap for cash. Box 177, Pacific, Mo.

**WANTED TO BUY—MERRY-GO-ROUND**, 32-36 ft. State age, make, condition. Thompson Brothers, Altoona, Penn. de12

**16MM. S.O.F. "TEN NIGHTS IN A BAR-** room" or "The Drunkard." Write Box 70, Silver Springs, Fla.

**HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS**

**REGULAR CLASSIFIED ADS**... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS**... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

**Forms Close Thursday for the Following Week's Issue**

**AERIALISTS—MALE AND FEMALE**, Experienced or will train 1954 season; high solo, ladders. Aerial Kremarrs, 102 Gales St., New Britain, Conn. de19

**DRUMMER AND ALTO SAX; OTHERS** write; commercial band traveling Midwest; weekly salary; no lay-offs. Box 1031, Grand Island, Neb. de26

**GIRL ASSISTANTS — ATTRACTIVE**, intelligent, experience unnecessary; ages 18 to 25; mail photo and description. Also want 2 young men. Marquis the Magician, Box 303, Waynesboro, Tenn.

**GIRLS—ROOM BOARD AND SOME CASH** for domestic services during short training for magicians assistant. Must be sober with clean moral habits. Write Les Lewis, 8005 Concordia, Belleville, Ill.

**MALE VOCALIST—TRAVELING ORCH.**; guaranteed weekly salary. Must sing original keys. Bob Calame, 2107 North 18th, Omaha, Neb.

**OPENINGS—ALL CHAIRS; COMMERCIAL** traveling orchestra; guaranteed salary; state all. Bob Calame, 2107 N. 18th St., Omaha, Neb. de12

**PIANO, TENOR—BAND HEADQUARTERS** Des Moines, Iowa. Weekly guarantee, pleasant conditions; others write. Jack Cole, 1125 68 St. de19

**TRUMPET — DOUBLING VOCALS AND** comedy; tenor sax, double clarinet; must like to sing, do comedy for Dixieland comedy band; must be able to cut shows; Florida location; starting salary \$100 a week; I pay union tax. Contact Orchestra Leader, Gus Stevens Restaurant, Bixby, Miss., immediately.

**WANTED—EXPERIENCED PIANO FOR** Combo; must read, fake, cut shows; location. Leader, 200 W. Jackson, Pensacola, Fla.

**WANTED—AGENT TO START IN SOUTH-** ern territory January first. Capable of booking theaters and auditoriums for Brundell's Temple of Mystery. Large illusions, Spook and Hypnotic attractions. Brundell appeared in eight foreign countries, closing eighth consecutive season in West Virginia December 18th. Contact Brundell, Raleigh Hotel, Bluefield, W. Va.

**AT LIBERTY—ADVERTISEMENTS**

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column No charge accounts

**Forms Close Thursday for the Following Week's Issue**

**BANDS & ORCHESTRAS**

**AT LIBERTY — FIVE PIECE COLORED** Orch.: piano, sax, bass, drums and guitar; vocals; non-union; will join; uniforms, fine library; night club, Midwest or Northwest. All types of music. Basie Cook, Gen. Del., Midland, Tex.

**AVAILABLE—THE (4) PEARLS, 4 PIECE** interracial girl band; country club or hotel near New Haven. Marion Freeman, 99 Elliott St. de5

**FLASH—CARSON'S HILLBILLY JAM-** boree and Western Dance Band at liberty. Variety in vocals and instrumentals, best comedy available, featuring well known country singing star, many years radio and stage. Can use advance agent to book on road; Promoters and Agencies, if interested, write best deal. Cowboy Dick Carson, c/o 2430 W. Forest, Detroit 8, Mich.

**ORGANIST-PIANIST—AVAILABLE SOON:** solo or combo; now appearing at exclusive supper club; sober, reliable; references. Pianist, 210 N. Friendship Road, Paducah, Ky.

**PIANIST — AVAILABLE IMMEDIATELY:** age 30, reliable, union, sober, all around. Fast butterfly style; prefer society or tenor bands; cut shows, experienced. Joe De Gregory, 534 Linden Ave., Steubenville, O. de12

**SOCIETY DRUMMER AVAILABLE—LO-** cations only when Detroit Athletic Club job ends Dec. 12; 18 years' background; fine hotels, private clubs, ships; authentic Latin, shows; prefer return west or Florida, but any good offer considered. Drummer, 3701 Somerset, Detroit, Mich.

**TENOR-CLAR.** BOX C-457, c/o BILL-board, 2160 Patterson St., Cincinnati 22, Ohio.

**PARKS & FAIRS**

**NIFFY TRAPEZE ACT—AVAILABLE FOR** Outdoor and Indoor Events. Feature act; flashy equipment. For full particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

**ATTENTION: MR. CARNIVALMAN, PITCHMAN, CONCESSIONAIRE**

Welcome!

When you are in or near the city of Atlanta, Ga., it will pay you to visit us. We carry a complete line of premium gifts and glassware.

- Ash Trays
- Oval Dishes
- Salad Plates
- Bon-Bon Dishes
- Comportes
- Nappys
- Fruit Bowls
- Other inexpensive items.

It's easy to buy or order from us because (1) Central location; (2) Free parking space; (3) Large and complete stock always on hand; (4) Ship anywhere in the South; (5) Catalogs available.

It will be a genuine pleasure to serve you. The price is always right.

**R. SMITH BOTTLE SUPPLY CO.**  
250 Decatur St., S.E. Atlanta 3, Ga.

**CONCESSIONAIRES, WELCOME Visit Our Showrooms While in Chicago**

**#19 W— WALKING DOLL**

With plastic body, turns head while walking; rolling, flirring eyes; dressed in pique material, dress in assorted colors, saran wig with pig-tails (complete with curlers), plastic vinyl shoes and stockings. Individually boxed. Sample \$6.50 each. \$72.00 per dozen.



**#400—STORY BOOK DOLL**  
Silk rayon dress, movable eyes, 8 inches tall, assorted styles. Packed in beautiful celluloid window; 10 1/2" gift boxes for display purposes. Sample 60¢ each. \$6.00 per dozen.

**#70 — 14" All-Plush Bears**  
In assorted colors. Very colorful and well made. Sample \$1.25 each. \$14.00 per dozen.

**NEW YEAR'S FAVORS**

For Night Clubs, Taverns and Private Clubs

- Jumbo Metal Noisemakers, Gross..... \$9.00
- Flat Crepe Paper Hats, Gross..... 4.50
- Serpentine, Per 100 Rolls..... 7.00
- Painted 12" Metal Horns, Gross..... 10.00
- Imported Long Stem Feather Blow-Outs, Gross..... 2.25

And many more items. Send for free Xmas and New Year's 2 Page Catalog showing latest Holiday Decorations and Toys, Favors, etc.

Also 72-Page Catalog containing complete line of items. 50% dep. with all orders, bal. C.O.D.

**M. K. BRODY**  
1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520  
In Business in Chicago for 37 Years

**PEE-WEE PETE THE UNINHIBITED PUP** BUT HE DOES HIS JOB!

**THIS DOGGIE IN YOUR WINDOW WILL REAP BIG PROFITS FOR YOU!**

Yes, Pee Wee Pete is back in a new form! He is now a cute little bronze-plated Spaniel Puppy.

He is new! He will outsell our former Little Boy Mannekin (which was being so widely copied) more than 4 to 1.

He's the "Life of Every Party"... Fits all carbonated beverage bottles... Large or small. He "finkies" mix into highballs with amusing results... sales can't resist him. **AVAILABLE FOR IMMEDIATE SHIPMENT** in plenty of time for big business up thru New Year's individually gift boxed.

**DEALER'S \$25.40 SUG. COST... DZ. RET. \$3.29**

**F.O.B. SPRINGFIELD, OHIO PREPAID SAMPLE, \$2.50**

Write Direct To  
**G & B Novelty Company**  
Box 657 Springfield, Ohio

**For Brilliant New Year's Eve Decorations**

**PIONEER Qualatex Tested Balloons**

Extra easy to inflate—hold air or gas for days—big variety of sizes, shapes and colors, every one pre-tested. Priced right—write for data and prices today!

**The PIONEER Rubber Company**  
407 Tiffin Road • Willard, Ohio

**PROFIT-MAKERS! VOLUME-BUILDERS IN COSTUME JEWELRY**

CASH IN ON THESE best selling pins, earrings, bracelets and necklaces! Fast moving 25¢ sellers and up. All naturals for turnover, traffic and impulse buying—can be used as premiums and giveaways. 144 ASSORTED PIECES to the gross! Every gross different. What a value—at \$21 per gross. Money-back guaranteed on this terrific Promotional Jewelry. Postage extra. Cash with order.

**AAA Wholesale Jewelry Outlet Co.**  
131 W. 28 St., New York, N. Y. LO 5-8549



**BEAUTIFUL CROSS**



**MIRACLE CROSS**  
When you place the center to your eye you can see the

**RETAILS UP TO \$6.95 EACH**  
-999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.

**\$4.25 Doz. \$48.00 Gross**

**Lord's Prayer**  
clearly and distinctly.

**\$6.00 Doz. \$66.00 Gross**  
-999-G. Same as above, heavier chain in beautiful gold finish.

**Sensational Profits**

No. 185 Full of Life! Fire! Brilliance! **\$3.85 doz. \$45.00 gross**

Gold finish. White brilliant center. Red sides.

Deposit with all C.O.D. orders. Please state your business.

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

**BELL SPECIAL**



**SUSIE-Q DOLL**  
**\$24.00 Doz.**

F.O.B. Chicago. 1 Dozen Minimum Order. No Samples.

3 1/2 inch dressed. Made of assorted printed percale and embossed crinkly solid colors. Cotton stuffed. Plastic hand-painted face. Vinyl plastic bow on neck of dress. Removable crinkly dress. Bonnet over her yarn cotton curls.

**OPEN SUNDAYS TILL 3 P.M.**  
**WRITE FOR ILLUSTRATED CATALOG**  
We carry a complete line of Xmas Toys, Ornaments and Gifts.

25% deposit, balance C.O.D.

**BELL SALES CO.**  
1107 SO. HALSTED ST.  
Chicago 7, Ill.

**GENUINE CUBAN ALLIGATOR BAGS**

AT NEW LOW WHOLESALE PRICES.  
Beautifully Fitted, LARGE SIZE (7"x11") Genuine ALLIGATOR BAGS, adjustable Shoulder Straps, Honey Color, full skins head and feet (plain if desired).

Now priced for volume sales at only **\$9.75 EACH**  
In quantities of 3 or more

Suggested Retail Price, \$22.50. Samples \$1 extra post paid. Other styles from \$10.50 up. Send \$35.00 for our special sample asst. of our 3 fastest sellers post paid.

Sorry no catalog, for resale only. Order now.

**PREMIER CREATIONS**  
11295 Biscayne Blvd. Miami, Fla.

**MAKE \$2 HR. SELL RA-GLO SIGNS**

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

**ALL ART SIGN CO.**  
179 N. Wells St., Dept. 43, Chicago 6, Ill.

**FREE CATALOG**  
Be our agent for watches, rings, costume jewelry, silver, leather goods and Christmas promotions. Make big money. All merchandise guaranteed. Free 108-page colorful catalog—no obligation.

**MARVEL WHOLESALE WATCH CO.**  
Dept. C, 211 N. 7th St., St. Louis 1, Mo.

**\$39.95 Alcamatic Deep-Frier, Each \$12.75**  
**★ FREE CATALOGS ★**  
UNBEATABLE VALUES  
Gifts, Toys, Novelties, Etc.

**MILLS SALES CO.**  
Cut Rate WHOLESALE Since 1916  
26 West 23rd St., New York 10, N. Y.

**Pipes for Pitchmen**

**A COUPLE . . .**  
weeks ago this column carried a request from Happy Heller for all the members of the pitch fraternity to send in the names and addresses of any of the sick-at-home or hospitalized brothers so he could contact them during the Christmas season. This seems to be a very generous gesture on the part of Happy, so if you know of anyone in the business who is hanging on the medical ropes, write Happy in care of The Billboard and we'll forward the message on to him. Incidentally, Happy reports that he has given up on his rad pitch and is now picking up some of the loose green stuff with a cleaner.

**GEORGE H. BROOKS . . .**  
the popcorn and peanut merchant, recently piped in with a list of his Southern travels, the extent of which makes Marco Polo look like a recluse. Starting out in Knoxville he then went to Florence, Ala., where he picked up a lot of lettuce working the North Alabama State Fair. From there, and in rapid succession, he took in the Huntsville Fair at Huntsville, Ala.; Tupelo, Miss., where he worked for his old friend, Johnny Sullivan, Jackson, Miss.; working for the McClure Bros. and then on to Shreveport and Leesville, La., and winding up in Houston.

**HERE'S ONE . . .**  
from a gent whom we haven't heard from in some time. Says Bernie Mehl, from Chicago: "Was down on Maxwell Street a few days ago and saw several of the boys spell-binding the public. Gus Young is working auto polish, Johnny Palmer is on Mouli graters; Marty Brown, Jimmie Allen and Harold Newman were going to town with coils and Mike Devine has a real flashy joint for his oil and foot." Bernie also reports that Harold Newman, in addition to pitching coils, is also manufacturing them for the boys. They all wish him a lot of luck.

**PIPE IN . . .**  
Eddie Gould, Jimmie Hendricks, Billy and Ethel Bean, and Jack Miles, pleads Charlie Hudson from Charlotte, N. C. Charlie reports that he has returned there after staking out for a full month in Columbia, S. C.

**R. O. SUGGS . . .**  
pipes in from St. Petersburg, Fla., where he is enjoying a well-earned rest after finishing a choice season promoting for the King Bros.-Cristiani Circus. In his spare time, he is framing a 1953 Packard with the coil joint to work a few spots during '54, just to keep from getting rusty. Brother Suggs says that he had to blow the Cadillac early in the spring because he found it to be a flop as a coil car. Too hard on the bank roll and won't up the take enough to pay its way, Suggs says. R. O. intends sneaking out of St. Pete January 2 with a double-barreled outfit, promoting for the circus and pitching coils when he doesn't have anything else on his mind. In the meantime, Mr. S. would like to hear from R. W. Flynn, Eddie Gould, Frank Curry, Shorty Treadway, Jack Wilson, Paul Hawk and Shorty Hutchcraft. By the way, everyone will be glad to know that Mrs. Suggs is greatly improved from her recent ailment.

A new football player bank is being put on the market by Keystone Specialties Company, Detroit. It is a handsome ceramic bank, with a figure of a football player standing in playing position, carrying a football. It stands 7 1/2 inches high and comes in a wide choice of color combinations, with school emblems of leading teams. Individual initials or emblems may be secured thru special order.

**DIRECT FROM MANUFACTURER**  
\$16.00 per doz.  
\$15.00 per doz. (gross lots)

**A New Packard Presentation!**  
Each Stone Individually prong set. Brilliant new EXPANSION BRACELETS set with finest quality, imported, machine-cut Rhinestones. FITS ANY WRIST!  
First-class merchandise always available for IMMEDIATE DELIVERY! Send for Catalog—50 other jewelry items!

**Packard Jewelry Co.**  
220 Fifth Ave. New York, N. Y.

**SCOOP!!!**

**A SURE WINNER**

FOR  
**SALESMEN—PITCHMEN—PEDDLERS**  
**PROMOTERS—COUPON WORKERS**

**"THIS IS IT"**

**\$100.00 MUTUEL TICKET MONEY CLIP**

**200% PROFIT**

**ALL MAJOR TRACKS AVAILABLE**

REG. \$2.50 RETAIL

30,000 sold at Hollywood this year—sells on sight wherever offered. Now is the time to cash in on the most sensational item of the Century.

**PRICES**

- SINGLE SAMPLE, \$1.00 CASH WITH ORDER, Hollywood only.
- SAMPLE DOZEN, \$10.00 CASH WITH ORDER, Hollywood only.
- GROSS LOTS, \$9.00 DOZ., 25% WITH ORDER, BAL. C.O.D.

**VOGUE MFG. CO. OF CALIFORNIA**  
11691 SAN VICENTE BLVD. LOS ANGELES 49, CALIFORNIA

**SAMPLE ORDERS SENT PREPAID AIR MAIL RUSH ORDER TODAY**

*In gross lots specify any major track—minimum 1 gr. each*

**ON GUARD!**

Sword Actually Slips From Scabbard. A really handsome jewelry item. Makes wonderful gift. A TERRIFIC SELLER!

**SABRE TIE CLASP**

This has been one of our biggest sellers because of its originality and usefulness. Styled like the fabled sword of Damascus. Retail for \$3.50, price tags incl. Finished in 14 kt. gold Mother of Pearl Handle. Stainless steel blade.

**\$3.50 dozen—\$36.00 gross**  
Gift Boxed, \$5 doz.; \$54 gross  
Minimum order 1 dozen

**STERLING JEWELERS**  
44 E. Long St. Columbus, Ohio  
Phone: ADams 4621

Send for Our Latest Catalog

**LADY PITCHMEN & DEMONSTRATORS**  
Can Work 52 Weeks a Year. Demonstrate Style-A-Day Sweater Blouse worn 15 different ways. Leading dept. stores on commission, salary, guaranteed and/or outright purchase. Also have Fashion Start worn 10 different ways. Both items operating on \$2,000 per week basis in dept. stores like the Fair, Marshall Field, Goldblats, Boston Store, etc. Write

**JEPSCO CORP.**  
44 Smith St., Brooklyn 1, N. Y.  
Call or Write E. Jackman, Pres.  
North Park Hotel, 1931 Lincoln Park, West, Chicago, Ill. Ph.: MOhawk 4-3200.

**RED HOT CHRISTMAS NUMBER!**  
Foot Ball Player Bank, 4"x7 1/2", with the initials of your college or high school team. Name college or high school when ordering. Price \$15.00 per dozen prepaid. Send check or money order. Money back guaranteed if dissatisfied and returned within five days. Sample \$2.00. **KEYSTONE SPECIALTY CO.**, 19680 Coventry, Detroit 3, Mich.

**The HOTTEST XMAS ITEM THIS YEAR!**

**EXCLUSIVE AT UNIVERSAL SANTA CLAUS BANK**

Large Chubby Size, 6 x 7 1/2 and 7" tall

- Colorful, hand painted red, black and white Santa in gold-toned lounge chair
- Slot in coins in back of chair
- Cork molded into base opens, so bank can be reused
- Durable composition construction
- Individually packaged in sealed cellophane display bag and corrugated carton
- 12 in a master carton. **\$11.52 Dozen** (Sample, \$2.00 prepaid)

F.O.B. Chicago, 25% with order, balance C.O.D. Write for Catalog and Confidential Price List on Other Fast Selling, Big Profit-Making Items.

**UNIVERSAL DISTRIBUTING**  
729 W. Randolph St., Dept. B-5, Chicago 6, Ill.

**SPECIAL \$48 DOZ.**  
CALENDAR CHRONOGRAPH

**"OUR BEST SELLERS"**  
Also Round Gold-Plated Geo. Wash. model jeweled Anti-Magnetic. A real Flash! Now Special \$54 (was \$60) doz. Price incl. matching Expansion Band.

Also Cameras, \$10.80 Dz.  
Opera Glasses, \$8 Dz.

Also brand new thin Geo. Wash. Model, 7 and 17 Jewel watches. Close out prices. Box and price tag.

**B. & B. Jewelry Sales**  
Wholesale Only  
FANNIN BLDG. CH 7427. HOUSTON, TEX.

Date Changes Daily Automatically in The Window

Price Inc. Fancy Exp. Band

**"Dixie" CIGARETTES**

**THEY SMOKE BY THEMSELVES**  
A TV SENSATION! As seen on the Garry Moore Show "I've Got a Secret." A rolled up tiny piece of paper is put in the mouth of any picture and when it continues to smoke and blow smoke rings. It's a sales sensation! Don't miss it.

12 Packages on a Card. **\$1.80**  
Dealer's Price . . . . . Doz.

Plus fast selling novelties catalog.

**JAY SALES CO.** 192 N. Clark St. Chicago 1, Ill.

**JAR DEALS and MATCH PAK DEALS**

**PUNCHBOARDS PREMIUMS**

**Make BIGGER PROFITS WITH Galentine!**

**WRITE FOR CIRCULAR**

**GALENTINE NOVELTY CO.**  
SOUTH BEND 24, IND.

**TERRIFIC VALUES!**

**Men's WATCH SET**

\$75 retail tag with each set



Complete Deluxe WATCH & JEWELRY Ensemble (DELUXE WATCH ALONE, \$4.75)

- Brand new nationally advertised watch, gold plated case and matching expansion band.
- Lustrous double-gold plated cuff links, key chain and tie holder
- Rich Leatherette Gift Case
- Written service guarantee

**14K GOLD PLATED CHRONOGRAPH**

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2160 Patterson St.  
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Knight, Barbara L., 81c (2 Pkgs.)  
Westfall, Robt. & Mrs. (License Plate), 33c

Abbott, Lloyd V.  
Adams, Oscar  
Alland, Maurice  
Allen, Andy & Mrs.  
Allen, Billy  
Allen, Cecil  
Allen, Henry  
Allen, Louis  
Ancil, John O.  
Austin, Wm. R.  
Avers, Conny  
Ayers, Maurice C.  
Baer, Matthew  
Bantz, Jack E.  
Bailey, Ollie & Mrs.  
Baker, Louis  
Ballard, Horatio  
Balmer, Carl R.  
Banta, Jack E.  
Barfield, Emmett  
Barnes, Charlie & Basil Walker  
Barnes, Henry (Hat Operator)  
Barnes, Leo  
Barron, Freddie  
Barth & Myer (Perch Act)  
Bayless, Wm. F.  
Bazinet, Dwight  
Deal, Joe  
Beck, Robt. E.  
Beckwith, Gerard  
Berall, Ronnie  
Betzolds, Mrs. Edward  
Bickett, J. H.  
Bimbo, Johnny Nick  
Bishop, Red  
Blackwell, Zeke & Mrs.  
Boise, Dick  
Bown, Elzie  
Boyd, Frank H.  
Bradley, Thos.  
Bresk, F. J.  
Bridgeman, Geo. A.  
Britton, Larry  
Broeffle, Sonny  
Broudy, Paul  
Brown, Chas. E.  
Brown, Earl C.  
Brownie, R. C. Robt. (Concessions)  
Brulllette, A.  
Bruner, Jesse R.  
Bryer, May & Ollie  
Buckland, Dillie  
Budd, Charlie  
Budd, David W.  
Burnell, Varo J.  
Burke, Anthony  
Burke, Leo & Mrs. Billy  
Burlingame, Dennis  
Burns, Eunice  
Burton, Howard

Dopieralsky, Wm  
Drum, Clyde  
Drum, Wm.  
Duchene, Lewis  
Dunlap, Eugene  
Eakins, Rodney Geo.  
Edwards, Mr. (Shrine Circus)  
Ellman, Mark  
Engle, Mr. Dixie  
Evans, Clarence (From Pvt. Firdley Harris)  
Evans, Mrs. Les.  
Evans, Lucky Les  
Evans, Sam  
Exler, Jos. & V  
Fairbanks, Wm.  
Farmer, John D.  
Farrell, Thos. R.  
Frenze, Jim  
Ferguson, Vivian  
Ferrara, Johnnie  
Finner, James  
Fisher, Harry  
Folk, Carl J.  
Fontaine, Madora  
Fornasari, Red  
Fornasari, Mrs.  
Fowler, C. J.  
Francis, David J.  
Franklin, Chick  
Franklin, Herman  
Friedenham, Morris  
Fry, Denver R.  
Gallagher, Jack  
Garrett, John M.  
Garvey, W. R.  
Gates, Erma  
Gaudreau, Chas. A.  
Gaudreau, Felphie  
Geer, Frank  
Geiger, Floyd  
Geiger, Mrs. Norma  
Geiger, Mrs. Robt.  
Gerardo, Gerry  
Gerard, Mrs. Edna  
Gilmer, Sherman  
Girard, Florence L.  
Girard, Theodore  
Glover, Wm. E.  
Goldberg, Irving  
Goodson, Mrs. Joan  
Goodwin, Joe  
Goss, Carmel  
Gottschalk, Herb  
Grauman, Saul  
Graves, John  
Grays, Mrs. F.  
Gruszczyk, Mrs. Mike  
Gudath, H.  
Guiliano, Chas.  
Hackett, Edw. J.  
Haddy, Joan  
Hale, D. D.  
Hall, Mrs. Alidane  
Hall, Doc & Mrs.  
Hall, Eddie  
Hamilton, George R.  
Hampton, Dudley  
Hansen, John  
Harrell, David W.  
Harrington, Ben & Joan  
Harris, Chas. Warren  
Hastings, Mrs. Matilda  
Hayes, John A.  
Healy, J. & B. Show  
Heasley, Gordon  
Hobert, Harold R.  
Higgins, Lewis  
Hick, Edith D.  
Hockwald, Arthur  
Hodges, Mrs. Grace  
Holeman, Jack  
Holeman, T. C. & Mrs.  
Holmes, Dimples  
Hoop, Richard Paul  
Hoyer, Reg Glenn  
Hubbard, Betty  
Hubbard, Vince  
Hudson, Jack  
Huffie, Thos. J. & Mrs.  
Humphreys, Cliff  
Hunt, Al (Wallet)  
Hunt, Michael  
Hunter, Miss Billie  
Huxstep, Carlton  
Jackson, Irene  
Jacobs, Lou (Clown)  
Jacobson, Jacob  
Jennings, Wm. M.  
John, Betty  
Johnson, Elsie  
Johnson, Joe J.  
Joplin, Glen  
Joplin, Paul G.  
Judy, R. F.  
Keelman, W. B.  
Keegan, Ralph  
Keener, Charles  
Keely, B. C.  
Keller, L. C.  
Kelly, George  
Kelly, Kitty  
Kerns, Dixie  
Kervey, James Sidney  
Kight, Mrs. Beulah  
Kight, Gene  
Kight, Mearlne  
Kimball, Lee  
Kimir, Les  
Kirk, Homer (Moe)  
Klein, G. B.  
Knight, Gene & Mrs.  
Knight, Herman  
Kowalchick Jr., Michael  
La Marr, Carmen  
La Morris, Wm.  
Lambert, Bill  
Lancie, Mrs. Gladys  
Landes, B. E.  
Lane, F. H.  
Lange, Hubert  
Lankford, Harold (Mother)  
Lay, Verna  
Le Blonde, Bruce  
Leedy, Bob  
Lefebvre, J. A. & Mrs.  
Leslie, Burt (Smoky)  
Lester, Tom (Aerial Lester)  
Lester, Vincent Leroy  
Levine, Abe  
Lewis, Bob  
Lewis, James  
Lint, Mrs. T. W.  
Little, Little Jack  
Logan, Fred  
Lorenz, Slim  
Loveite, Art  
Lowe, George D.  
Lowe, Mrs. Thomas  
Lloyd, Eugene  
Lone Fox, Chief  
Loomis, Joe Lee  
Loyd, Russell & Mrs.  
Lynn, Jackie  
Mac Kinnon, Allister C.  
McConn, Fred L.  
McCurdy, Curtis  
McDermott, Wm.  
McGregor, Bobby (Custard)  
McLaughlin, Dick  
McLaughlin, Tom & Mrs.  
McQuay, Mrs. Robt.  
Mackey, Mrs. Dorothy  
Maeolli, P. M.  
Maddox, Edna  
Magid, Charles  
Maki, E. J.  
Manley, Harold A.  
Marzile, R. A.  
Marah, Jesse B.  
Martin, Chris S.  
Martin, Edward  
Martin, Jack  
Martin, Kurt  
Mary, Nyona (Johnston)  
Masiello, Anthony  
Mason, Mike  
Mason, Harry W.  
Mathers, John  
Merrill, Mrs. Speedy  
Merritt, Floyd & Mrs.  
Merritt, Mrs. Kitty R.  
Metzgar, Burt & Toni  
Meyers, Harry  
Middleton, Betty  
Miller, Elizabeth Mae  
Miller, Fred  
Miller, Joe  
Miller, Ralph Arnold  
Miller, Ralph  
Miller, R. E. (Bobby)  
Milliken, Bob  
Mitchell, G. L.  
Mitchell, Jack  
Moffett, Dolly  
Moore, Cyrus  
Morehouse, Mrs.  
Morgan, James N.  
Morris, Maxie (Deep Sea Red)  
Morris, Mrs. Wm.  
Mulveil or Mulvihill  
Mumford, Mary  
Murphy, E. J.  
Murray, Bob & Maxine  
Myers, Ben  
Mylon, A. H.  
Nasworthy, Jack  
Nazarechuk, Nicholas  
Nehr, Randolph  
Nelson, Jack  
Nichols, Ralph S.  
Novarro, Monte  
O'Brien, Eddie & Mrs.  
O'Connor, Edward Lee  
O'Reilly, Jerry  
Ollis, Paul  
Osteen, Cliff  
Padgett, Gene  
Parker, Bob  
Parker, Carmen  
Parker, Lee  
Parker, Mrs. Thelma  
Partello, Clinton  
Pasterczyk, W. S.  
Patterson, Helen P.  
Patterson, P. L.  
Paulus, Whitty  
Peck, Curtis W.  
Peters, Brenda  
Peterson, Mrs. Bernice  
Peterson, J. A. & Mrs.  
Phillips, W. C.  
Pierce, L. E.  
Pinkston, J. W.  
Pinsker, Cleo  
Pofron, Jack  
Pope, Marion  
Poplin, Sonny or (Bullock)  
Porter, Mrs. Janet  
Porter, Mrs. John Robt.  
Porter, M.  
Pressly, Keller  
Price, Arthur  
Prupok, Edw.  
Purvis, Tommy R.  
Qualis, Mrs. Bee  
Qualls, Knox  
Ragan, Madeline  
Ramp, Bobby  
Randi, Robert  
Raney, Clarence & Mrs.  
Rankin, Stash  
Rath, Irene  
Ream, Authur & Mrs.  
Reeder, Russell  
Rees, Chet  
Redfield, Cecil  
Reed, James  
Rehbenacht, Fay  
Remely, Eddie  
Reppert, Tex  
Rescott, Joseph  
Reynolds, Jerry & LaVerne  
Rich, Arthur A.  
Ritchey, J. & Mrs.  
Roberts, J. C.  
Roberts, R. C.  
Roberts, J. C. (Brounie)  
Robertson, Louie  
Robinson, Don Circus  
Rosen, Carmel  
Roth, Chas.  
Roth, Jos.  
Ruscitto, Carmella  
Ryan, Mrs. Pauline G.  
Ryder, Mickey  
San Fratello, Joseph  
Saulsberry, Mrs. Robert  
Saunders, Ruth (formerly with Alamo Expo)  
Schmitt, Ferdinand  
Schneekloth, Harry  
Schroer, Myrna Jean  
Schubar, William I.  
Scott, Wiley  
Seifer, H. L.  
Selwidge or Selvidge, Gene & Mrs.  
Shapiro, Henry E.  
Sharplies, Julia  
Shaw, Will  
Sheppard, David  
Shoemaker, M. E.  
Shultz, Edward  
Sibley, Patricia  
Sigano, Thomas  
Signor, Art  
Simmons, Tommy & Mrs.  
Sinclair, Bobby  
Smith, Mrs. Edna P.  
Smith, Mrs. Fred  
Smith, Karl M.  
Smith, Marvin & Mrs.  
Snook, Albert T.  
Soderich, Frank C.  
Sparkman, Mrs. Jean  
Spener, Bill J.  
Spitzer, Harry  
Staley, Gladys  
Staley, John Monroe  
Stanley, Irene  
Starr-Barbe, Barbara  
Stevens, Wm.  
Steverson, Bob  
Stockdale, Benjamin  
Stowers, John Leroy  
Stickland, Myrtle  
Stuart, Dan  
Suber, Mrs. Emma  
Sullivan, Ed  
Sullivan, Joe  
Sutton, Elmer L.  
Sutton, Frank M.  
Sweeney, Al  
Sylvester, B.  
Sylvester, Shorty & Peggy  
Szyelek, A. J.  
Talbert, Edward  
Tamm, Frank  
Tarrant, Corinne & Bert  
Tate, June  
Tatham, Bill (Shaw)  
Tauber, Bros. (Tatum)  
Taylor, Charles (Minstrel Show)  
Taylor, Godfrey  
Taylor, Jasper H.  
Terry, John  
Thomas, Michael  
Thompson, Frank  
Thompson, Guy B.  
Thorne, Jerry  
Tobell, Allen  
Trim, Alfred

Trohanovsky, A.  
Troutman, Ross  
Turnell, Walter or Red  
Turner, Jack (Legal Adjuster)  
Turpin, Howard E.  
Tyski, Walter  
Velez, Mrs. Dorothy  
Victor, Arthur  
Vidala, Bradley  
Voise, George  
Wagner, Jack  
Wagner, M.  
Wagner, Mrs. Mary  
Wagner, Mrs. Ruben  
Walker, Cathern  
Walsh, Joseph P.  
Walton, Mr. Lou  
Wandel, John  
Washburn, Geo. H.  
Watkins, Clifford L.  
Weaver, Dick  
Webster, George H.  
Weiner, Sam H.  
Weinstein, Louis  
Wells, Ben  
Welshman, Mabel  
Wescott, Robert Harry  
West, Jack  
Westfall, Wm. & Mrs.  
Whaley, James O.  
White, Mr. Gayla  
Wildner, Hugh L.  
Wilkinson, Al  
Williams, E. & J.  
Williams, Mrs.  
Williamson, Geo. A.  
Wingfield, Harry Red  
Wish, Louie  
Wood, Bert  
Woodall, W. E.  
Woolsey, Floyd S.  
Worson, Earl  
York, Mrs. Barbara  
Zimmer, Florence

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New York 36, N. Y.

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Arnold, Edward W.  
Boyd, Lawrence  
Dressler, Rudy  
Hastings, Margaret  
Hurd, Jimmie  
King, Rex  
Kunkel, Billie  
Marlow, Mickey  
Mitchell, Steve  
O'Connor, Pat D.  
Rayburn, Mrs. M. Shelly Vereel  
Steinwall, Sigge

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

Barton, Billy  
Bennett, Betty  
Caskey, Charles D.  
Heraghty, Frank  
Killum, Raymond  
Larsen, George (Pinxy)  
Murphy, Joe  
Monterlio, James Hoppy  
Moreno, Tony  
Peavy, L. W.  
Ransdall, Ran  
Shelby, "Heavy"  
Starr, Hedy Jo  
Smith, Robert S.  
Tosta, Vicki  
Turner, Dallas E.  
Wather, Albert J.

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390 Arcade Bldg.  
St. Louis 1, Mo.

Allen, Louis  
Anderson, Norman  
Anthony, Milo  
Applegate, Mr. & Mrs. Joe  
Barefield, Sally  
Beart, Bertha  
Bellon, Louis E.  
Bennett, Mrs. Virginia  
Berofsky, Mr. & Mrs. Harry  
Blackman, Little Joe  
Blair, Zora  
Blakely, B. H.  
Blanton, Lewis C.  
Blustein, Morris  
Born, Richard H.  
Bouchev, Mrs. Myrtle  
Bradley, Mr. & Mrs. Lee  
Brannock, J. W.  
Brewer, James  
Bridges, William (Mac)  
Brown, Mrs. Mae  
Bryer, Ollie  
Burto, L. H.  
Burton, J. C.  
Bynum, Mr. & Mrs. Frank  
Campbell, George  
Canipe, Mr. & Mrs. Walter  
Carey, Thomas P.  
Carl, Robert Earl  
Carpenter, Clifford R.  
Chidester, Wm. J.  
Coleman, Cliff  
Collins, Virginia Gene  
Colyer, Robert  
Cowboy Mac  
Curtis, Date  
Davis, W. W.  
Davis, Geo.  
Davis, Ken  
Dennis, Mrs. Jackie  
Dillon, Virgil  
Dushane, Frank  
Edwards, Mr. & Mrs. G. A.  
Eam, R. M.  
Flankelstein, Harry  
Finley & Elkenhorst  
Fisher, James E.  
Fordyce, Evelyn & Raymond  
Fornneau, Miss Terri  
Franklin, Mrs. C. W.  
Frenkel, M. E.  
Friend, Mr. & Mrs. J. D.  
Fulford, Thuddues Hony  
Fullner, H. C.  
Ganote, W. D.  
Gates, Jack  
Gloyd, George F.  
Good, Okie  
Gorman, Slim  
Gray, G. Herman  
Gross, Gill  
Gross, Ben  
Hall, D. D.  
Hall, Ruth  
Hamiter, Jimmie  
Harris, Marvin J.  
Hardy, Mrs. Betty  
Hazen, Bennie  
Hellers Acme Shows  
Heller, Kelly  
Hinds, Kenneth  
Homan, Arthur A.  
Hopper, Frank  
Houston, Lee  
Huff, Floyd & Mildred  
Humrich, John  
Hunt, Mr. & Mrs. Arthur E.  
Hunter, Bill  
Hyland, Richard C.  
Jones, Paul

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**EDITORIAL**

## O. D. Jennings

The trade is going to miss the spirit and courage of O. D. Jennings.

The firm he founded and headed until his death last week-end had not been actively engaged in the volume production of coin machines since 1951. But the Jennings name is still an important one in the business. And there were indications, in recent months, that Jennings had plans for developing his company, in an entirely new direction—the field of milk vending.

Jennings was one of a handful of tenacious men, who believed in coin machines and built that belief into big business.

Even his opponents respected him. In the bitter fight against the Johnson Act, which temporarily put the Jennings company out of business, members of the Senate and House committees before which O. D. appeared, reflected in their questions the respect they had for the man who always stated clearly where he stood and what he believed.

The Billboard staff will miss O. D. for he was one who believed in talking straight from the shoulder, on or off the record.

## OREGON SUPREME COURT

### Hears Arguments On Pin Licensing

SALEM, Ore., Nov. 28.—Arguments were heard by the State Supreme Court here Tuesday (24) on a case that will determine whether municipalities throughout Oregon have the right to banish operation of pinball games.

Altho the case involved a 1951 Portland ordinance, the court's decision will set the pattern for any other city which may decide to outlaw games.

The decision also will speed legalizing of games in Portland, as the city council has voted to reverse its 1951 position by adoption of an ordinance taxing games and operators.

Indications were that the city's tax schedule would be higher than the annual \$20 per machine and \$750 per operator in effect before the 1951 action. City Commissioner Stanley Earl has estimated collections of \$100,000 annually from the 1,500 games he says have

been operating in the city without the payment of taxes since a District Court held the banning *(Continued on page 127)*

## 10-CENT PLAY FOR THE KIDS

MIAMI, Nov. 28.—The thoughtfulness of members of the Amusement Machine Operators' Association enriched the Variety Children's Hospital fund.

It started when AMOA secretary, Doris Shapiro, put a slotted cigar box on her desk with a notice announcing that all outside users of the office telephone were to place 10 cents in the box for the benefit of youngsters in the children's hospital. Business manager Jimmie Bonnie and assistant business manager Johnny Lunin made sure the rule was complied with.

The money was collected over a period of weeks, and at the regular monthly meeting of the AMOA Monday night (23) the cigar box was passed around among the members. Then the proceeds were turned over to Jack Bell, columnist of The Miami Herald, who spearheads the year-round drive for funds for the hospital.

## PLAN FETE

### Fla. Distrib To Open Miami Office Dec. 10

MIAMI, Nov. 28.—Southern Music Distributing Company has established a Miami office and showroom at 1453 SW Eighth Street with Robert J. (Bob) Norman as general manager.

The firm has headquarters in Orlando and another branch in Jacksonville. It represents J. H. Keeney & Company (amusement games), International Mutoscope *(Continued on page 114)*

## 56% AHEAD OF '52

### Coin Exports Top \$7 Mil; Music, Vender Volume Up

By TOM McDONOUGH

CHICAGO, Nov. 28.—Export sales of new and used games, venders and music machines, totaled \$674,311 for 942 units in August. This brought the figure for the first eight months to \$7,008,304.

When the all-time coin export record was set a year ago, sales thru the first eight months reached \$4,593,491 and \$7,861,000 for all of 1952.

In August this year, operators in 19 countries purchased games and music machines. Meanwhile, there were also vending sales to firms in seven countries. Altho, there were many shipments of both types of coin machines during the month, only three countries—Canada, Venezuela and Belgium—purchased games, venders and jukes.

#### Music Up

Exports of music and vending units were up from July but game sales dipped sharply from their record pace. A total of 942 jukes were delivered abroad for \$405,809 in August. Meanwhile, 1,342 games were exported for \$218,629. Vending shipments

showed 1,598 units sold to foreign operators for \$49,873.

Canadian firms purchased 2,118 coin machines of all classifications in August for \$161,605. These included 88 jukes, \$41,082; 1,428 automatic merchandisers, valued at \$34,687, and 602 games with a total purchase price of \$85,836.

The other volume buyers in August were Venezuela (212 units, \$95,738); Mexico (224, \$83,955); Belgium (418, \$80,778), and Colombia (122, \$44,497).

#### Two Oddities

Two of the oddities of the August report were the quantity purchases by operators in Western Germany for \$31,485 and a sharp drop in sales to the Japanese. This was the second time

Western Germany appeared on the export list (the previous one was for a small order). However, Japan has been one of the top buyers in recent years. Last August sales to Japanese interests totaled but \$20,295 whereas in August, 1952, the figure was \$111,986.

With sales already running 56 per cent ahead of 1952, manufacturers, who have built up a volume overseas trade, and export specialists, were confident the dollar total would be well over \$10,000,000 for 1953. They believe the final four-month period may even surpass the current monthly pace (nearly \$900,000) since the last third of the year frequently has proved the peak in recent years.

## O. D. Jennings Dies, Pioneer Manufacturer

CHICAGO, Nov. 28.—Funeral services were held for O. D. Jennings Tuesday (25). He was among the last of the old guard of Chicago coin machine manufacturers which included such prominent contemporaries as H. S. Mills, Tom Watling, Frank Meyer, Dick Hood and Jack Keeney.

Jennings was born in Providence, Ky., 78 years ago. He came to Chicago in 1901 and secured a job selling penny-operated Arcade machines. This was one of the fabulous eras in which the keen minded were turning up with ideas that turned into gold overnight.

Among Jennings' Arcade owner customers were many who pioneered the movie industry, like Marcus Loew, Adolph Zucker and Jack Dalton. The tie-in resulted from the nickel shows put on in Arcades because they were the only locations suitable for the machines which fan off the films. Later these same Arcades one by

one were converted to motion picture houses.

Jennings seriously considered



O. D. JENNINGS

opening a movie but reasoned that it was better to concentrate *(Continued on page 114)*

## MIAMI GROUP HONORS BLATT FOR SERVICE

MIAMI, Nov. 28.—Members of the Amusement Machine Operators' Association presented a set of matching luggage to Willie Blatt "in recognition of his faithful service" as president of the organization for the past two years.

Presentation was made by AMOA Vice-President Harry Steinberg Monday (23) at the monthly meeting of the association. At the annual election of officers last month, Blatt was unanimously retained as president for his third successive term.

Steinberg paid tribute to Blatt's "untiring efforts and selflessness in behalf of this association which has grown so rapidly in numbers and in strength. Blatt responded with an expression of thanks and a pledge of his efforts to improve the association, with the help and co-operation of the members.

Norman Rogers, R & S Automatic Music Company, was admitted as a new member of AMOA. Rogers recently purchased a juke box route from Vaughan Shively.

Blatt announced that all was in readiness for the third annual banquet and dance of the AMOA to be held Saturday, December 12 at the Saxony Hotel, Miami Beach. Blatt reported a sellout of tickets was anticipated.

The cigarette machine division of the AMOA held a brief meeting prior to the session of music and game operators.

## Coinmen Launch Drive For Polio Donations

NEW YORK, Nov. 28.—The coin machine industry's two divisions—the automatic music and amusement machine industry and the automatic merchandising industry—this week launched their co-ordinated fund-raising drive on behalf of the National Foundation for Infantile Paralysis.

Horace C. Flanigan, president of the Manufacturers Trust Company and chairman of the Greater New York drive, named Samuel Kresberg, president of Apco, Inc., as over-all chairman for both divisions.

Luncheon meetings were held at *(Continued on page 126)*

## MONTREAL PIN SALES STEADY

TORONTO, Nov. 28.—Distributors here discount reports from Montreal about pinball machine sales being on the decline as the result of a request by a labor organization for a ban on the machines. The labor group represents 85,000 Montreal workers.

Under Quebec law, pinball machines are legal. However, bell machines can be seized and destroyed on sight by police officers.

## PINBALL MACHS. 'FLY' AT BOEING

WICHITA, Kan., Nov. 28.—Old pinball machines—92 of them—bought by Boeing Aircraft Company for \$1,408, are supplying electronic parts for the B47 Stratojet program, thereby saving U. S. taxpayers an estimated \$5,000.

"An electrician's dream," declared Boeing engineers of the machines, precision-built and crammed with usable gadgets. Pinball parts that can be used in testing procedures, they said, include electric counters, transformers, rectifiers, relays, six-volt light bulbs and sockets, resistors, geared electric motors, magnets, fuses, sequence switches and fuse holders. Coin boxes were even found useful—for storing small parts.

Boeing engineer H. L. Wier said the investment of \$125 in each machine brought the company more than \$100 worth of usable parts, figured at what Boeing would have had to pay elsewhere.

## 2 Miami Ops Split Routes

MIAMI, Nov. 28.—Buster Anchell and Gene Lane, of the American Operating Company, dissolved their partnership this week by splitting their route of juke boxes, pin games, shuffleboards and shuffle alleys.

Their approximately 125 pieces in Miami and Miami Beach were divided as follows: Anchell received 85 pieces, all in Miami, and Lane got 40 locations in Miami Beach.

Anchell will continue operating under the name of the American Operating Company, while Lane will hereafter trade under the banner of the Gene Lane Amusement Company in Miami Beach.

## Coin Machine Exports

August, 1953

Country	Phonographs		Venders		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada .....	88	\$ 41,082	1,428	\$34,687	602	\$85,836	2,118	\$161,605
Venezuela .....	102	69,493	15	2,000	95	24,241	212	95,738
Mexico .....	198	77,815	.....	.....	26	6,140	224	83,955
Belgium .....	239	72,372	136	3,750	43	4,656	418	80,778
Colombia .....	122	44,497	.....	.....	.....	.....	122	44,497
France .....	15	9,167	.....	.....	202	28,511	217	37,678
Western Germany .....	33	19,012	.....	.....	7	2,473	40	31,485
Japan .....	.....	.....	.....	.....	46	20,295	46	20,295
Netherlands .....	25	9,645	.....	.....	77	8,591	102	18,236
Peru .....	2	12,196	.....	.....	72	4,550	94	16,746
Cuba .....	.....	.....	.....	.....	78	11,496	78	11,496
Panama .....	14	10,260	.....	.....	.....	.....	14	10,260
French Morocco .....	6	4,415	.....	.....	19	4,615	25	9,066
Honduras .....	6	2,998	5	3,210	.....	.....	11	6,208
Guatemala .....	7	4,791	.....	.....	.....	.....	7	4,791
Philippine Republic .....	10	2,908	.....	.....	18	1,800	28	4,708
United Kingdom .....	.....	.....	10	3,500	.....	.....	10	3,500
Netherlands Antilles ..	2	1,360	.....	.....	4	1,898	6	3,258
Salvador .....	.....	.....	3	2,201	.....	.....	3	2,201
Lebanon .....	.....	.....	.....	.....	6	2,004	6	2,004
Bermuda .....	.....	.....	.....	.....	4	1,675	4	1,675
Denmark .....	2	1,380	.....	.....	.....	.....	2	1,380
Haiti .....	.....	.....	.....	.....	5	1,315	5	1,315
Italy .....	.....	.....	.....	.....	12	1,288	12	1,288
Dominican Republic .....	5	1,248	.....	.....	.....	.....	5	1,248
Switzerland .....	.....	.....	.....	.....	6	1,160	6	1,160
W. Pacific Islands .....	2	1,000	.....	.....	.....	.....	2	1,000
Other Countries .....	6	1,490	1	525	8	1,725	15	3,740
TOTALS .....	942	\$405,809	1,598	\$49,873	1,342	\$218,629	3,892	\$674,311

## New Posts at AMI To Daddis, Sams

Districts Created to Boost Good Will For Phonographs on East, West Coasts

GRAND RAPIDS, Mich., Nov. 28.—AMI, Incorporated, appointed two new district sales representatives to fill newly created districts, AMI president John W. Haddock announced. Arthur W. Daddis, former AMI Eastern field service engineer since 1947, will serve the Southern district, with headquarters in Hollywood,

N. C.; Birmingham Vending Company, Birmingham and Hermitage Music Company, Nashville.

Daddis will work with AMI's Eastern regional manager, Jack J. Mitnick. Experienced in the automatic music field, Daddis once operated his own route.

Sams will serve the following AMI distributors: Dunis Distributing Company, Seattle and Spokane; Western Distributors, Inc., Portland, Ore.; Huber Distributing Company, San Francisco; Badger Sales Company, Inc., Los Angeles; Garrison Sales Company; Phoenix and Western States Distributors, Salt Lake City.

Sams, formerly employed in personnel placement work, will work with AMI's Western regional manager, Edward R. Ratajack.



THOMAS H. SAMs

Fla. Thomas H. Sams will handle AMI's Western region, headquartered in San Francisco.

Daddis' district includes the following AMI distributors: Southern Music Distributing Company, Orlando, Miami and Jacksonville; Friedman Amusement Company, Atlanta; T. B. Holliday Company, Columbia, S. C.; Steel Music Company, Durham,



ARTHUR W. DADDIS

Haddock said, "The purpose in creating these district responsibilities is to improve the close personal relationships between operators, distributors and factory, which we consider essential to the AMI program of better serving the industry."

## Evans Displays 2 Models at NAAPPB Show

CHICAGO, Nov. 28. — R. W. (Bill) Hood, president and general manager of H. C. Evans & Company, announced this week that his firm would exhibit two phonograph models at the National Association of Amusement Parks, Pools and Beaches, November 29-December 2.

Evans, the only coin-operated phonograph manufacturer to exhibit at the convention, will display the Century and a new hideaway unit.

The Evans Century, a 100-selection coin-operated phonograph, playing 45 r.p.m. records only, was introduced in February, 1952.

The hideaway, shown for the first time, is a 40-tune continuous play unit. It measures 36 inches high, 24 inches wide and 21 inches deep and is adaptable to tie-ins with all auxiliary amplifiers. Color of the unit is grey with black spatter finish. While the price was not disclosed, Hood said, "It would be considerably less than anything on the market."

This NAAPPB convention marks the fifth consecutive year that Evans has exhibited a juke box to the outdoor amusement industry.

On hand to greet visitors at the Evans exhibit booth will be Bill Hood, Les Rieck, Rex Schriver and Fred Morris.

## Northern Illinois P-R Program Aids Charitable Drives

ROCKFORD, Ill., Nov. 28. — Mid West Distributing Company, headed by Louis Casola, has built within the past few months what it believes is one of the best planned juke box public relations programs in the country.

Following the remodeling of Mid West's general offices last July, Casola began planning a good-will program that would aid worthy organizations in his area.

Letters, offering juke boxes, were mailed to national and local charitable organizations in over a dozen cities.

Casola said, "Our primary objective was to help worthy organizations get a start. We felt that youth programs, especially, needed a juke box, and a letter offering one might stir up action in cities where a program of this type had not yet been developed."

Mid West expects to have donated over 15 juke boxes by the end of January, DeKalb and Rockford having already been presented with phonographs.

In addition to donating juke boxes, Mid West has purchased outdoor advertising billboards. These also have been donated for the use of worthy drives sponsored in Rockford.

## Juke Exports Climb 47% In 8 Months

CHICAGO, Nov. 28. — Reports from the Department of Commerce show juke box exports for the first eight months of 1953 were 47 per cent higher than for the corresponding period last year.

A total of 8,064 juke boxes, valued at \$3,706,343, were exported, compared to 6,694 and a value of \$2,511,332 last year. (See chart).

Belgium, Mexico, Colombia, Venezuela and Canada were the five largest buyers of coin-operated phonographs. West Germany, while not importing enough machines to be listed, it was reported, is increasing its purchases every month.

Projected totals of juke box exports showed dollar volume for the year would reach approximately \$6 million, nearly \$2 million higher than 1952.

## Dime Play Keys S. Florida Ops November Meet

MIAMI, Nov. 28. — Increasing pressure for a departure from straight nickel play resulted in a lively discussion of the entire price structure, including the feasibility of dime play, at the regular monthly meeting of the Amusement Machine Operators' Association November 23. Climax of the debate was a decision by a number of operators to change over to two-plays-for-a-dime, six-for-a-quarter, on a voluntary basis.

A strong advocate of dime play, three-for-a-quarter, George Caravasio, of the Southern Phonograph Company, failed to attract more than one or two followers. Instead, substantial sentiment for two-for-a-dime developed.

### Boosts Profits

Joe Mangone, of Mangone & Mangone, reported that in the past five months he had several machines on two-for-a-dime and discovered that weekly collections climbed anywhere from \$1 to \$5 per machine. As a result, Mangone decided to eliminate nickel play in 50 additional machines.

Cliff Deale, Deale Automatic Music Company, was another enthusiastic booster of two-for-a-dime play. A veteran of the coin machine business in Miami, Deale expressed the opinion that elimination of the nickel coin in juke boxes would pave the way for eventual dime play.

President Willie Blatt announced that decals were available at 10 cents each to all members desiring to change over to two-for-a-dime, six-for-a-quarter. At the conclusion of the meeting, some of the operators appeared to be still on the fence, preferring to wait and see the result of the first mass changeover to two-for-a-dime, six-for-a-quarter.

## Lewis Draper, 49, Dies of Heart Ailment

NORTH TONAWANDA, N. Y. Nov. 28.—Lewis A. Draper, who joined The Rudolph Wurlitzer Company in 1938 and had been service manager of the phonograph department for five years, died Saturday (21) of a heart ailment. Draper was 49 years old.

Funeral services were held Tuesday (24) at the Hamp Funeral Home and St. Francis of Assisi Roman Catholic Church in Tonawanda, N. Y. Burial was in Mt. Olivet Cemetery.

Draper was long associated with the coin machine industry.

## Phonograph Exports

Eight-Month Comparison

	1952		1953	
	No.	Value	No.	Value
January .....	943	\$ 462,409	924	\$ 264,439
February .....	1,183	589,334	852	379,573
March .....	953	448,978	813	334,527
April .....	953	401,040	706	294,625
May .....	1,170	544,147	760	319,857
June .....	1,065	447,832	988	320,226
July .....	955	404,794	967	394,214
August .....	942	405,809	684	203,871
TOTAL .....	8,064	\$3,706,343	6,694	\$2,511,332

## Route Problems Key Coast Assn. Meet

GLENDALE, Calif., Nov. 28.—The Co-Operative Music Operators' Association resumed its meeting schedule here at the Glendale Hotel Tuesday night (24) with Hank Tronick and Wayne Davis, of Minthorne Music, explaining the distributors' interest in operating music routes. Clayton Ballard served as the chairman and moderator at the open discussion on assertions that Minthorne has phonographs on location.

Tronick was the principal speaker, calling upon Davis, the accountant for the Seeburg distributor, to confirm or give additional factual information on the points under discussion.

Tronick, head of the parts department, chose his words deliberately. One complaint that a new operator had been placed in the field and supported by the firm was categorically denied. Tronick explained that the operator in question was a new one and that the distributing firm had helped with his problems.

### Small Routes

Discussing the situation more in detail, Tronick declared that at times for sales reasons the firm had been forced to operate. However, during those times it always had to consider costs and revenues and that at no time did the company want to operate at a loss. He emphasized that small routes had been assumed but they were for sale anytime an operator wanted to buy them.

The question of circularizing locations with literature on new machines came up when Glenn (Red) Catlin asked why manufacturers and distributors assertedly created discontentment advising of the availability of new equipment. "This makes it hard for operators. The location is generally satisfied with what it has on the floor until he sees what he might have—and then he wants that," the operator said.

Tronick studied his answer. He told the group that his firm had not circularized for a couple of years. He declared that it was the distributors business to "make a buck" and sell machines. And he emphasized that it was not the policy to sell locations or to stir up locations.

### Return Money

Davis substantiated his co-worker's statement by adding that a check for nearly \$5,000 was returned to a prospective buyer because it was believed that he was not a bona fide operator.

Walter Hemple asked Tronick if some sort of Saturday night and Sunday service arrangement could not be worked out. He advised that on a recent weekend a call came in for repairs and that new parts, not available because the firm was closed, were needed. The location operator dispiritedly advised Hemple to remove his machine.

Tronick said that he would gladly discuss the matter with a committee named by COMO and see if something could be worked out.

The discussion at all times was on a friendly and informative basis.

### McCarran Hearings

Ed Van Atta, former operator, was present after a lengthy trip. He discussed his trip to Washington during one of the hearings on the McCarran bill. It was his suggestion that all operators write their congressmen to oppose the legislation.

The check for the dinner meeting was picked up by the Minthorne Music Company with Davis, the auditor, handling the details.

Ben Korte was named chairman of the next meeting. There is some doubt as to when the next session will be held. It was first planned to set it for December 8, two weeks hence. However, with some of the members having prior commitments for that night, thought was given to holding it December 15. Cards will be sent to members informing them as to the exact date. Hands were raised by the members with a group of about 20 voting to be on hand tonight to attend the television show, Peter Potter's "Juke Box Jury." Several of the operators have served on the panel.

## Hirsh Elects New Treasurer

WASHINGTON, Nov. 28.—The Hirsh Coin Machine Corporation announced this week the election of Roger J. Squitiero as treasurer.

Squitiero replaces the position held formerly by Ted Keve, who passed away November 7.

"In addition to his election as treasurer of Hirsh Coin," Hirsh de la Vieu, president of the firm, said, "Squitiero was also elected treasurer of the Hirsh-Mason Corporation, Operating & Service Corporation of Washington and G-A Corporation."

## TV Coin Meter Firm Reports Biz Booming

CHICAGO, Nov. 28.—The coin-operated television market is booming, reports the International Register Company, manufacturers of coin meters.

R. N. Clark, district sales manager of the firm, said, "Sales volume has increased during the past 11 months 350 per cent compared to the corresponding period last year. An estimated 75 per cent of this increase is directly attributed to the coin-operated TV market."

International Register manufactures coin-operated units that can be set to collect a coin for any period of time from five minutes to five hours.

"At present, the most popular rate for television rentals is 25 cents for 30 minutes," Clark said. "However, some operators desire 40 minutes so that customers may view an entire half-hour program"

*(Continued on page 115)*

## SERVICE AID

## AMI Schools Distribs in Nine Cities

GRAND RAPIDS, Mich., Nov. 28. — AMI, Incorporated, announced that Albert Mason, field service engineer of the firm, had held service schools in nine West Coast cities this month.

Mason had one more city—Seattle—to visit before returning to Grand Rapids.

The schools are a part of a program scheduled by AMI to build good will and a stronger industry.

## 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:

**YULETIDE DISK SALES SEEN MATCHING '52.** It is generally believed in the record industry that sales of Christmas records and albums this year will equal the business done in 1952 (General department).

**HIT DISKS GET START IN FIVE MAJOR CITIES.** According to The Billboard pop charts, hit records get their starts in Boston, Pittsburgh, St. Louis, Detroit and Cleveland (General department).

**TALKING DISKS ON UPSURGE.** In the '20's, "Cohen on the Telephone" set the pattern for occasional forays into the field of talking disks. This past year has witnessed a resurgence of such creative effort (Music department).

**CORAL ENTERS C.&W. FIELD.** Coral Records is entering the country and western field with a regular release schedule (Music department).

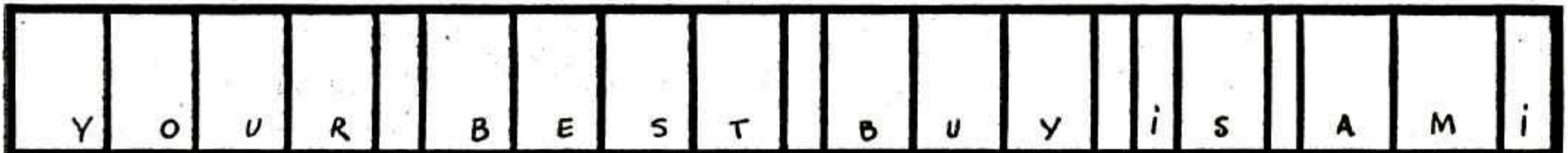
And many other informative news stories as well as the Honor Roll of Hits and pop charts.

# HOW to print like an *expert* in one easy lesson!

1. Lay out a rectangle like this, large enough for the message you want to print:



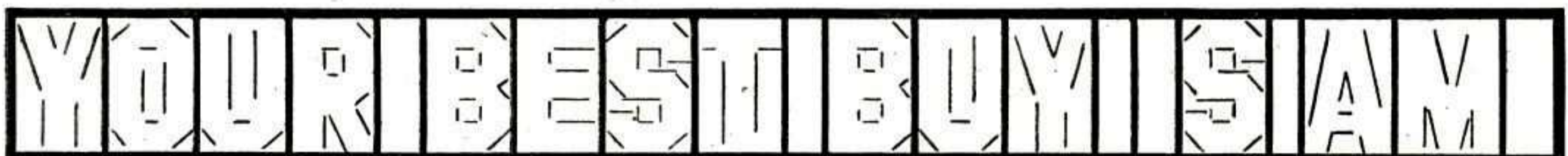
2. Divide your rectangle into blocks, one block for each letter. Leave space between words. Note that letter "i" uses a more narrow block.



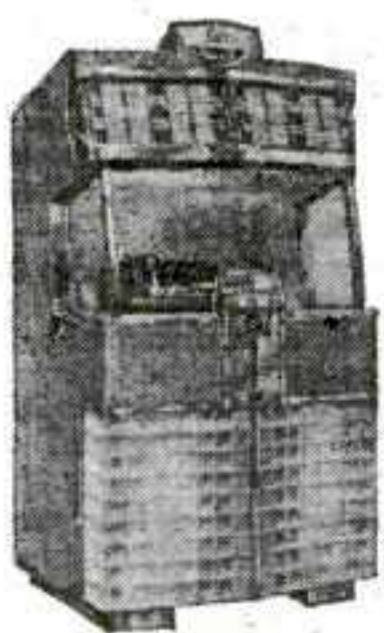
3. Then, bring out each letter with simple pencil lines. Watch the message appear.



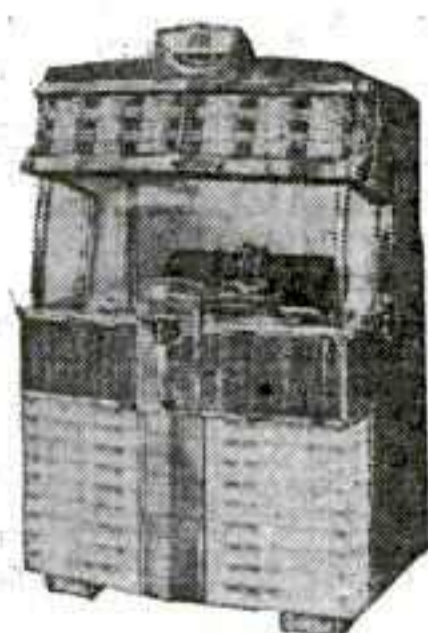
4. Practice by copying the lettering above in the blocks indicated below:



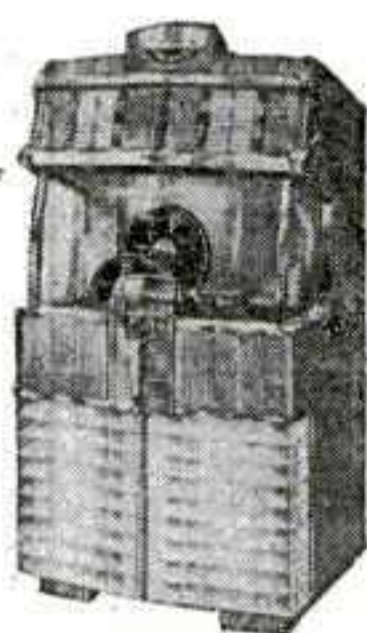
**SIMPLE, AND MAKES GOOD SENSE, DOESN'T IT?**



"E-80"



"E-120"



"E-40"

**THREE AMI'S—ALL GOOD BUYS!**

**AMI** *Incorporated*

General Offices and Factory:  
1500 Union Avenue, S.E., Grand Rapids 2, Michigan

Music Route Management

# Why a Written Contract

If one of the locations in which you have a juke box burns down, could you prove that you actually had lost a phonograph?

Fewer than two out of 10 music operators could produce a receipt, a lease form or a written contract to prove their ownership of the phonograph in the event of such a misfortune.

Those operators, who belong to trade associations, customarily obtain receipts or contracts or register the phonograph and the location on the books of the association.

But the average music operator, not an association member, would find himself sorely put to establish ownership in the event of a fire, location bankruptcy or even in the event a location was sold and the new management challenged the operator's ownership of the machine.

**Average Operator**  
The average music operator, judging from surveys made by The Billboard, believes an oral agreement with his location owners is sufficient.

"Why should I bother to get a

written contract. It's only as good as the two people who signed it?" is a comment often heard from music operators, who do not use written agreements with their stops.

Actually, what the operator means to say is that the contract does not keep him from losing a location either to another operator for competitive reasons or because he fails to provide the kind of service the location wants.

Any consideration of written agreements between operators and locations should start with the understanding that a written contract is not a magic instrument which will protect an operator's business.

**Agreement Types**

There are two general types of agreements now in use in the music machine field:

1. The lease or receipt.
2. The written contract which sets forth the services the operator will perform and the responsibilities of the location.

Every music operator should have at least a receipt for his phonograph so that he can demonstrate ownership of the equipment if the occasion arises. The receipt form can be as simple as an acknowledgement that the equipment is the operator's property, or it can be expanded to include the commission arrangement on which the phonograph is installed.

Basically, the receipt need only establish the name, firm name and street address of the operator who owns the machine; a brief description of the machine itself—manufacturer's trade name and the serial number, and the provision that the phonograph may not be removed from the location except by the operator or his authorized representative.

**Written Contracts**

The written contract is usually more elaborate. In addition to this data, the contract spells out the commission arrangement (often providing for first or front money), and details the services which the operator proposes to perform.

California Music Guild, for example, uses an extremely complete contract which, among other things, provides that the operator:

## Operators Want to Know

**Q. Will a written contract actually prevent competitors from taking my locations?**  
A. No it will not if the location can demonstrate that you failed to live up to the provisions of the contract, provide the kind and quality of service you promised.

**Q. Is a receipt as good as a contract?**  
A. The receipt simply establishes proof of ownership of the phonograph in the event that ownership is ever challenged. For example, if a location burns and the phonograph is destroyed, it would provide the necessary evidence to collect on fire insurance.

**Q. Isn't a location owner likely to object to signing a written contract?**  
A. If the reasons for the contract are properly presented, most location owners will agree it is a good idea.

**Q. What's the best argument to use on a location owner who doesn't want to sign such an agreement?**  
A. Point out that the contract, because it clearly sets forth what services the operator will render, thus serves to guarantee the service the location wants and needs.

"...agrees to supply records and replace parts damaged as a result of ordinary wear and tear without cost to (the) proprietor..."

"...if operator shall determine the location is undesirable from an operationable standpoint, he shall be able to terminate this lease by notifying proprietor of his intention so to do by a five-day notice and the payment to proprietor of the sum of \$3, it being agreed that this sum is the cost to the proprietor incident to acquiring other music apparatus."

**Calif. Provisions**  
The California agreement contains further provisions that the contract is automatically renewed unless either the location or the operator gives written notice of cancellation, by registered mail, within 30 days; that the operator has the right to assign the contract to another operator if he so desires.

In addition, the longer contract form sets forth those provisions to which the location agrees: The length of time the phonograph shall remain on location; the commission arrangement, including minimums; agreement to assume liability for loss or damage; agreement to notify any prospective purchaser of the location that the new owner must assume the obligation of the agreement.

In some metropolitan areas, location contracts specify that the machine shall be serviced by a member of a particular union—this in addition to the various provisions outlined.

Altho the written contract will not protect an operator from losing a stop in the event the operator's services fail to measure up to the provisions set forth in the contract, getting the agreement in writing not only establishes proof of ownership but likewise helps avoid misunderstandings between the location owner and the operator.

This point alone—avoiding misunderstandings between the location and the operator—is one of the strongest arguments in favor of written agreements, and a point which most location managers will readily grasp.

## Reconditioned Music Equipment

Leads the Parade  
Check These  
MONEY-MAKING BARGAINS

### SEEBURG

M100A ... \$495	147M .... \$129
148SL ..... 159	146M ..... 99

AMI Model C.....\$289      WURLITZER 1015 ..... \$99  
WURLITZER 1100..... 219      ROCK-OLA 1426 ..... 99  
AMI MODEL A..... 169      ROCK-OLA 1422 ..... 79  
ROCK-OLA 120 ROCKET..... Write

WIRE, WRITE, PHONE      Wall Boxes \$5 to \$35      1/3 down, balance C. O. D. Export inquiries invited.

**MUSIC SYSTEMS INC.**

DETROIT, MICH. —10217 Linwood Tulsa 3-3900  
CLEVELAND, OHIO—2600 Euclid Cherry 1-3801  
LANSING, MICH. —1224 Turner Lansing 5-4243  
TOLEDO, OHIO —1302 Jackson Main 6192

## Death Claims O. D. Jennings

Continued from page 111

whole heartedly on a field which he thoroughly understood.

When Jennings opened his own business—a one-room office at Superior and La Salle streets here—he concentrated on buying and selling coin machines of all makes. Invariably he added a new mechanical principal to the units he resold.

One of these ideas, which speeded his way into the manufacturing field, was that which converted the old Liberty Bell Check Machine into a gum vender. The operators sent their Liberty Bells to the company—then known as the Industry Novelty Company—with a staff, basically O. D. and his wife, Jeanette. When they were returned they not only had been converted, but were equipped with O. D.'s own newly developed coin chute—considered far superior to others on the market at the time.

O. D. kept on making marked improvements on the old Liberty Bell mechanism until he finally had his own machine. He did his first manufacturing of it at 411-417 South Sangamon and called it the Operator's Bell.

## Plan Fete

Continued from page 111

Corporation (Arcade and photo machines) and AMI, Inc., (music machines).

Norman announced that a formal opening of the completely renovated Miami office would be held December 10-11 for South Florida coin machine operators. He said that the 8,000 square feet of floor space would provide air-conditioned offices, showrooms, a refinishing department, parts department and storage warehouse. A full line of replacement parts will be stocked, Norman said.

The company is embarking upon an intensive program to expand its export sales to Central and South American countries, Norman declared, and this would be handled from the Miami office with Erasmo U. Ramos in charge as export manager. Also associated with the Miami office are Scott Daddis, service manager, and Warner Duey, chief of the refinishing section.

Norman has been in the coin machine business for 23 years. Ron Rood is owner of Southern Music.

The business continued to prosper and expand into the scale and merchandise vending fields and O. D. had to move his manufacturing facilities many times to accommodate his growing business. In 1924 he purchased the building at 4309-4339 W. Lake Street, still the headquarters of the firm. In 1924 it was a two-story structure but in a few years two more stories were added.

O. D. liked the firm's trade name—Industry Novelty Company—but so many people referred to the firm as the "Jennings Company" that in 1928 it was changed to O. D. Jennings & Company.

O. D. Jennings made many fine pieces of coin-operated equipment. But his favorite product was the bell machine and he liked to think of himself as a salesman. As a salesman of bells no one could question his ability to make the public, government officials and the general press feel his pride in the industry.

## Promoted Licenses

He was sincere in his belief that bells should be legalized in all States. Any government official who doubted this soon felt differently after a talk with O. D. Newspapermen and magazine writers seeking stories usually came away with a new understanding of the coin machine industry.

Early this year when it seemed fairly certain that a bill prohibiting the manufacture of bells in Illinois would be passed, O. D. appeared before legislative committees in Springfield to speak against the bill.

Its eventual defeat was credited in a large part to his straightforward testimony on the bell trade and his traditional reputation.

Another of his objectives which nearly jelled was to enter the milk vender manufacturing field.

O. D. died Saturday (21) of a coronary complication in Roselle, Ill.

Interment was in Mt. Greenwood Cemetery here. His widow, Jeannette, survives.

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

on the **SMALLEST** console in the world  
\*The original phonograph with 120 selections\*

The **LARGEST** number of selections

ROCK-OLA  
**Comet 120 Selections**

\*Less than 30 inches wide

MODEL 1438

MODEL 1546  
Chrome Cover  
Wall Box  
with 120 Selections

ROCK-OLA MANUFACTURING CORP. 800 N. KEDZIE AVE. CHICAGO 34

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

AMI	Issue of Nov. 23	Issue of Nov. 21	Issue of Nov. 14	Issue of Nov. 7
D 40 Hideaway		\$225.00	\$225.00	\$225.00
Hideaway			245.00	245.00
Model A	\$169.00 179.50	169.00 179.50	169.00 195.00	169.00 195.00
	195.00(2)	195.00 225.00	225.00 275.00	225.00 275.00
	225.00 275.00			
Model B	269.50	269.50	295.00(2)	295.00(2)
	295.00(2)	295.00(2)	325.00	325.00
	325.00			
Model C	289.00 309.50	289.00 319.50	289.00 325.00	289.00 325.00
	325.00 350.00	325.00 339.50	350.00	350.00
Model D-40	475.00 500.00	475.00 500.00		
Model D-80	585.00 595.00	535.00 585.00		
PACKARD				
Manhattan	79.50	79.50 95.00	79.50 95.00	79.50 95.00
Hideaway	165.00			
ROCK-OLA				
46	125.00			
1422	79.00(2)	95.00	59.50 79.00(2)	59.50 60.00(2)
			75.00 79.00(2)	75.00 79.00
			95.00	95.00
1426	99.00 125.00	25.00 99.00	75.00 89.50	75.00 89.50
			99.00 125.00	99.00 125.00
				175.00
1428	199.50	199.50 269.95	199.50 225.00	199.50 225.00
		199.50 225.00		245.00
1432			350.00	350.00
1434 (52-50)			450.00	450.00
1436			585.00 625.00	625.00
Fireball 120	585.00	585.00		
Rockalite #8	295.00	275.00	275.00	275.00
SEEBURG				
Hideaway	125.00	125.00		
M 100 A 78 RPM	485.00	489.95	485.00 489.50	495.00(2)
	495.00(3)	495.00(4)	495.00(2)	519.50 550.00
			550.00	
M 100 B 45 RPM	685.00	685.00		
146	95.00 135.00	95.00 99.50	90.00 95.00	95.00 99.50
			99.50	
			60.00	
146 Hideaway		185.00	165.00	
148 Hideaway			100.00	
146 M	99.00 115.00	99.00 115.00	99.00 115.00	99.00 115.00
147	165.00	129.50 146.00	90.00 129.50	129.50 135.00
		165.00(2)	135.00 165.00	165.00
147M	129.00 129.50	129.00 135.00	129.00 135.00	129.00 135.00
	135.00			
148 Blonde	195.00	195.00	175.00 195.00	195.00
148 M	185.00	185.00	185.00	185.00
148 ML	179.50 215.00	179.50 215.00	159.50 215.00	159.50 179.50
				215.00
148 SL	159.00	159.00	159.00	159.00
1946 Hideaway	89.50		79.50	79.50
1947 Hideaway		99.50	99.50	94.50
1948 Hideaway			119.50	119.50
WILLIAMS				
Music Mite			95.00	35.00 95.00
WURLITZER				
500				35.00
700	69.00	69.00	69.00	69.00
800	69.00	69.00	69.00	69.00
850	45.00	45.00	65.00	35.00
1015	99.00 125.00(2)	99.00	99.00	99.00 125.00(3)
	135.00	125.00(3)	125.00(3)	150.00 165.00
	150.00(2)	135.00 150.00	150.00 165.00	
		165.00		
1017 Hideaway	79.50 125.00(2)	74.50	79.50 125.00(2)	79.50 125.00(2)
1080	139.00 175.00	125.00(2)	139.00 175.00	139.00
		139.00 175.00		
1100	219.00	219.00	219.00 225.00	219.00 250.00
	275.00(2)	275.00(2)	250.00 265.00	265.00 275.00
			275.00	
1250	295.00	295.00 325.00	295.00(2)	295.00(2)
			325.00 339.00	325.00 339.00
				495.00 575.00
1400	495.00	495.00	495.00 575.00	495.00 575.00
Victory				20.00

### Chicago

A high percentage of local operators, plus local distributors and manufacturers of games, planned to visit the NAAPPB exhibition floor of the Hotel Sherman Sunday thru Tuesday. Five game and ride plants here—Bally, Exhibit Supply, Genco, Chicago Coin and Williams—were signed to show new rides or games.

Wally Long, of the Donana Distributing Company service department, married Nancy Rover, Chicago, Saturday (21). They are honeymooning in New Orleans. Don Moloney, Donan head, said Wally's departure left the firm shorthanded in its effort to cope with the peak demand for Bally's Palm Springs in-line scoring game.

First Distributors continued to be a beehive of activity. The new and used games are moving well, the real action is in the gift merchandise division, Wally Finke stated.

Jimmy Martin, the record distrib, was one of the local fraternity, who had a fine time Tuesday (22) hobnobbing with

### Permo to Build Plant Addition

CHICAGO, Nov. 28.—Sherman E. Pate, president of Permo, Inc., announced this week that contracts had been let for the construction of a new addition of 17,000 square feet to the firm's plant.

The building, to be completed sometime next year, will increase the company's floor space from 37,000 to 54,000 square feet. The space will be used to house manufacturing and general office activities.

Next year marks Permo's 25th anniversary in business.

### TV Coin Meter

Continued from page 112

plus 10 minute previews of following programs."

When asked if the increase in business came from new or regular customers, Clark said, "Two years ago the bulk of our business came from a few regular customers, but during the past year small buyers accounted for about 50 per cent of our volume."

Clark reported that motels were the largest users of coin-operated television. Other markets reported on the way up were hospitals, beauty shops, summer resorts and small hotels.

International Register started in business in 1891. Coin meters were introduced in 1930.

Harry James and Betty Grable. The occasion was the party given by the famous band leader and his actress wife at Linn Burton's Steak House. Among the guests were several of the local juke box operators' favorite disk jockeys including Eddie Hubbard, Howard Miller and Ron Terry.

Meade Arthur, comptroller for J. H. Keeney & Company, says the way his new son Jeffery Lynn, is growing indicates the tyke will be a fast moving full-back come 1973. J. L. checked in at the Little Company of Mary Hospital a few weeks ago.

United Manufacturing Company's wandering boys—Ken Sheldon, Al Thoeke and Johnny Casola—spent the week at Frank

Swartz' Nashville headquarters, helping operators brush up on new service ideas. For a week beginning Monday (30), Sheldon and Thoeke will be in Louisville conducting a school at Southern Automatic's headquarters. Meanwhile, Casola will hold a similar event at Buster Williams' Memphis quarters.

Herb Perkins, Purveyor president, says new and used games and shuffleboards are moving well now. The first cold weather made Perkins start thinking about a postponed California business trip. . . . Alvin Gottlieb reports the new Gottlieb game, Pin Wheel, is drawing repeat business. . . . Ralph Sheffield, Genco sales manager, says the Shuffle Pool game has made the firm many new operator friends.

### Vital Statistics

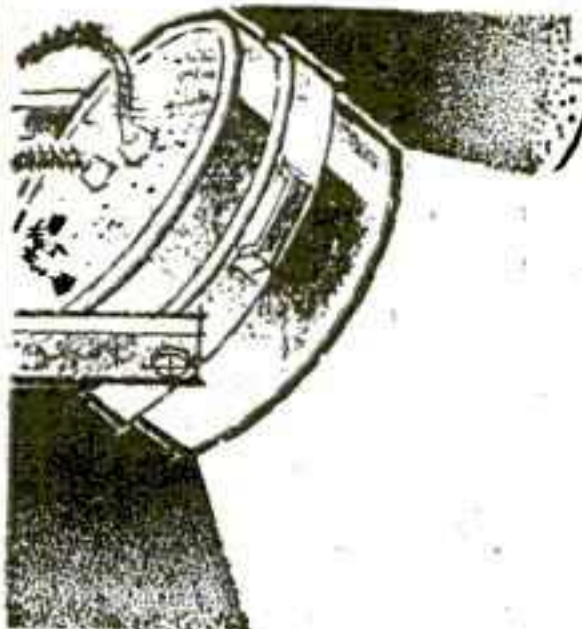
#### Deaths

Lewis A. Draper, 49, Saturday (21) at Tonawanda, N. Y.

Draper was service manager of the phonograph department of the Rudolph Wurlitzer Company, North Tonawanda, N. Y.

O. D. Jennings at his home in Roselle, Ill., following a heart attack Saturday (21). He was the founder of O. D. Jennings & Company, Chicago (see separate story).

**FOR SALE**  
10 Sets—PLASTIC for  
WURLITZER 1080 . . .  
\$39.50 per set of  
5 panels  
Check With Order  
**ALABAMA VENDING CO.**  
TUSCALOOSA, ALABAMA



### SEE 'n' HEAR EVANS' 100 SELECTION CENTURY

50 RECORDS • 45 R.P.M.

#### 40-SELECTION JUBILEE

20 RECORDS • 78 OR 45 R.P.M.

... THE MOST **DEPENDABLE**  
PHONOGRAPHS YOU CAN OWN

**SEE 'EM HERE!**

#### EAST

HERMAN DISTRIBUTING CO., INC.  
615 Tenth Ave.  
New York 36, N. Y.

HERMAN DISTRIBUTING CO., INC.  
1505 Coney Island Ave.  
Brooklyn 30, New York

SCOTT-CROSSE CO.  
1423 Spring Garden St.  
Philadelphia 30, Pennsylvania

#### WEST

ADVANCE AUTOMATIC SALES CO.  
1350 Howard St.  
San Francisco 3, California

DENVER AMUSEMENT CO.  
1865 Arapahoe St.  
Denver, Colorado

WESTERN DISTRIBUTORS  
3126 Elliott Ave.  
Seattle, Washington

#### SOUTH

ALL COIN AMUSEMENTS CO.  
1303 N. Bayshore Drive  
Miami 36, Florida

BISHOP MUSIC CO.  
2003 Wake Forest Rd.  
Raleigh, North Carolina

SOUTH COAST AMUSEMENT CO.  
314 E. 11th St.  
Houston 8, Texas

#### MIDWEST

AUTOMATIC GAMES SUPPLY CO.  
302 University Ave.  
St. Paul 3, Minnesota

EMPIRE COIN MACHINE EXCH.  
1012-14 N. Milwaukee Ave.  
Chicago 22, Illinois

JOE'S PHONOGRAPH SERVICE  
2334-36 Olive St.  
St. Louis 3, Missouri

LIEF MUSIC DIST. CO.  
1640-42 Payne Ave.  
Cleveland 14, Ohio

VIC MANHARDT CO., INC.  
1705 W. Clybourne St.  
Milwaukee 3, Wisconsin

A. P. SAUVE SON  
7525 Grand River Ave.  
Detroit 4, Michigan

#### CANADA

REGENT VENDING MACHINES, LTD.  
779 Bank St.  
Ottawa, Ontario, Canada

### How Was Your Timing on . . .

## "HEART OF MY HEART"

FOUR ACES  
DECCA 28927

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a  
Billboard  
BEST BUY

NOVEMBER  
11

Title Strips  
Ready for Top  
Juke Profits

NOVEMBER  
11

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per weeks)	(Cost for 3 months)	(Cards per weeks)	(Cost for 3 months)
20 ( 400 strips) . . . .	\$ 9.00	70 (1400 strips) . . . .	\$29.00
30 ( 600 strips) . . . .	13.00	80 (1600 strips) . . . .	33.00
40 ( 800 strips) . . . .	17.00	90 (1800 strips) . . . .	36.00
50 (1000 strips) . . . .	21.00	100 (2000 strips) . . . .	39.00
60 (1200 strips) . . . .	25.00		

Yermie Stern, 2 E. 45th St., New York 17  
Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

... YOUR **DEPENDABLE**  
**EVANS' DISTRIBUTORS!**

**H. C. EVANS & CO.**  
1556 W. Carroll Ave. Chicago 7, Illinois

OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century or write Factory direct.

# It's an Upper Bracket Earner

with high  
take home pay

No other phonograph equals the  
Wurlitzer Fifteen Hundred in earnings.  
Its appearance, tone, its ability to play 104  
selections on 45 or 78 RPM records  
intermixed are unrivalled.

Pick a location. Put it in. What you  
take out of it—every week—  
will prove you've made a mighty fine  
investment.

See Your Wurlitzer Distributor



MODEL 1650  
48-SELECTION—ALL-45 PLAY  
MODEL 1600 FOR 78 OR 45 RPM PLAY

Ideal for the location whose requirements  
are adequately met by a compact,  
48-selection phonograph.  
Also available as Model 1600, playing  
45 or 78 RPM records.

Make  
More  
Money with

*Wurlitzer*  
FIFTEEN HUNDREDS

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.



## Nedicks Breaks Cig Vending Promotion

Times Vending Co. Sells Packs at 25c, Returns 'Nedick Nickel' in 75 Outlets

NEW YORK, Nov. 28.—The newly formed Times Vending Company here is currently vending popular brands of cigarettes at the unlikely price of 20 cents in 75 of what could prove to be New York's highest traffic locations.

The plan, unique in vending history, is the brainchild of Walter Mack, president of Nedicks, East Coast chain of quick snack stands. Here's how it operates:

All 75 Nedick stands in New York currently have at least one cigarette venter apiece. Customers may buy cigarettes by inserting 25 cents in the venders. Each pack contains a "Nedick Nickel," a token inserted in each pack. The token is worth 5 cents on any Nedick purchase, thus bringing the cost of the pack down to 20 cents.

## Apco Cup Unit Trade-In Sales Grow in 1953

NEW YORK, Nov. 28.—Sales of used SodaShoppes cup drink dispensers are currently running 60 per cent head of figures for a year ago at this time, according to Mel Rapp, Apco vice-president.

Rapp explained that all SodaShoppes received as trade-ins are turned over to the Apco Customer Service Division, where, in virtually all cases, they are sold in "as is" condition.

The policy of not reconditioning SodaShoppes is adhered to by Apco for two reasons, Rapp said. First, a cup drink dispenser is an intricate piece of equipment, therefore, tho a venter may be in excellent operating condition when it leaves the shop, there is always the possibility that an operating failure could occur to some part of the venter, in good condition at reconditioning time, a later date.

## Osmond Quits NAMA Post to Join FHC Corp.

CHICAGO, Nov. 28.—Bernard N. Osmond resigned as director of member relations for National Automatic Merchandising Association this week to take up a general sales post with the Fred Hebel Corporation. He will represent the ice cream venter firm on a national basis, Fred Hebel announced.

Glenn Leach, NAMA public relations director, will assume Osmond's duties.

Osmond joined NAMA in April, 1949, and was instrumental in the development of the association's group insurance plan. Prior to his association with NAMA, Osmond was executive secretary of the Sycamore, Ill., Chamber of Commerce for three years.

## Sugar Price Stability Seen

NEW YORK, Nov. 28.—Operators of candy and carbonated drink venders can look forward to a stabilized price structure for their supplies, according to an announcement made here recently by Dr. Arturo Manas, a member of the Cuban Sugar Stabilization Institute.

Dr. Manas said the price of world sugar would be held between 3.25 and 4.35 cents a pound after January 1, 1954 according to the agreement signed at the recent London Sugar Conference.

He explained that the world price of sugar might fluctuate as much as 1.1 cents a pound to allow competition among buyers and producing countries.

Times Vending, headed by John Becker, has been organized specifically for this operation. Becker said this is his first venture in the vending field.

Becker said all his equipment is National, with 7, 9 and 11-column units being used, depending of the space available in the locations.

He said the operation started Monday (23), and hence it is too early to assess the results. Nedicks broke its advertising campaign Tuesday (24) with full pages in New York dailies.

Just what the financial arrangement between Times and Nedicks is, neither party would disclose. However, with cigarettes costing an operator nearly 20 cents a pack, it seems likely that the operator keeps either all or part of the extra nickel.

## SCHOOL CANDY BAN VETOED: 'SERVE NO END'

SPRINGFIELD, Mass., Nov. 28.—An attempt to have candy banned from school lunchroom sales here was voted down by Dr. William Sanders, superintendent of schools, because the city might be subject to legal action.

When Dr. John Ayres, health commissioner, tried to bar candy from schools, Sanders pointed out that the school department had a contract with a candy concern to run for the balance of the school year. Discontinuing candy sales might invite a suit against the city, he declared.

Sanders also pointed out it was unlikely that a ban on candy sales in schools alone would materially decrease the amount of candy consumed by children.

## MINIMUM COFFEE CHARGES

### Growing Practice Viewed As Spur to Vender Demand

ST. CHARLES, Ill., Nov. 28.—Minimum coffee charges, a growing restaurant and cafeteria practice, will actually increase vender sales during working hours, according to Bert Mills, president of the Bert Mills Corporation.

Mills pointed out this week that many restaurants in Chicago and other cities had instituted coffee minimums of 20 to 40 cents to discourage one and two-cup drinkers.

"At this figure, coffee breaks become a hardship instead of a help to employees who have to drink three or four cups to get their money's worth and then rush back to work," he said.

## MORE COOKIE COLUMNS

### Average 1 Per Machine, Ops Biggest Problem: Variety

CHICAGO, Nov. 28.—Cookie columns are steadily growing in importance as an adjunct to candy equipment. The ratio is now one column of cookies to every five of candy; this averages out to one column per candy venter.

Ratios of three cookie columns to five candy, and up, are not unusual in captive locations, where office and plant workers supplement their lunch with the vended baked sweets.

A survey of operators over the country this week brought out these pertinent vending facts:

1. Cookies are now an established part of automatic merchandising; they build profit thru plus volume and in the average instance do not require the addition of more equipment.

2. Cookie manufacturers have done a good job package and supply-wise (but operators list three suggestions for even better service).

3. Recently introduced dime

(Continued on page 119)

MILWAUKEE, Nov. 28.—Altho cookie vending adds up to a relatively small percentage in the total automatic vending picture in Milwaukee, operators are generally agreed that it has attained a permanent place in their business during the past few years.

Just two years ago, cookie vending was only hesitantly accepted by the bulk of Beer City operators. Today it has been considerably strengthened and a steady increase in volume is a definite trend. It is taken more or less for granted that the average candy machine will feature at least one column of cookies.

#### Volume Grows

Nick Novasic, West Allis Vendors, reported a slight increase in cookie volume in the past year. Virtually every one of his candy machines includes a column of cookies.

Over at Geiger Automatic Sales firm, the picture is different. Owner Herb Geiger said the

(Continued on page 120)

DETROIT, Nov. 28.—Cookies in the Motor City area are now considered a standard vending item by both large and small operators as a plus volume supplement to candy machine operation. The ratio varies, but the average is 10 per cent of a candy route.

There is a marked variation in the acceptability of cookies at various locations, ranging from zero up to a point that makes their inclusion "very interesting."

(Continued on page 119)

## Two Named in Nat'l Vendors' Appointments

ST. LOUIS, Nov. 28.—National Vendors, Inc. appointed two men to represent the company in New York and New Jersey, previously served by the late Ike Gordon.

A. F. Diederich, vice-president and general manager of the company, announced Gordon's territory had been divided between Louis J. (Lou) Magerer, National Vendors' New England representative, and C. P. (Andy) Anderson, formerly of Vending Machine Service Company of Newark.

Magerer will represent the company in the State of New York, excepting the New York City metropolitan area, in addition to the territory he now serves. Anderson will service the New York City metropolitan area and the State of New Jersey.

## Cig Mfrs. Set To Fight Tax Hike Proposal

JACKSON, Miss., Nov. 28.—Cigarette manufacturers are set to fight a proposed increase in the State cigarette tax to pay for the school equalization program.

The increase which would boost the State tax from 4 to 5 cents a package, is being protested in a letter going to all legislators.

The letter points out that the Mississippi cigarette tax is already 33 1/3 per cent higher than any other State and that an increase would operate to the disadvantage of State business interests.

It states that many Mississippians avoid paying the tax by ordering cigarettes in "substantial volume from beyond the State's borders."

Following OPS decontrol of cigarettes in February with the consequent penny increase of popular brand packs, operators in 11 States, including Mississippi, were faced with the choice of either absorbing the increase or going to penny and 30-cent coin mechanisms. A quarter is

(Continued on page 119)

## ABCB Predicts 5% Rise in '53 Bottled Sales

WASHINGTON, Nov. 28.—American Bottlers of Carbonated Beverages estimate that bottled soft drink sales will show an increase this year by at least 5 per cent. The gain, ABCB stated, will be made despite "changing times and advancing prices," and will mean that approximately 56,000,000 more cases will be sold over the 1952 total.

In spite of the looked-for increase, ABCB spokesmen pointed out that the market for soft drinks would still be only about 40 per cent of what the

(Continued on page 119)

## Hot Sandwich Vender Group Asks New Board

LOS ANGELES, Nov. 28.—C. D. Rudolph, president and board member of Timm Aircraft Corporation, which developed the Frank-O-Mat hot sandwich vender, and other members of the board, may be ousted by a group of Timm stockholders. The group, led by Sheridan P. Gorman, of San Francisco, is soliciting proxies for the annual meeting December 15 in an attempt to replace the company's present board.

In a recent letter to the 3,500 stockholders, the group stated that its objectives were "to revitalize the company's management, policies and operations, to

instill a new spirit and aggressiveness, to establish dividends on a sound, regular basis, and to bring the company to its full potential by expanding production and perhaps entering the promising field of electronics."

Besides the Frank-O-Mat, Timm Aircraft, incorporated in California in 1936, manufactures aluminum casement windows, and also does light sheetmetal fabrication and assembly work, primarily for the aircraft industry under defense subcontracts.

#### Small Dividends

Gorman, with his twin brother John J. Gorman, two of the group's five candidates for the board, charge Rudolph has dominated the company with a "book-keeping mentality" which has kept the corporation from prospering. They also complain that stockholders' rights have been disregarded, pointing out that they have received only two dividends—5 cents in 1945 and 2 cents this month.

Rudolph, in the annual report dated November 7, said that altho Frank-O-Mat production has been held up by litigation with Perfection Engineering Products Corporation of San Francisco, for which Timm originally manufactured the venders, 35 machines have been sold and 50 are awaiting assembly.

A hot sandwich vender, the Frank-O-Mat which holds 123 sandwiches, electronically cooks and dispenses a sandwich in 20 seconds. Timm concluded tests with experimental models in

(Continued on page 119)

## NATD SURVEY SAYS:

### Venders 2d Ranking Retail Cig Outlet, But Dip in Market Share

NEW YORK, Nov. 28.—Accounting for 16.2 per cent of all retail cigarette sales, vending machines ranked second only to independent food stores as a cigarette outlet during 1952, according to a survey released this week by the National Association of Tobacco Distributors.

The survey maintained that, tho total vending sales had increased over the previous year, the venders experienced a decline in market share for the second straight year. The survey attributed the decline to three factors. They are:

#### 3 Factors

(1) The spread in prices between cigarettes bought over the counter and cigarettes bought in venders. (2) Physical limitations imposed by the size of the

machine on the assortment of brand and/or sizes that may be stocked. (3) The ever-growing trend toward carton purchases by the consumer.

While most operators would agree, to some degree, with the third factor, many would take issue with the first two.

The price spread between cigarettes purchased over the counter is nothing new. In fact, one of the very bases for the sale of cigarettes thru venders is that it provides the smoker with a convenient method of buying cigarettes when other outlets are either not available or inconvenient.

#### Convenience Important

A price differential of a cent or two will not discourage many smokers from buying at a vender

when the stores are closed, when they are a few blocks away, or when the smokers are in a theater or depot and only venders are available.

The physical limitations are on the wane rather than on the increase, hence these limitations would be less of a factor than they were the previous year.

Most new machines have columns which can hold either regular or king-size packs, and most of the old ones have had columns converted to king size. Selectivity and capacity has been increased—9, 11 and 13-column units are no longer the exceptions—they are the rule.

#### Room for Improvement

While there is still room for improvement in the handling of

(Continued on page 121)

**BALL & VENDING GUMS  
BUBBLE, CHICLE  
& CHLOROPHYLL**

**New LOW factory prices**

- Bubble Ball Gum, 140-170 & 210 ct. .... 24¢ lb.
- Clor-o-Vend Ball Gum, 140 & 210 ct. .... 40¢ lb.
- Clor-o-Vend Chicks, 275 & 320 ct. .... 45¢ lb.
- Chicle Chicks, 320 & 520 ct. .... 36¢ lb.
- Bubble Chicks, 320 & 520 ct. .... 30¢ lb.

These LOW prices F.O.B. factory 130 lb. lots.  
**AMERICAN CHEWING PRODUCTS CORP.**  
Mt. Pleasant & Fourth Aves.  
Newark 4, N. J.

**Column Quotes  
Greene on Vender  
History, Texas Law**

MIAMI, Nov. 28.—Vending machines, Texas' chicken law and Robert Z. Greene came in for mention in an amusement column in the Sunday (22) Miami Herald.

The column noted that vending machine operators in Texas were striving to have that State's chicken-theft law extended to include thefts from vending machines. It stated: "The law carries a penalty of from six months to three years, according to Greene, president of Rowe Manufacturing Company, Inc., a winter resident of Miami Beach, who is generally credited with promoting the first cigarette vending machine."

"Greene tells us," the column continued, "that the Greeks had a vending machine back in 219 B.C. Devised by a high priest named Hero Ctesibus, it released a few drops of holy water when a control bar was tipped by the weight of a five-drachma coin."

**Pa. Operator Moves  
To Larger Quarters**

PITTSBURGH, Nov. 28.—Automatic Catering Company has completed moving from its East Liberty headquarters to larger facilities in Swissvale, Pa. The firm entered the drink vending field in 1930.

Partners Dan Feldman and Robert Stanton contend that one reason for the company's success is that it never has stored its vending machines: they are placed on location or sold.

**Maxwell Vending  
Coffee Price Up**

NEW YORK, Nov. 28.—The Maxwell House division of the General Foods Corporation announced this week that due to the increased price of green coffee, the price of vending machine coffee had been upped.

The new prices range from \$2.74 a pound, f.o.b., on orders of from one to four cases, to \$2.70 a pound, prepaid, on orders of 25 cases or more.

Linwood F. Brown, Maxwell House sales executive, said that the firm's price protection policy makes it possible for an operator to buy one-fourth of his previous shipments over the previous four-week period at the price prevailing prior to the advance. Such an order, he said, must be placed for firm shipment within seven days following the advance.

The price of GFC's Dean Milk has also been upped to 96¢ cents a pound on orders of from one to four cases, and to 91¢ cents a pound on orders of 25 cases or more. The same price protection policy applies to milk.

**Fla. Citrus Growers  
Double Per-Acre Net**

LAKELAND, Fla., Nov. 28.—The Florida State Marketing Bureau reported that Florida citrus growers more than doubled their net return per acre in the 1952-'53 season over the preceding year.

The Bureau's annual report said the net return was \$146, compared with \$72 for the 1951-'52 season. The record was \$331 an acre for the 1945-'46 season.

**COIN-OPERATED  
'SECRETARY'  
SUCCESSFUL**

CLEVELAND, Nov. 28.—Travel Talk, a coin-operated dictaphone which businessmen can use in public places, has been installed in the lobby of Hotel Hollenden, following a three-month experiment with a trial model.

John J. Schumacher, who invented the machine, said that the experimental period was "to see if I really did have something." The experiment pointed up weaknesses in the old machine and led to the present perfected model which will now go on the market.

Travel Talk consists of a desk-size booth with a built-in dictaphone. Users insert a quarter in a coin chute and out pops a Dictabelt record—good for 15 minutes of dictation—plus a mailer-filer inserted in an air-mail-stamped envelope. A quarter placed in a second coin chute activates the dictaphone machine. Dictabelts are mailed to home offices for listening or transcribing. Three sides of the booth are sound-proofed for privacy; a chair completes the installation.

After graduation from Washington and Lee, Schumacher, just 23, teamed up with William S. Howe, executive of Willys-Overland in Canada, and set up a factory and offices in Copley, O. Schumacher had thought of the idea while using dictating facilities traveling on a research assignment in college.

According to Howe, Travel Talk will soon be available in leading hotels, airports, railroad stations, motels and clubs.

**Correction**  
NEW YORK, Nov. 28.—A story in the November 28 issue of The Billboard incorrectly identified the WED Washer-Extractor-Dryer unit as a Bendix machine. The manufacturer is the Washer-Dryer Manufacturing Company, Skokie, Ill.

**ACORN  
real kid  
appeal**



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

**TODAY—order Acorns to increase the "take" at your locations. Show off merchandise at any angle. All die-cast aluminum. Vends ball gum, charms, nuts.**

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**VICTOR'S TOPPER**

The world's finest bulk and charm vendar

**\$50.00** per case of 4, less than 25 cases.

**\$48.00** per case of 4, 25 cases or more.

We stock the complete line of Victor vendors.

Send today for complete charm and merchandise lists and all bulk vending supplies.

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Tel.: Emerson 4300

**CHARMS GALORE FROM TORR**

**TORR DELUXE MIX—\$3.20 Per Bag**  
(450 to 500 per bag)

**Other Attractive Charms**

- Large Gold Balls ..... \$ 4.00 Gr.
- Large Gold Footballs ..... 4.00 Gr.
- Large Gold Revolvers ..... 4.00 Gr.
- Gold False Teeth ..... 16.00 M
- Gold Plated Rings ..... 16.00 M
- Hot Dogs ..... 16.00 M
- Copper Footballs ..... 6.75 M

(Parcel Post Prepaid on Charms)

**CHICLE TREETS**

25 Lb. Cartons ..... 45¢ Lb.  
Freight Paid on 150 Lbs.

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VICTOR'S  
TOPPER**



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IDEAS FOR OPERATORS!**

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USED MACHINES**

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- N.W. 2¢ 3¢ Porc. .... 7.95
- N.W. 3¢ 1¢ Porc. B.G. .... 7.95
- Master 1¢ Bulk Porc. .... 7.45
- Master 5¢ Bulk Porc. .... 7.45
- Master 1¢ & 5¢ Bulk Porc. .... 7.95
- Columbus 1¢ Bulk Porc. .... 7.45
- Silver King 1¢ B.G. or Mds. .... 7.45
- Silver King 5¢ .... 7.45
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- Advance 2¢ B.G. .... 7.45
- Advance 1¢ Mds. .... 5.95

**MERCHANDISE & SUPPLIES**

- Pistachio Nuts, Jumbo Queen ..... \$ .90
  - Pistachio Nuts, Vendor's Mix ..... .80
  - Cashew Whole ..... .59
  - Cashew Butts ..... .52
  - Peanuts, Jumbo ..... .34
  - Spanish ..... .28
  - Mixed Nuts ..... .55
  - Almonds 480 ct. 5 lbs. vac. pk. .... .85
  - Baby Chicks ..... .32
  - Rainbow Peanuts ..... .30
  - Boston Baked Beans ..... .30
  - Hobby Mix ..... .28
  - Jelly Beans ..... .28
  - Licorice Lozenges ..... .25
  - M & M ..... .44
  - Assorted Fruit Charms, 100 ct. .... .42
- Rain Big Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. ... \$ .28
- Adams Gum, all flavors, 100 ct. ... .42
- Wrigley's Gum, all flavors, 100 ct. ... .47
- Suchard Chocolate, 200 ct. .... 1.20
- Hershey's Chocolate, 200 ct. .... 1.30
- Minimum Order, 25 Boxes Assorted.
- Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
- 1/3 Deposit. Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
Longacre 4-6467

**Liggett & Myers, Amer.  
Chicle Income Rises**

NEW YORK, Nov. 28.—Liggett & Myers Tobacco Company earned a net income of \$6,196,000 for the third 1953 quarter ended September 30; for the like 1952 period, net was \$6,631,000.

For the first nine months of this year, however, net income was above that for the comparable period last year: \$16,714,000 and \$15,718,000 respectively.

American Chicle Company reported a rise in net income in the July-September quarter this year over last: \$1,235,872 against \$1,064,029. For the first three 1953 quarters, net was \$3,426,939, compared with \$3,061,819 a year ago, showing another increase.

**N. D. Cig Receipts Drop**

BISMARCK, N. D., Nov. 28.—The State treasurer reported that for September cigarette and snuff taxes yielded \$235,425, compared with \$254,676 in September, 1952. The additional cent-a-pack tax for municipalities yielded \$45,598 this September, compared with \$49,685 for September, 1952.

Collections of cigarette and snuff taxes for the first nine months of 1953 amounted to \$1,908,478, a drop of 4.9 per cent from the comparable 1952 period, while the cigarette tax for cities was \$367,117, down 5.24 per cent.

**New Peter Paul Director;  
Expand Stockholders**

NAUGUATUCK, Conn., Nov. 28.—Peter Paul, Inc., elected Charles Beust a director at its annual stockholders meeting. President John H. Tatigian also announced that approximately 700 new shareholders had been added in the past year, bringing the total to over 5,800.

Net earnings of \$2 per share on 681,403 par common shares in the 1953 fiscal year were reported. A regular quarterly dividend of 50 cents a share was voted, payable December 10 to stockholders of record November 13.

**Charter Vending Co.**

COLUMBIA, S. C., Nov. 28.—General Vending Company, Inc., Greenville, S. C., has been granted a charter by the State. General Vending proposes to operate, maintain, rent and sell coin-operated machines. Authorized capital stock is \$50,000. Robert E. Unger is president.



**VICTOR 5¢ ROCKET**

**THE BABY GRAND of CHARM VENDING**  
All the earning power that can be built into a bulk vendar.

**THE BABY GRAND DELUXE**  
is being operated extensively . . . and successfully.

**AND NOW PROVIDING for**  
vending a much wider variety of ROCKET CHARMS (Trademark) . . . per illustrations in this advertisement.

**OPERATORS**  
Contact your nearest VICTOR distributor at once for full details.

Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.

**VICTOR VENDING CORP.**  
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The Biggest Assortment of  
**ALL-STAR GIMMICKS**  
Ever Assembled in One Mixture  
Twenty-Five Assorted  
**ALL-STAR GIMMICK MIX**

**\$12.50** per 1,000  
f.o.b. Jamaica, New York  
Or: At Your Distributor.

This is the ANSWER to your GIMMICK REQUIREMENTS. Here's an ALL-STAR GIMMICK MIX containing Twenty-Five (25) Assorted Gimmicks, including the Newest, Bestest and Most Gimmicks obtainable.

This Mix includes Sparkle Rings, Hot Dogs, Hamburgers, Flower Pots, Toilet Seats, Tinsel Colored Bulbs, Gold and Plastic Teeth, Jumbo Bulbs, Gold Plated Trophies, Miniature Stamps, Records, Books and Magazines, 8-Balls, Metal Scissors, Cigarette Packs, Gold Bugs, Grocery Charms, Auto Tires, Luminous Faces, Fluorescent Varsity Letters, Cameo Charms, Miniature Foods, Import Items, Hearts, Loving Cups, Four Leaf Clovers, Horseshoe Luck y Charms—PLUS—all the latest items as soon as they are released.

This is a Big-Time, All-Star, Completely Assorted Gimmick Mix—your best buy.

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**HARMONICA**

**\$21.00** Per M  
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Comes in two tone assorted color plastic with genuine metal reed that produces sharp, clear tone. Has loop for stringing.

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of 4, less than 25 cases.  
**\$48.00** per case  
of 4, 25 cases or more.

We stock the complete line of Victor vendors.  
**BIRMINGHAM VENDING CO.**  
540 Second Ave., No., Birmingham 4, Ala.

**Chicago**

Continued from page 117

packs are favored in some areas, energetically voted down in others.

4. Present average 2.85 cent cost to the operator per nickel pack has moved closer to that of nationally accepted nickel candy bars, which is 2.95 cents per bar.

5. Cookies will be retained by at least 95 per cent of all operators now using them; their use will be expanded gradually but consistently by this group as they add additional candy equipment.

**Op Suggestions**

The three suggestions made by operators as most-desired from cookie makers, in the following order, are:

1. Greater variety.
2. Improve packages for greater visual appeal.
3. Develop non-crumble type cookie.

Airport Vending Service, Chicago which operates most of its equipment in captive locations, devotes at least one column in most candy units to cookies. In captive installations, it makes it a practice to use separate machines for candy and cookies (thus former do not have cookie columns). In smaller offices and industrials, where volume does not warrant dual unit placement, often as many as three cookie columns are used in a seven or eight column machine.

"There is a sufficient amount of cookies in the nickel pack for the average customer, so we do not use dime packs," said Bernard Kiley, head of Airport Vending.

**NY Expansion**

In New York, operators report intentions to expand present cookie volume as they enlarge their routes. They will go into all new industrial locations. But they will be nickel packs, was the general consensus.

Actually, due to factory layoffs, cookie sales per unit are down 20 per cent (comparable with other industrially-vended products) from a year ago.

In spite of special cookie vending problems in his area, William Butler, of Canteen Company of South Florida, Miami, stated cookies now account for 30 per cent of his firm's volume.

Said Butler: "Our summers, roughly from May until November, are a hazardous time for the cookie operator." Especially so during the hot, humid period of August thru October, when peanut-cheese may easily become rancid, chocolate melts and raisins attract worms, it was pointed out. While dime cookies have not been tried, acceptance of 10-cent candy in certain public locations and tourist spots indicates possibilities in this direction, Butler noted.

Due to the humidity, cellophane wrappers frequently stick to the metal tray in the vender. Possibly a different type of cellophane would eliminate such sticking, he said.

**Harmonica Charms**

NEW YORK, Nov. 28.—Paul A. Price, Inc., last week went into production on his harmonica charm. The units come in two-tone assorted colors and have metal reeds which give tones. The harmonicas come with loop stringings.

**Detroit**

Continued from page 117

according to operators. Tastes of customers at a given location govern this variation.

There is also a seasonal variation, ranging around 25-35 per cent; cookies are up in the winter as a rule. For one thing, people tend to eat more. Cheese crackers, however, are good sellers all year around.

While levels of business show conflicting returns currently, (some operators report a drop of around 10 per cent from a year ago, others report an improvement), the general agreement is that cookies have held their own over a 2-year period, or shown a satisfactory improvement.

These trends are based upon average sales per machine, rather than gross sales reports. The latter would show a pickup because of a steady increase in the number of machines having cookies.

The proof of cookie acceptance is that operators appear ready to continue their expansion of baked sweet vending on a steady rather than spectacular scale.

**Dime Pack Views**

Reports on dime cookie packs are contradictory. Operators who use them, including some of the larger firms, seem to be well satisfied; they indicate there is no consumer resistance to the higher price.

However, there is a strong opposing point of view, based on the existing packaging situation for one thing; that of offering six cookies for 10 cents, and four for a nickel. This is illogical merchandising, some operators declared.

"We are in locations primarily to give service," Earl Poppenger, manager of F & W Products Corporation, said. "And I don't think we are doing that when we are giving only six for a dime."

Operators pointed out that, with the wide acceptance of cookies in industrial locations, there is a question of policy involved — if the workman eats six cookies, it takes him perhaps half again as long away from his post on the job — and the foreman is inclined to dislike the prolonged absence. Having him come back twice a day for a nickel package, for a shorter time each trip, is better—and the gross sale is the same.

The prevailing ratio of cookie columns to candy appears to be one to 10. Actually, it ranges from zero to three columns—in eight or six-column machines, according to location taste. Three cookie columns, tho, appear in only a small percentage of locations, usually where there are drink machines.

Operator sentiment is encouraging to cookie manufacturers—the consensus; "Manufacturers are doing a good job, especially in regard to packaging."

Operators, however, tend to be selective in their buying, taking the top item from each line according to their own location experience, rather than buying an entire line.

**ABCB Predicts**

Continued from page 117

industry is capable of producing with present plant capacity.

If the industry's 5,750 bottling plants were selling all of the products they are equipped to produce, even on a one-shift basis, the annual volume would be closer to 450 bottles per capita than the present level of approximately 180.

But the wide gap between current sales levels and the industry's ability to produce "should not be discouraging," ABCB declared. It explained: In 1919 per capita consumption was 38 bottles; in 1936, this had risen to 59.4 bottles, and since 1936, per capita consumption has increased by 300 per cent.

**Cig Mfrs. Set**

Continued from page 117

the average charge in these States. Increased federal and State excise taxes and a bigger take for the cigarette maker and distributor have forced the retail price of a pack of cigarettes up 30 per cent since the end of World War II, according to an Agriculture Department report.

Under existing law the 8 cents a pack federal tax on cigarettes will drop to 7 cents April 1, 1954. Several bills are pending in Congress to reduce this tax further.

**Hot Sandwich**

Continued from page 117

Chicago in 1950, and Rudolph estimated at that time Timm would build 2,500 machines in 1951. R. M. Waggener, Timm vice-president, handled the seven experimental models in Chicago. One machine dispensed 474 sandwiches in seven hours. A machine at the Chicago Cubs baseball park did a land-office business. Other locations, including subway stations, were tried and found to be successful.

**Swift Makes Sandwiches**

Timm had Swift & Company of Chicago make the sandwiches for the machine. The sandwich consisted of a skinless frankfurter, plus a piece of cheese in a bun, wrapped in a paper napkin and encased in a sturdy cylinder. Swift supplied the ingredients for the sandwich, ordered the buns, bought the cylinders and printed the napkins.

Timm looked forward to tremendous growth with the vender. Waggener planned to own and operate at least 300 machines in Chicago eventually. Timm figured the business would grow rapidly and the sandwich would prove popular since the machines were convenient and easy to operate.

**IN STOCK VICTOR'S**



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

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Model B-600, Ser. #470, with 10¢ slot and waste receptacle. Used three months.  
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**YOU HAVE TRIED THE REST... NOW BUY THE BEST!**

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LARGEST GLASS GLOBE STYLE

**TOPPER DELUXE**

**\$14.25** each  
Cases of Four (Minimum Order)

**TWIN WINDOW STYLE 50c EXTRA**



**\$13.50** each  
100 or more HALF CABINET STYLE SAME PRICE AS GLOBE STYLE



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The Operator's Choice... The World's Finest Bulk Vender...  
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GUGGENHEIM'S latest action charm!



"FLIP-IT"

MINIATURE PIN-BALL GAME

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Acme Vending Office Robbed

LOS ANGELES, Nov. 28.—The Acme Vending Machine Company was robbed last week of more than \$2,300 in bills and coins when burglars broke thru a six-inch wall and forced open a four-foot safe.

Lew E. Feldman, Acme head, discovered the robbery when he opened his place for business in the morning. To break into Acme's office, the burglars broke open the rear door of a next-door tire shop and cut a hole thru a hollow tile and plaster wall, according to detectives.

Drawers in Feldman's office had been ransacked, but the only thing taken from them, he said, was \$5 worth of Canadian pennies.

R. H. Braun Appointed Market Mgr. by Pepsi

NEW YORK, Nov. 28.—Pepsi-Cola Company appointed Robert H. Braun market manager in the sales promotion department, D. Mitchell Cox, vice-president in charge of Pepsi-Cola's sales promotion, announced.

Braun, formerly with the Thomas J. Lipton Company as advertising brand manager of Lipton Frostee dessert mixes, was with Biow Advertising Agency from 1946 to 1950. In 1949 he became assistant account executive for the Pepsi-Cola account.

Braun served as a pilot in the United States Navy from 1941 to 1945. He graduated from Bucknell University and attended New York University Graduate School of Business Administration.

FEDERAL COIN YIELD DROPS IN THIRD QTR.

WASHINGTON, Nov. 30.—Collections from the federal tax on coin-operated amusement devices for the first three months of the current fiscal year which began July 1 totaled \$4,565,000, trailing the same period of the previous year by \$43,000, according to Internal Revenue Service's latest tally today (30). The September "take" by the federal government amounted to \$251,000. In the same month a year ago, Internal Revenue chalked up a "book-keeping" figure of "minus" \$393,000. Internal Revenue Services explains this "minus" figure as resulting from book-keeping recapitulations.

Collections from the federal tax on coin-operated gaming devices in September totaled \$420,000, compared with \$1,119,000 the previous September. The total revenue from this tax for the first quarter of this fiscal year was \$7,368,000 compared with \$8,723,000 for the same period a year ago.

Federal tobacco taxes yielded \$140,000,000, compared with \$147,000,000 the previous September. The total for the first three months of the fiscal year is \$411,000,000, a decline of \$26,000,000 from the same period a year ago.

Clark Auxiliary Plant to Hit All-Out Production

EVANSTON, Ill., Nov. 28.—The first full-scale production line is just getting underway here in the modern, one-story building the D. L. Clark Company, Pittsburgh candy manufacturers, recently acquired from the John Horne Candy Company. It will be another step forward in Clark plans to decentralize its production program on a long-term basis.

While organization plans were taking shape, the plant was operating at about two-thirds capacity. The plant is expected to include two full-scale production lines by the first of next year.

Clark plans to employ 150 in the 35,000 square-foot plant, anticipating an early production of between 20,000 to 25,000 boxes a day. Altho producing only the Clark bar at the plant at present, the company plans to produce other Clark confections there as well. Ultimately, it is expected to supply the company's customers from Chicago to the West Coast.

Supplies In Brief

U. S. Department of Agriculture announced a second increase, totaling 100,000 tons, in the 1953 sugar quota. Action lifts the current allocation to 8,100,000 tons.

Readjustment was made, according to the department, because the amount of sugar used by industry has increased above government expectations.

Agriculture noted that distribution of sugar from January thru September this year totaled 128,000 tons over the corresponding period a year ago. Over-all distribution in 1952 was 8,104,000 tons.

More Pepsi for Mexico

NEW YORK, Nov. 28.—Pepsi-Cola Company announced that with the reopening of a modernized bottling plant in Tampico it has 26 bottling operations in Mexico.

W. B. Forsythe, president, said that by the end of 1954, Pepsi-Cola plans call for the establishment of 40 bottling plants in Mexico.

Forsythe also announced the board of directors declared a dividend of 25 cents a share, payable January 2, 1954, to stockholders of record December 9.

Conn. Park Meters

BRIDGEPORT, Conn., Nov. 28.—The city is preparing for installation of approximately 150 parking meters, with about 120 of them for the new municipal parking lot on newly acquired property leased from New Haven railroad.

The meters will permit 10-hour parking for 25 cents, and up to six hours additional at 5 cents an hour. Meters presently in use thruout the city do not allow more than 10-hour parking.

Hershey Profit Up

NEW YORK, Nov. 28.—The Hershey Chocolate Corporation reported a net profit of \$7,629,986 for the first nine months of 1953, equal to \$3.02 a common share.

Profit for the corresponding nine months last year was \$6,942,945, equal to \$2.78 a common share.

SALES MAKER! oak's NEW Rainbow 10-selector VENDOR Precision-built! Aluminum! Colorful columns, in red, gold and blue. Empire Coin Machine Exchange 1012 Milwaukee Ave. • Chicago 22, Ill.

SPECIAL Uneda Monarch Vends All King Size or Regular Size, 6 Cols., 380 Pack Cap. \$87.50 CIGARETTE MACHINES All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25¢ or 30¢ operation. (5¢.00 additional for 30¢ vending.) ROWE Diplomat Electric, 8 Cols., 340 Cap. \$175.00 Crusader, 10 Cols., 475 Cap. 155.00 President, 10 Cols., 475 Cap. 135.00 UNEDA Model E, 6 Cols., 168 Cap. \$75.00 Model A, 6 Cols., 180 Cap. 87.50 Model E, 8 Cols., 240 Cap. 85.00 DUGRENIER Model S, 7 Cols., All King Size, 210 Cap. \$85.00 CANDY MACHINES Rowe Candy Machine, 120 Bar Cap., 8 Cols. \$85.00 DuGrenier Candyman, 72 Bar Cap. 49.50 Uneda Candy, No Base, 102 Cap. 65.00 Stoner Candy Machine, Pre-War, 8 Cols., 160 Cap. 130.00 Stoner Candy Machine, Post-War, 8 Cols., 160 Cap. 160.00 Our Paints Are VENDERIZED Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.

UNEDA VENDING SERVICE, INC. 'The Nation's Leading Distributor of Vending Machines' NEW RECONDITIONED LIKE NEW 250 Meserole Street, Brooklyn 6, N. Y. • HEgoman 3-6295

NEW 5c ROCKET CHARM MIX (TRADEMARK) Now available for immediate delivery on ALL 5c ROCKET CHARM MIX... containing a LARGE variety of games, toys, keychain items, and rings for the sensational 5c ROCKET CHARM MACHINE. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots. The Victor 5c Rocket Charm Machine holds approximately 500 of "Logan's Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today. SPECIAL GET STARTED OFFER 4 Victor 5c Rocket Charm Machines \$57.00 2,000 "Logan's 5c Rocket Charm Mix" 40.00 TOTAL COST \$97.00 30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges. 916 Milwaukee Ave. Chicago 22, Illinois Packed & Sold 4 to the Case. Capacity 500 Rocket Charms. LOGAN DISTRIBUTING CO.

Milwaukee • Continued from page 117 cookie picture is a rather static one, Geiger's cookie vending quotient is limited to a basis of one cookie column for every three candy machines on location. Another slant is represented by Nick Stacy, of Stacy Bros. Vending Company. Here cookies are offered as a rule, only when locations request them. An enthusiastic report is made by Carl Millman, of Automatic Merchandising Corporation. A relative newcomer to the vending field, Millman operates a sizable number of soft drink, ice cream and coffee machines. He reports having experimented for about a year with cookies alongside his coffee machines with good results. "It is strictly plus business," he stated, "and the response has been surprisingly good. Cookies are a good item to use alongside hot coffee machines. We get our best sales from cheese cookies; but we are careful to keep alternating three or four different types so our patrons don't get bored with a monotonous fare." Price-wise, this is strictly a nickel pack town. Dime cookie packs, along with dime candy bars have made no visible impact on the vending market. A few operators report their peak cookie sales volumes in the fall and winter months. But, generally speaking, a sales graph here would show a level pattern thruout the year, with few ups and downs because of seasonal trends. Best selling cookie item, operators agree, are cheese cookies. Cookie buying patrons' taste preferences follow much along the lines of candy bar buying; they seem to stick to the better known varieties. Cookie manufacturers have shown great strides in improving their packaging, production and solving their servicing problems in the past few years, according to the opinion of Milwaukee operators. One operator ventured that the cookie manufacturers could aid sales even more if they slanted some of their advertising toward the prospective cookie vending machine patron—particularly the factory and office worker.

NEW YORK, Nov. 28.—The New York Candy Club, Inc., will hold its 30th annual beefsteak dinner December 5 at the Hotel New Yorker. The group met Thursday (19) at the Park Sheraton Hotel.

We Have Newer CHARMES! • NEW DESIGNS • NEW IDEAS • NEW FINISHES send 35¢ Complete Sample Kit False teeth • Silver tipped bullets • Ship-in-a-bottle • Light bulb • Cameo rings • Record albums IMMEDIATE DELIVERY National Sales Agents for ACORN CHARM VENDOR parts and accessories PENNY KING COMPANY 2538 Mission Street Pittsburgh 3, Pa.

Send for Your FREE Copy of RAKE'S NEW CATALOG TODAY! RAKE'S AUTOMATIC MERCHANDISER A guide to efficient and economical operation of coin operated machines. RAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

SALESMEN! Here is a real money-making opportunity! We have some choice territories available for a few top notch, experienced men! and, we have no objection to your selling other types of equipment. Contact us for full facts and particulars about exclusive representation arrangements. WRITE—WIRE—PHONE TODAY! JO-LO PERFUMATIC 328 Stevens Ave., Jersey City 5, N. J. Phone: Henderson 4-5890

YOU HAVE TRIED THE REST... NOW BUY THE BEST! VICTOR TOPPER HALF CABINET \$12.00 100 OR MORE MACHINES \$12.50 LESS THAN 100 MACHINES \$13.50 \$14.25 1/3 Deposit on all orders. PARKWAY MACHINE CORPORATION 715 Ensor St. Baltimore 2, Md.

Use The Billboard classified pages for RESULTS!

# Cig Venders Rank 2d In Retail Outlet Pic

Continued from page 117

premium-priced and flat pack cigarettes, dual and treble pricing, as well as flat-pack columns, are to be found in Apco, Rowe, Eastern, Hawkeye and A&A venders. In addition, Yolen and Lehigh make flat-pack venders which may be attached to regular units.

On the whole, makers of cigarette venders have been keeping pace with the growing public acceptance of king-size, flat-pack and premium priced brands.

According to the survey, vending machines have increased their volume from \$669,280,000 in 1951 to \$703,404,000 in 1952—a gain of \$34,124,000, or 5.9 per cent, and a gain of \$57,114,000, or 8.83 per cent over 1950. The increase during the 1951-'52 period represented a new, all-time high for the 19th consecutive year. The percentage rate of increase was less than that of 1951.

Cigarette consumption in 1952 approximated 394 billion tax-paid units—4.17 per cent more than were consumed in 1951, and 9.41 per cent more than in 1951.

The average American smoker exhales more than \$97.54 worth of cigarette smoke a year, the survey said. This record-breaking amount was \$8.98 or 7.7 per cent more than in 1951.

On the retail distribution level, the survey cited the growth of new brands and new types and sizes of established brands since 1950. It termed this growth "an unprecedented decentralization of retail cigarette sales."

It pointed out that a decade ago, four or five brands accounted for the preponderate majority of cigarette volume, and that, as a corollary of such concentration, bulk retail distributors garnered an increasing share of cigarette sales.

The survey added that the impetus provided by the marketing of new brands, types and sizes revitalized many independent retail merchants.

Leading outlets listed according to share of market are: Independent food stores (19.4 per cent), vending machines (16.2 per cent) chain supermarkets (11.6 per cent), cigar stores, stands (9.8 per cent), independent, drugstore (7.2 per cent) military installations (4.4 per cent) and chain drugstores (2.2 per cent).

In gain or loss of market share, the survey released the following figures: Losses, vending machines (1.21 per cent), cigar stores, stands (.85 per cent), military installations (1.75 per cent), mail order (5.55 per cent), hotels, tourists, courts, amusements (7.69 per cent), gasoline service stations (12.50 per cent). Gains, independent food stores (1.75 per cent), chain supermarkets (1.62 per cent), independent drugstores (1.03 per cent), restaurants, bars, liquor stores (1.40 per cent), department variety stores (4.76 per cent).

## Coffee Charges

Continued from page 117

coffee machines in upper story hallways and lounges.

Mills also predicted that minimum coffee charges would invite competition from other cafeterias and restaurants in the form of automatic "coffeeclutch" corners where venders would serve one and two-cup drinkers at low cost.

"Coffee venders, serving customers faster than waitresses or cafeteria lines, also eliminate the cost of purchasing and serving coffee, cream and sugar, and dishwashing," Mills said.

## Ice Cream Production Up, 17% Sept. Gain

WASHINGTON, Nov. 28.—Ice cream production during September was up an estimated 7 per cent, compared with the like month a year earlier, and 8 per cent above the average for the five-year period, 1947-'51, U. S. Bureau of Agricultural Economics reported.

The month's total output was the highest for September since 1947.

Production during the first nine months this year totaled 485,690,000 gallons, up 2 per cent from the same period of 1952 and up 3 per cent from the average of the first three-quarters during 1947-'51.

# 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 venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 28	Issue of Nov. 21	Issue of Nov. 14	Issue of Nov. 7
Advance Model D Ball Gum...	\$7.45	\$7.45	\$7.45	\$7.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	10.00	10.00		
Atlas Nut, 1c.....		6.50		6.50
Coca-Cola Cup Dispenser....	95.00	95.00		
Coles 3 Drinks.....		750.00		750.00
Columbus 1c.....	7.45	7.45	7.45	7.45
Craig Ice Cream Vender, 10c.	250.00	250.00(2)	250.00	250.00(2)
Drink-O-Mat 1,000 Cup.....		350.00		350.00
Drink-O-Mat 3 Drinks.....		475.00		475.00
DuGrenier Candyman.....	49.50	49.50	49.50	49.50
DuGrenier S (7 col.).....	85.00	85.00	85.00	85.00
DuGrenier Champion (9 col.)..	125.00	125.00	125.00	125.00
DuGrenier Model W (9 col.)..	115.00	125.00	115.00	125.00
Exhibit Card Vender, 1c.....	15.00	15.00	15.00	15.00
Foot Ease (Exhibit).....	85.00	85.00	85.00	85.00
Hot Snack Bar, 5 col.....	150.00	150.00	150.00	150.00
Hupp Cold Drinks.....	110.00	110.00	250.00	250.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vender	125.00	125.00		125.00
Lehi PX (8 col.).....		125.00		125.00
Lehi PX (10 col.).....		135.00		135.00
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95
Master 1c.....	7.45	7.45	7.45	7.45
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy (5 col.).....	89.50	89.50	89.50	89.50
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National Candy, 9 M.....	65.00	134.50	65.00	95.00
National Electric.....		95.00		95.00
National 930.....	130.00(2)	95.00	130.00(2)	95.00
National 950.....	145.00(2)	125.00	145.00(2)	125.00
Northwestern 33 Ball Gum...	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c.....	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....	49.50	49.50	49.50	49.50
Revco Ice Cream Vender, 10c		150.00(2)	260.00	150.00
Revco Ice Cream Vender, 2 col., 10c.....		395.00		395.00
Rowe Candy (8 col.).....	85.00	124.50	85.00	85.00
Rowe Crusader (10 col.)....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	175.00	175.00	175.00	175.00
Rowe Imperial (6 col.).....		85.00		85.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.)....	135.00	135.00	135.00	135.00
Rowe President (10 col.)....	155.00(2)	155.00(2)	155.00(2)	155.00(2)
Rowe Royal (10 col.).....	145.00	145.00	145.00	145.00
Shipman Candy (3 col.).....	39.50			
Shipman Gum (2 col.).....	19.50			
Shipman Lifesaver (2 col.)....	19.50			
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King 1c Mdse.....	7.45	7.45	7.45	7.45
Silver King 5c.....	7.45	7.45	7.45	7.45
Stoner Candy (8 col.).....	160.00	150.00		
Super Vend Selective Drink Vender, 3 Drinks.....	325.00	325.00	335.00	325.00
Uneeda Candy.....	65.00	89.50	65.00	
Uneeda Electric (8 col.)....		99.50		
Uneeda Electric (9 col.)....	125.00	125.00	125.00	125.00
Uneeda Model A (6 col.)....	87.50	87.50	87.50	87.50
Uneeda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)....	85.00	85.00	85.00	85.00
Uneeda Model 500 (9 col.)..	135.00	135.00	135.00	135.00
Uneeda Monarch (6 col.)....	87.50	87.50	87.50	87.50
U-Select-It.....	49.50	49.50	49.50	49.50
Wizard Scale.....		39.50		39.50



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.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

20 BRAND NEW  
5c Hot Nut Machines  
Slug proof, white enamel finish, 6-lb. capacity... \$12.50 Each  
Terms: 1/3 deposit, balance sight draft.  
Seacoast Distributors  
1200 North Ave. Elizabeth, N. J.

GIVE TO THE  
RUNYON CANCER FUND

## GET INTO BULK VENDING WITH VICTOR\*

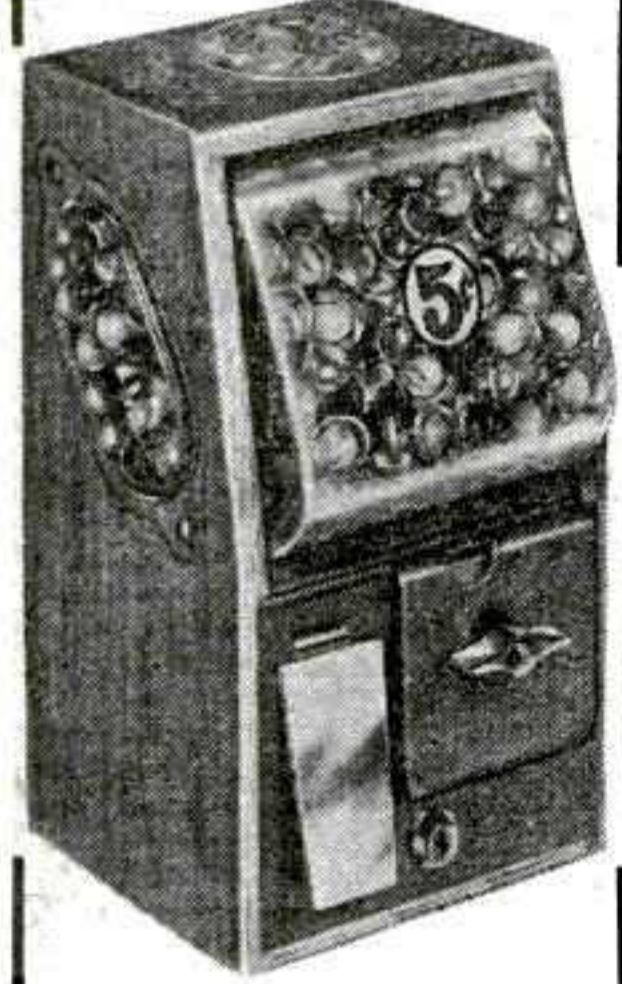
(\*Money-Making Machines)

Victor's Standard 16 Topper world's favorite.

100 or more, \$12.00 each.  
Less than 100, \$12.50 each.



Victor's Topper Deluxe (16) Your choice: Glass, Globe Style or Cabinet Style. 100 or more, \$13.50 each. Less than 100, \$14.25 each. (For Twin Window Style, add 50¢ per machine.)



Victor's Baby Grand Deluxe (hot profit maker) 100 or more, \$13.50 each. Less than 100, \$14.25 each.

### SPECIAL INTRODUCTORY OFFER!

One Victor's Baby Grand Deluxe filled with rocket charms... \$25. Put on location and watch what this baby can do!

We stock the complete line of Victor venders. All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.

Pioneer Vending Service  
590 Albany Ave. Brooklyn 3, N. Y.  
Phone: PResident 4-5358



## 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.

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Yes  Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 974

Name .....

Address .....

City..... Zone..... State.....

Occupation .....



## NEW 5c ROCKET CHARM MIX

(TRADEMARK)

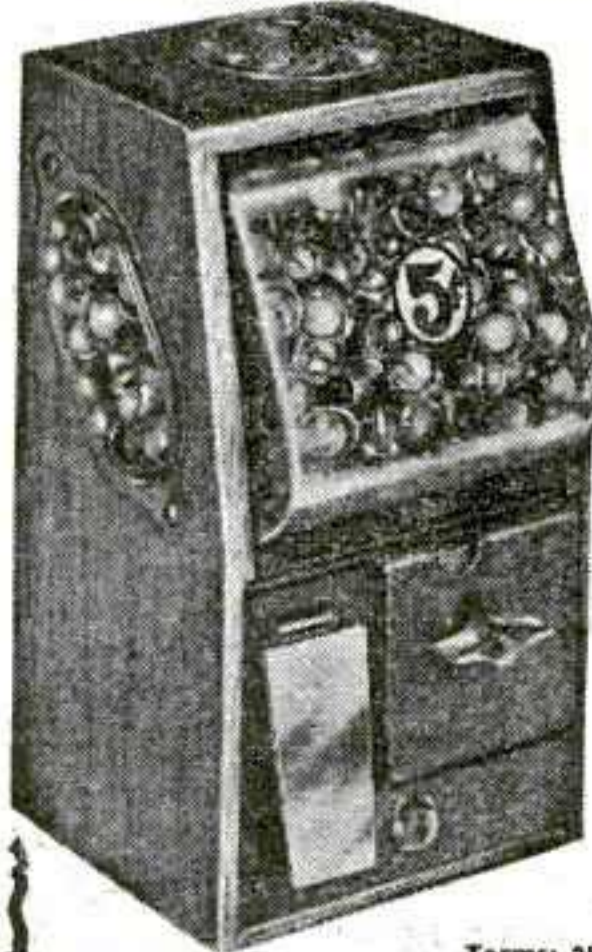
Now available for immediate delivery on ALL 5c ROCKET CHARM MIX... containing a LARGE variety of games, toys, keychain items and rings for the sensational 5c ROCKET CHARM MACHINE. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

SPECIAL GET STARTED OFFER  
4 Victor 5c Rocket Charm Machines ..... \$57.00  
2,000 "Graff's 5c Rocket Charm Mix"..... 40.00  
TOTAL COST \$97.00

30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

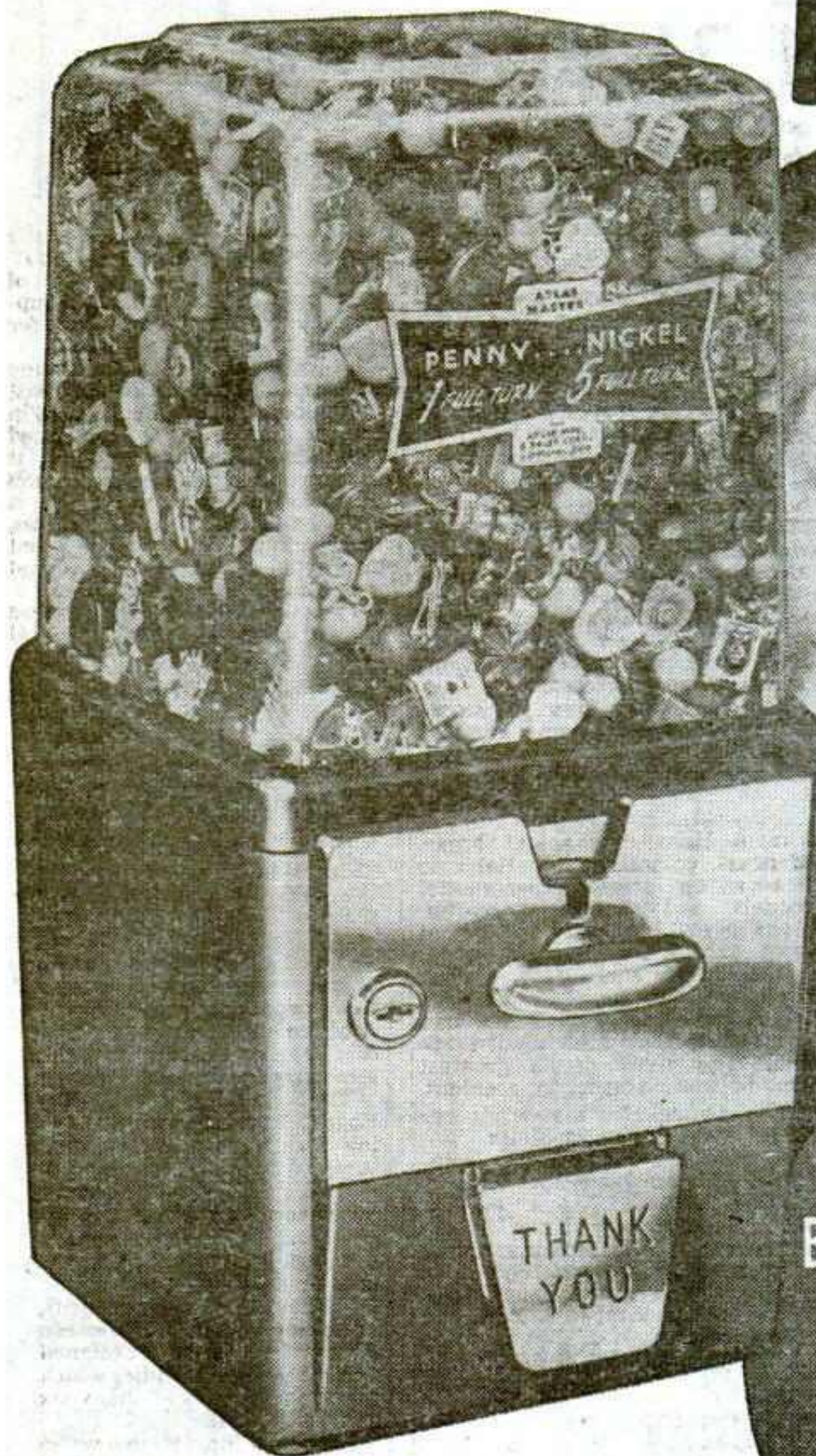
Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.



Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.

GRAFF VENDING SUPPLY CO. 2841 W. Davis Dallas, Texas

# The Vendor of '54



**ATLAS MASTER**  
*penny-nickel*  
**PROFIT MAKER**



the Modern  
 Ball Gum and Charm Vendor  
 for Bigger Profits—  
 more nickel sales—  
 faster emptying!

This new ATLAS MASTER Penny-Nickel PROFIT MAKER puts you into Big Business — with Biggest Profit Returns—at an absolute minimum of investment!

*Brand New features* **FOR**

## BIGGER GROSSES—BIGGER PROFITS

- 1- Also can vend NUTS and CANDY — with optional penny or nickel only operation!
- 2- Big 8½ lb. capacity globe — prefilled and closed to save time on route — full open bottom for easy washing — better display surfaces — waterproof!
- 3- Charm loader displays **all** charms against glass for maximum visibility and strongest patron pull — large slot wheel takes **BIG CHARMS!**
- 4- Slug proof — sealed coin boxes available — coin handle “shear pin” protects against forcing — “kickout” prevents jamming and misses”!
- 5- All die cast — service-free operation — “lift-out” lock and coin mechanism for easy servicing!

Be first with this outstandingly modern ball gum and charm vendor in your territory! Start new routes—incorporate it in your old route!

**ATLAS** MFG. & SALES CORP.  
 Manufacturers of Coin-Operated Vending Machines Since 1925

12220 TRISKETT ROAD CLEVELAND 11, OHIO  
 Phone: ORchard 1-7725

**ATLAS MFG. & SALES CORP.**

12220 Triskett Road, Cleveland 11, Ohio

Gentlemen: Please send me full information about your new 1954 Atlas Master.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**Get the facts — fill out coupon and MAIL TODAY!**

## HAS TV TIE-IN

### Williams Bows First Ride at NAAPPB Show

CHICAGO, Nov. 28.—Williams Manufacturing Company, thru Sam Stern, vice-president, announced it would unveil its Flub-a-Dub coin-operated ride at the NAAPPB trade show.

Williams is a major manufacturer of amusement games and Flub-a-Dub is its first ride. The firm's regular distributors will handle the ride.

Flub-a-Dub was named after a character on the "Howdy Doody" NBC-TV show. Because

## '3-D OR NOT 3-D' NO QUESTION

CHICAGO, Nov. 28. — Three-D or not three-D is not "the question." The 3-D machine is bound to figure prominently in the coin machine industry, judging by activity already reported.

The International Mutoscope Corporation, Riteway Sales, Al Simon and the Capitol Projector Corporation have each announced 3-D entries. International recently began production on its 3-D Art Parade viewer, which will be exhibited for the first time at the annual convention of the National Association of Parks, Pools & Beaches opening here tomorrow.

Bill Rabkin, Mutoscope president, said details would be announced at that time. The unit will offer 10 different shows, with art pictures for adults, and comics and Westerns for children.

Nat Cohn, head of Riteway, said their 3-D Kiddie Theater, five units of which are to be displayed at the NAAPPB show, offers five subjects—education, scenic, Western, cartoon and comics. Each subject will cost 10 cents, he said. Capitol will also display its 3-D units at the NAAPPB show.

Al Simon's entry—the 3-D Stereorama—is available in two sizes, one for adults, one for children, with 20 views for 10 cents.

## Pittsburgh

Sidney Reinwasser recently drove to East Liverpool, O., where his relative, Marty Gluckow, who operates a candy and ice cream route, held open house.

Alfred Rosenzweig, Automatic Food and Refreshment Company, returned from a month vacation in Panama, Colombia, Venezuela and Honduras. . . . Charles L. Porta, owner of Charles L. Porta Vending Machines, has been in the business for 26 years.

Sidmor Vending Company will introduce some new charms soon. . . . Joseph McGlenn expects a pick-up in cookie route business with cooler weather.

**"SABRE JET RIDE"**

**"KIDDIE TANK RIDE"**

Be the first to have these sensational new coin-operated rides. Write today for catalog of our complete line of coin machines.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

## RIDES REAP REWARD

### Review of 22-Year History Accents Recent Trade Gains

By ROBERT DIETMEYER

CHICAGO, Nov. 28.—Coin-operated kiddie rides have a long "book" history, dating back to 1931, but a short "big business" history, dating back only to 1951. That 20-year span, while not a period of great growth for the rides, still was a period of great activity by kiddie ride pioneers.

The kiddie ride business entered its "big business" phase in 1951 following tremendous promotion, and has been growing steadily since, expanding into supermarkets, variety stores, drug stores and other retail outlets. Otto Hahs, head of the then

little-known Hahs Machine Works, in Sikeston, Mo., built a mechanical horse for his youngsters and their playmates in 1931. History was in the making. Hahs immediately saw the horse's commercial possibilities. He adapted the horse for coin operation, and it proved an instant hit in the Sikeston area.

#### First Show in '32

In 1932, Hahs took several horses to the annual convention of the National Association of Amusement Parks. His horses won an award for the best new piece of equipment. At the 1933-'34 Chicago World's Fair, and later at the 1939-'40 New York World's Fair, Hahs ran horse concessions which proved successful.

The next big step in kiddie ride development came in 1949 when Harry Julius, of the Tampa Amusement Company, roused to action Frank Mencuri, Exhibit Supply sales manager, by showing him a Hahs mechanical horse. Mencuri commissioned Hahs to make up some experimental models, and shortly thereafter, Hahs signed a royalty agreement with Exhibit Supply.

Yet, in the early part of 1950, the horse ride was still considered an Arcade piece. No one had grasped its basic merchandise appeal. The phase of its greatest growth was hit upon by accident.

The manager of a new Kresge store—set to open in Sioux City, Ia.—noticed a reference to coin-operated horses in a special issue of The Billboard, contacted Exhibit Supply (advertising in the same issue), and had one placed in the store for opening week. The experiment was successful. Ride receipts climbed so high and lines grew so long that another

concession was set up nearby which included guns, cowboy outfits and related items—all of which sold quickly. Exhibit Supply realized that a new era for the coin horse was underway.

Not long after, Matty Carbone sold horse units to the Goldblatt and Wieboldt department stores in Chicago. The move convinced most ride manufacturers that if the horse could be used as a trade puller for department stores, it could be used in chain stores, supermarkets, drug stores and other retail outlets. The potential for operators too, was obvious.

Promotion of the rides was (Continued on page 124)

## NAAPPB Show Holds Coin Trade Answers

CHICAGO, Nov. 28.—Before the 35th annual trade show ends at the Hotel Sherman Wednesday (20) night, several big questions are expected to be answered to shape the course of future exhibits featuring coin-operated amusement units.

Among them are:

1. If interest in coin equipment keeps growing why doesn't the industry have its own amusement convention?

2. Are outdoor interests becoming more coin machine minded?

The current convention has been highlighted by 22 exhibits with coin rides, games, target guns, music machines and venders. Alto it is basically a show for outdoor amusement equipment

and supplies, more than 30 per cent of the booths have coin displays exclusively.

Pointing up the heavy interest in the NAAPPB annual as a coin event is the anticipated attendance of at least 1,000 visiting operators and distributors. These are in addition to the 4,800 persons who will be on hand chiefly to become informed on outdoor show developments.

Among the major coin machine manufacturers with booth space are Exhibit Supply, Evans, A.T.B., Bally, Williams, Genco and Chicago Coin, all of Chicago. Exhibitors from the Eastern trade include Mike Munves Corporation, Riteway Sales, Meteor, Capitol Projectors, Scientific and International Mutoscope.

## Dave Simon's Kiddie City Plans Rolling

NEW YORK, Nov. 28.—Dave Simon, head of Simon Sales here, is in the process of building what appears to be one of the largest kiddie parks in the United States in the Douglaston section of Queens, New York. (See Park department.)

Simon, a distributor for United Manufacturing Company since it was formed, has been in the coin machine business for more than 30 years and is regarded by many as dean of the coin amusement machine industry in New York.

The funspot, Kiddie City, was conceived by Simon and designed by Bill De L'Horbe, of the National Amusement Device Company, Dayton, O.

Coin-operated kiddie rides will play an important part in the funspot, with boat, tank and jeep rides already bought and ready for installation. The Arcade, too, will figure prominently in the setup.

## HORSE FIGURES IN KID TV SEG

NEW YORK, Nov. 28.—A coin-operated horse ride figured in the Sunday morning (22) video show, "The Children's Hour," over WNBT here. Gioia Lombardi, a mop-pet singer, delivered her number, "Since I've Learned to Ride a Horse," while mounted on the mechanical steed.

## Trade Directory

For ready reference, here is a guide to new products, new firms and office and personnel changes in The Billboard issues November 7 thru November 28.

### New Equipment

- 3-D machine, 3-D Stereorama, Al Simon, New York
- 3-D machine, 3-D Theater, Riteway Sales Company, New York
- 3-D machine, 3-D Art Parade, International Mutoscope Corporation, New York
- Five-ball game, Gun Club, Williams Manufacturing Company, Chicago
- Five-ball game, Pin Wheel, D. Gottlieb & Company, Chicago
- Shuffle game, Shuffle Pool, Genco Manufacturing & Sales Company, Chicago
- Clock-radio, Trad Television Corporation, Asbury Park, N. J.
- Sandwich vender (hot-cold), McCann Engineering Company, Los Angeles
- In-line scoring game, Palm Springs, Bally Manufacturing Company, Chicago

### New Firms

- W. W. Coin Machine Sales, River Rouge, Mich., established by Wallace W. Taylor, operates shuffleboard and bowling alley game machines.
- Capitol Vending Service, Washington, formerly Matthews Vending Company, purchased by Douglas Johnston and William Steinfeld from James Matthews, operates Snively equipment and soup venders.
- Diamond Vending Inc., Georgetown, Del., was chartered by the State to deal in vending machines.
- Hi-Park Amusement Company, Detroit, established by Gordon

and Ann Snell, operates photographic coin machines. United Dryer Company, Chicago, established by Bill Cohen and (Continued on page 124)

## SHOW \$15,000 SADDLE AT NAAPPB MEET

CHICAGO, Nov. 28. — Exhibit Supply, a pioneer of the coin-operated horse, will feature the \$15,000 Roy Rogers "Tournament of Roses Saddle" at its display booth at the annual convention of the National Association of Amusement Parks, Pools & Beaches, opening here tomorrow.

The saddle, which Roy Rogers Enterprises is allowing Exhibit to display, features 10 dozen red roses overlaid on gleaming white plastic, with saddle, tapadras, martingale, and all other gear edged in deep blue, and displayed in a lucite case.

William B. Vandegrift, president of the All-Western Plastics Company, designed and created the saddle, which required more than six months to make.

Exhibit Supply, now in their third year with Roy Rogers Enterprises, is exclusively licensed to produce a replica of Roy's "Trigger" as a coin-operated kiddie ride.

Exhibit will also display at the NAAPPB show a wide variety of kiddie rides, including seasonal animal rides, rocket rides, gun games and Arcade equipment.

**NOW in the 4th YEAR**

**of Continuous Production!**

Ride Big Bronco 10¢

RIDE FOR FUN RIDE FOR HEALTH

**Steadiest profit-maker in the industry!**

**EXHIBIT SUPPLY** • 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

## Calendar for Coinmen

- November 29-December 2—National Association of Amusement Parks, Pools and Beaches 35th annual Convention and Trade Exposition, Hotel Sherman, Chicago.
- December 3—Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford.
- December 5-6—Music Guild of Nebraska, quarterly meeting, Evans Hotel, Columbus, Neb.
- December 12—Amusement Machine Operators' Association of Dade County, annual banquet and dance, Saxony Hotel, Miami Beach.

# REVIEW 22-YEAR HISTORY

• Continued from page 123

launched and led to tie-ins with movie-radio-TV cowboy stars Gene Autry, Roy Rogers and the Lone Ranger.

Altho most operators believe the horse will remain the big draw, other rides which have come will always enjoy profitable spots—jet planes, speed boats, and a wide variety of animals such as Elsie the Cow, Rudolph the Red-Nosed Reindeer, Peter the Rabbit.

The experiment begun by the manager of the new Sioux City Kresge store started something in the Kresge chain. Kresge officials now encourage the installation of kiddie rides thruout their 700-store variety chain. Included in the blueprints for the new Kresge store at the new shopping center at Park Forest, Ill., was space for kiddie rides. Three rides—horse, rocket and a two-horse Merry-Go-Round—now adorn the large central display window of that store.

The 1,960 variety stores of the F. W. Woolworth Company serve as key locations for kiddie rides.

### Top Volume Spots

The number of variety stores thruout the country—5,465-plus—and high, steady traffic of pre-school and primary grade young-

sters combine to make the 5-and-10 stores top volume spots.

Most of the major Chicago department stores now have rides—Marshall Field & Company; Carson, Pirie Scott & Company; The Fair; Mandel Brothers; Henry C. Lytton & Company; Goldblatt Bros. and Sears Roebuck & Company.

New York buying offices for chain and department stores thruout the country are buying rides for chain and department store operation. Among the Gotham chain and department stores which have rides on location are Macy's, Wanamaker's, Gimbel Brothers. The latter two also have rides in their Philadelphia stores.

At Burdine's, Miami's largest department store, a Miss America boat ride and an Atomic Space Ranger have a large moppet following. A Big Bronco horse installed about two years ago in the toy department has consistently had an excellent business. A Miami W. T. Grant store window sports a Miss America boat ride which is proving a tremendous dime-getter.

### Supermarkets

Besides variety and department stores, supermarkets across the country are now using kiddie

rides for the dual purpose of additional income and, most importantly, for its big hand in increasing business. Many new supermarket blueprints include plans for kiddie ride installations. Star Supermarkets in Boston, Dominion Stores in Canada and the IGA chain are among the chains which look forward to kiddie ride operations. Virtually all supermarkets in Indianapolis are equipped with coin-operated horses.

Fred Meyer, Inc., Portland, Ore., operator of 16 grocery-variety stores, has enjoyed a profitable kiddie ride operation. While the return on every foot of floor space is carefully calculated in the cost accounting, the company has found that kiddie rides have more than justified the relatively small amount of space they occupy.

### Outdoor Locations

Altho department stores, variety stores and supermarkets have so far provided the greatest coin-operated ride field, operators look ahead to the development of outdoor locations. Among the possibilities they vision are coin-operated Kiddielands, coin ride areas in amusement parks, mass beach installations, and seasonal locations in resort areas.

The coin-operated kiddie ride business is currently going thru a leveling-off period which should have a solidifying effect on the trade as a whole, according to a survey of operators and distributors completed by The Billboard recently. Most "fly-by-night" manufacturers, the survey

• Continued from page 123

Oscar Schultz, produces hand dryers.

Schwartz Amusement Company, Miami, established by Mel Schwartz, operates games and jukes.

### Distributors

Valdes & Varona Havana, covering Cuba for Devices Manufacturing Corporation, Chicago.

Mid-West Distributing Company, Rockford, Ill., covering nine Northern Illinois counties for Rock-Ola Manufacturing Company, Chicago.

Dan Stewart Company, Los Angeles, covering Southern California and Salt Lake City for Rock-Ola Manufacturing Company, Chicago.

Nova Apparate M.B.H., Hamburg, covering Western Germany for Rock-Ola Manufacturing Company, Chicago.

Century Products, Ltd., Toronto, covering Eastern Canada for Stoner Manufacturing Corporation.

### Mercury Record Distributors,

showed, have now dropped out of the field, and manufacturers who have stood the test of time and have concentrated on top workmanship, are just beginning to get greater profit from their efforts. Because of this, operators predict they will now be better able to provide good service. It looks as if the biggest "big business" history of coin-operated kiddie rides is yet to be written.

Miami, covering Florida for Mercury Records, New York.

Mercury Cigarette Vendors, New York, covering New York State and Northern New Jersey for Mercury Vendors, Inc., New York.

Birmingham Vending Company, Birmingham, covering Northern Alabama for Genco Manufacturing & Sales Company, Chicago.

Franco Distributing Company, Montgomery, Ala., covering Southern Alabama for Genco Manufacturing & Sales Company, Chicago.

Friedman Amusement Company, Atlanta, covering all of Georgia except a few Southern counties for Genco Manufacturing & Sales Company, Chicago.

Automatic Enterprises, Inc., Los Angeles, covering Southern California for Northwestern Vending Company, Los Angeles.

James H. Martin, Inc., opened new headquarters at 1343 S. Michigan Avenue, Chicago.

Minthorne Music Company, Los Angeles, opened branch office in Palm Springs, Calif.

### Associations

The Amusement Machine Operators' Association, Miami re-elected Willie Blatt president.

The Kansas Music Association, Wichita, Kan., re-elected Louis Ptacek president.

The International Popcorn As-



**NEW LOW, LOW PRICE!**

**BERT LANE MUSICAL MERRY-GO-ROUND**

**NEW MODEL . . . SAME BERT LANE QUALITY!**

**SMALLER FLOOR SPACE . . . SAME FULL-SIZE, EXPENSIVE LOOK!**  
 Only 42" Diameter . . . Completely Round Base . . .  
 Music Mechanism INSIDE. Coin Box on Center Post . . .  
 . . . Nothing Sticks Out!

**NEW FIBERGLASS HORSES . . . GORGEOUS!**

**NEW GALLOPING RIDE**

**NEW RUGGED CONSTRUCTION . . . ABSOLUTELY NOISELESS!**

**SAFE! NO OVERHANG—NO SQUEEZE!**

**SPECIAL 14-RECORD PLAYER WITH AUTOMATIC RESTACKER**

**NEW SELF-CONTAINED CASTERS—EASIEST TO HANDLE!**

**THE TOP RIDE IN TOP DEMAND BY TOP LOCATIONS!**


**THE BERT LANE CO., INC.**  
 372 N. E. 61st St.  
 MIAMI, FLORIDA Phone 84-2635

**4 REASONS WHY**

**Bally® KIDDY-RIDES**

**EARN BIGGEST PROFITS YEAR AFTER YEAR**

1. Flashiest Eye-Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction



**RIDE THE CHAMPION 10¢**

Start a steady-income route of Bally Kiddy-Rides now.  
 Finance-Plan available through leading Bally Distributors.

**Bally MANUFACTURING COMPANY**  
 DIVISION OF LION MANUFACTURING CORPORATION  
 2640 BELMONT AVENUE—CHICAGO 18, ILLINOIS

**KIDDIE RIDES METEOR—The Profit Line**

- ★ Designed for profit
- ★ Built to satisfy
- ★ 1 Year UNCONDITIONAL GUARANTEE
- ★ UL Approved
- ★ FREE INSURANCE

**METEOR MACHINE CORP.**  
 75 W. 45 St., N. Y. 36, N. Y.  
 WATCH FOR TUNG-GO Circle 6-2241 MAIL THIS AD FOR DETAILS

**BOOTHS 95, 96, 111, 112**

**OUTDOOR AMUSEMENTS EXPOSITION**

**SHERMAN HOTEL, NOVEMBER 29, 30, DECEMBER 1, 2**



**NEW—RECONDITIONED METAL TYPER MACHINES**



We Carry a Complete Line of Parts in Stock

**WRITE FOR PRICES NOW!**

Buy Your Aluminum Discs in Rolls of 100.

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave. Chicago 22, Ill.

sociation, Chicago, elected J. J. Fitzgibbons, Jr. as its first president.

**Personals**

R. W. (Bill) Hood was elected president and general manager of H. C. Evans & Company, Chicago, by the board of directors.

Jerry Weissman joined the sales staff of C. J. Van Houten & Zoon, Inc., New York.

Fred Jung joined the Vend-Rite Manufacturing Company, Chicago, as a partner.

Gordon Haase was appointed general manager of Mechanical Merchants, Inc., Chicago.

Frank Q. Doyle was appointed director of sales of coffee division, Cole Products Corporation, Chicago.

Robert G. Hamilton was appointed administrative assistant to the sales manager of the phonograph division, Wurlitzer

Company, North Tonawanda, N. Y.

Ray Joyner was appointed head of new coffee division, Mills Industries, Inc., Chicago.

John C. Rieger was appointed president of Champion Vender Company, Minneapolis.

Gen. James A. Van Fleet was elected to the board of directors of National Phoenix Industries, Inc. and Cantrell & Cochran Corporation, New York.

James Ingram was appointed sales manager by D. L. Clark Company, Pittsburgh.

Carl J. Bumer was appointed syndicate sales manager in charge of sales to supermarkets, chain and 5-and-10-cent stores by D. L. Clark Company, Pittsburgh.

M. W. McBrook was appointed sales representative for West Coast by Meteor Machine Corporation, New York.

K. G. Ford and H. Begnaud were appointed sales representatives for Louisiana and Mississippi by Meteor Machine Corporation, N. Y.

Francis E. Stern, president of Stern & Company, Hartford, Conn., retired.

J. Donald Cohon was appointed president of Stern & Company, Hartford, Conn.

Sebastian B. Ramagosa, Arcade manufacturer, Wildwood, N. J., passed away.

Theodore B. Keye, partner in several coin machine and operating companies, passed away in Washington.

Anthony H. Giffel, pioneer operator of games and music machines in Central Michigan, passed away in Detroit.

**FOR SALE**

**BINGO GAMES**

10 ABC	\$ 35.00 ea.
5 Five Star	30.00 ea.
3-4-5	50.00 ea.
3 Coney Island	99.50 ea.
3 Spot Lite	95.50 ea.
5 Atlantic City	195.00 ea.
5 Frolic	195.00 ea.
3 Beauty	295.00 ea.
4 Yacht Club	275.00 ea.
2 Dude Ranch	475.00 ea.
4 Tropics	395.00 ea.
3 Life A Line	40.00 ea.

2 Chicago Coin Four Player Derby ..... \$125.00 ea.  
5 United Shuffle Alley Express ..... 30.00 ea.

Immediate Shipment  
One-third certified deposit required with each order.  
Full payment with orders of \$50.00 or under.

**COIN MACHINE SERVICE, INC.**  
422 WILSON STREET SANTA ROSA, CALIFORNIA  
Phone: Santa Rosa 3713

**All the news of your industry every week in The Billboard . . .**

**Visit NAAPPB Booths 132-133-134-135**

and see why

**THE WHOLE TRADE IS TALKING**

about our

**NEW 3-D MOVIES**

and

**NEW KIDDIE RIDES**

**CAPITOL PROJECTOR CORP.**  
556 West 52nd St. New York, N. Y.

Manufacturers of Kidde Rides and the ONLY line of coin-operated Movie Machines.

**THE WINNING "RIDE" for 1954**

**Williams AND HOWDY-DOODY**

MOST FAMOUS T-V CHILDRENS' PERSONALITY present

**"Flub-a-dub"**

SEE MY LOWER JAW GO CHOP-CHOP-CHOP-AS INSIDE LOWER LIP AND TONGUE LITE UP TO AMAZE THE RIDER AND ATTRACT ALL ONLOOKERS AS WELL!

Follow the crowds to **HOWDY-DOODY "Flub-a-dub"!**

MELODIOUS MUSIC WHILE YOU RIDE!

with IMPORTED SWISS MUSIC BOX THAT PLAYS ONLY WHILE UNIT IS IN ACTION—OR CONTINUOUSLY—AT OPTION OF LOCATION.

OPERATE the SENSATIONAL HOWDY-DOODY "Flub-a-dub" for OVERFLOWING CASH BOXES!

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By special arrangement with Kagra Corporation, producers and owners of THE HOWDY-DOODY TELEVISION SHOW. Each operator granted Franchise License by Kagra specifying conditions of use.

4242 W. FILLMORE ST. CHICAGO 24, ILL. CREATORS OF DEPENDABLE PLAY APPEAL




# UNITED, STAFF TALK TURKEY

CHICAGO, Nov. 28. — Observing the firm's annual Thanksgiving custom, United Manufacturing Company distributed 1,000 turkeys to employees at both the California Avenue and Broadway plants Monday (23).

The game factory is now delivering Rio, a new in-line game, and two shuffle alleys—Imperial and Royal—Billy DeSelm, sales manager, announced.

# Coinmen Launch Polio Drive

Continued from page 111

Bob Olin's restaurant here by the automatic merchandising group, Friday (20), and the music and amusement group Monday (23).

## 7,000 Letters

Distributors are turning over their customer lists to the National Foundation, with letters to be sent by the chairman and co-chairmen to 7,000 operators thruout the country.

While all donations received will be credited to the coin machine industries, operator donations will also be credited to their

home communities, even tho the checks are being sent to New York.

Checks should be made out to the National Polio Foundation and sent to Samuel Kresberg, Apco, 250 West 57th Street, New York.

## Co-Chairmen

Kresberg named the following co-chairmen to the automatic music and amusement machine division: Albert S. Denver, New York Automatic Music Operators' Association; William D. Littleford, The Billboard; Sen. Al Bodkin; Perry Wachtel, De Perri Advertising, Inc.; Barney Sugarman, Runyon Sales (AMI); Meyer Parkoff and Harry Rosen, Atlantic-New York (Seeburg); Dave Stern, Seacoast Distributors (Rock-Ola); Joseph Young, Young Distributing (Wurlitzer); George Posner, Associated Amusement Machine Operators of New York; Joseph Orlect, Cash Box, and Philip Silverman, Bruno-NY.

Co-chairmen for the automatic merchandising division are William Seldy, Lily-Tulip; John Archbold, Dixie Cup; John Pero III, Maryland Cup; Paul Little, Pepsi-Cola; William Andrews, Coca-Cola; Alan Glazebrook, Canada Dry; George T. Herald, Seco Syrup; Roger Littleford, The Billboard; Lee Koken, RKO Theaters; Harold Newman, Century Theaters; Leonard Pollack, Loew's, M-G-M; John Collins, Canteen Company; I. Hayne Houston, Spacarb-Juice Bar; Charles O'Reilly, ABC Vending; Matthew Forbes, Cigarette Merchandisers' Association; Robert Z. Greene, the Rowe Corporation, and Frank Finnerman, Union News.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

	Issue of Nov. 28	Issue of Nov. 21	Issue of Nov. 14	Issue of Nov. 7
ABC (United).....	\$50.00(2) 75.00(3) 99.00 125.00	\$50.00 75.00 99.00 125.00	\$50.00 75.00(2) 99.00 125.00	\$50.00 75.00(2) 99.00 125.00
Across-the-Board (United)...		95.00		
Ali Baba (Gottlieb).....	34.50	34.50	34.50	34.50
Allstar Basketball (Gottlieb).....	115.00	115.00		
Aquacade (United).....	39.00 39.50 59.50	39.00 39.50 59.50	39.00 39.50 59.50	39.00 39.50 59.50
Atlantic City (Bally).....	175.00 195.00 199.50 210.00 225.00(2) 250.00 265.00(2) 275.00(2)	225.00(2) 245.00 250.00 265.00(2) 275.00(2)	180.00 210.00 225.00 240.00 245.00 250.00(2) 255.00 275.00(2)	200.00 224.00 225.00 240.00 245.00 250.00(3) 265.00(2) 275.00(2)
Baby Face (United).....	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Barnacle Bill (Gottlieb).....	34.50	34.50	34.50	34.50
Basketball (Gottlieb).....	45.00	45.00		
Basketball Champ (Chicago Coin).....	195.00 275.00	195.00(2) 275.00	195.00 275.00	195.00 275.00
Batting Practice.....	89.50	89.50	89.50	89.50
Beach Club (Bally).....	349.50 355.00 375.00 385.00 389.50 425.00(2) 475.00(2)	395.00 425.00 440.00 475.00(2)	390.00 395.00 425.00(2) 445.00 465.00 475.00(2)	399.00 425.00 450.00 465.00 475.00(2)
Beauty (Bally).....	300.00 309.50 315.00 325.00 335.00 340.00 350.00 360.00 395.00(2)	340.00 350.00 360.00 365.00 395.00(2)	335.00 350.00 360.00 375.00 395.00(2)	325.00 350.00 360.00 375.00 395.00(2)
Be Bop (Exhibit).....	65.00 84.50	65.00 84.50	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Top (Genco).....	54.50 64.50	54.50 64.50	54.50 64.50	54.50 64.50
Black Gold (Genco).....	59.50(2)	59.50(2)	59.50(2)	59.50(2)
Boleto (United).....	95.00 115.00(2) 125.00	115.00 125.00	115.00	115.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	69.50	69.50	69.50	69.50
Bright Lights (Bally).....	89.50 100.00(2) 110.00(2) 125.00(2) 135.00 165.00 175.00	110.00 125.00 135.00 165.00 175.00	100.00 110.00 120.00 125.00 135.00(2) 165.00 175.00	95.00 110.00 125.00(2) 135.00 165.00 175.00
Bright Spot (Bally).....	125.00 150.00(2) 175.00 195.00(3)	150.00 175.00 195.00(3) 200.00	125.00 150.00 175.00 185.00 195.00(3) 200.00	150.00 195.00(4) 200.00
Buccaneer (Gottlieb).....	34.50	34.50	34.50	34.50
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
Buttons & Bows (Gottlieb).....	64.50	64.50	64.50	64.50
Cabana (United).....	275.00 289.50 295.00 375.00 395.00 475.00	350.00 375.00 395.00 475.00	375.00 395.00(3) 475.00	299.00 325.00 375.00 395.00(2) 475.00
Camel Caravan (Genco).....	69.00	69.00	69.00	69.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Caravan.....	150.00	150.00		
Carnival (United).....	49.50	49.50	49.50	49.50
Carolina (Bally).....	39.00	39.00	39.00	39.00
Catalina (Chicago Coin).....	35.00	35.00	35.00	35.00
Champion (Bally).....	75.00	20.00 49.50 75.00 89.50 125.00 150.00	49.50 75.00 89.50 125.00 150.00	39.50 49.50 75.00 89.50 125.00 150.00
Chinatown (Gottlieb).....	160.00 165.00	150.00 165.00	160.00 165.00	165.00
Cinderella (Gottlieb).....	29.50	29.50	29.50	29.50
Circus (United).....	165.00 185.00 195.00 225.00 250.00(2) 250.00(2)	195.00 225.00 250.00(2) 295.00	195.00 225.00 250.00(2) 295.00	187.50 195.00 250.00(2) 295.00
Citation (Bally).....	42.50	39.50 42.50 79.50	39.50 42.50 79.50	39.50 42.50 79.50
Coney Island (Bally).....	125.00(2) 127.50 150.00(2) 175.00 195.00(2)	150.00(2) 175.00 200.00	125.00 140.00 150.00(2) 175.00 195.00(2) 200.00	125.00 150.00(2) 195.00(3) 200.00
Control Tower (Williams).....	40.00 109.50	40.00 109.50	109.50	109.50
Coronation (Gottlieb).....	175.00	155.00	125.00 165.00 110.00 150.00	165.00 150.00
Cross Roads.....			125.00 149.50	125.00 149.50
Cyclone (Gottlieb).....	110.00 149.50	110.00 149.50	44.50 69.50	44.50 69.50
Dallas (Williams).....	35.00 44.50 69.50	35.00 44.50 69.50	44.50 69.50	44.50 69.50
De-Icer (Williams).....	89.50	89.50	89.50	89.50
Deluxe World Series (Williams).....	195.00			
Dew-Wa-Ditty (Williams).....	30.00 34.50 49.50	30.00 34.50 49.50	34.50 49.50	34.50 49.50
Disc Jockey.....	165.00		165.00	
Domino (Williams).....	95.00	95.00	95.00	95.00
Double Feature (Gottlieb).....	45.00 89.00	45.00 89.00	89.00	89.00
Double Shuffle (Gottlieb).....	45.00 49.50 65.00	45.00 49.50 65.00	49.50 65.00	49.50 65.00
Dreamy (Williams).....	30.00 40.00 89.50	30.00 40.00 89.50	40.00 89.50	40.00 89.50
Eight Ball (Williams).....	119.50	119.50	119.50 125.00	119.50 125.00
El Paso (Williams).....	30.00 39.50 59.50	30.00 39.50 59.50	39.50 59.50	39.50 59.50
Fairway (Williams).....				175.00
Fighting Irish (Chicago Coin).....	40.00 75.00	40.00 75.00	75.00	75.00
Five Star (Universal).....	49.00 49.50 75.00	49.50 75.00 79.50	49.50 60.00 75.00 79.50	60.00 75.00 79.50
Floating Power (Genco).....	44.50 49.50	44.50 49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....	190.00	175.00	185.00 190.00	185.00
Football (Chicago Coin).....	40.00 65.00	40.00 65.00	65.00 69.50	65.00 69.50
400 (Genco).....	95.00 145.00 165.00	95.00 145.00	95.00 145.00	95.00 145.00
Four Corners (Williams).....	125.00 150.00	125.00	125.00 150.00	135.00
Four Horsemen (Gottlieb).....	109.50	109.50	60.00 109.50	99.50 109.50
Four Stars (Gottlieb).....		135.00	135.00	135.00
Freshie (Williams).....	30.00 45.00	30.00 45.00	45.00	45.00
Frolic (Bally).....	199.50 225.00(2) 240.00 265.00 285.00 295.00	225.00(2) 275.00(2)	225.00(2) 250.00 265.00 275.00(2) 285.00	200.00 225.00 250.00 265.00 270.00 275.00 285.00 295.00
Futurity.....	50.00 110.00(2)	50.00 75.00	100.00	110.00
Georgia (Williams).....	30.00 89.50	30.00 89.50	89.50	89.50
Gizmo (Williams).....	30.00 35.00 49.50	30.00 35.00 49.50	35.00 49.50	35.00 49.50
Globe Trotter (Gottlieb).....	135.00	135.00	135.00	135.00
Gold Cup (Bally).....	55.00	55.00 59.50	55.00 59.50	55.00 59.50
Golden Nugget (Genco).....	125.00(2) 175.00	125.00(2) 175.00	95.00 125.00(2) 175.00	125.00(2) 175.00
Grand Award (Chicago Coin).....	35.00	35.00	35.00	35.00
Grand Champion (Williams).....	235.00			137.50
Grand Slam (Gottlieb).....	190.00			
Guy-Dois (Gottlieb).....	210.00			
Handicap (Williams).....				967.50
Happy Days (Genco).....	150.00			
Happy Go Lucky (Gottlieb).....	139.50	139.50	139.50	139.50
Harvest Time (Genco).....	55.00 65.00	55.00 65.00	55.00 65.00	55.00 65.00
Harvey (Williams).....	65.00	65.00	65.00	65.00
Hayburner (Williams).....	75.00(2) 115.00	75.00(2) 115.00	75.00	75.00
Hit and Run (Genco).....	40.00	40.00	40.00	40.00

**ELECTRIC SCOREBOARDS**  
LARGE NATIONAL COIN REJECTOR BOX  
Overhead, 15-21 pts. Horsecollar 15-21-50 pts. \$125 ea.  
Wall Model 15-21 pts. and 15-21-50 pts. \$95.00 ea.  
Recond. Monarch O.M. Scoreboard, 15-21 pts. \$75.00

**TICKETS**  
2500 7-11 ...\$1.15 bag  
2176 R.W.&B. 1.00 bag

22' and 20' Shuffleboard cabinets, good condition, new maple tops. New pucks and accessories. \$169.50 Crated. Ea.

22' Maple Tops, brand new, crated \$90.00  
Bally Shuffle Line 69.50  
Shuffleboard, Adl., set 12.00  
Pucks (set of 8) 12.00  
Wax, dozen 3.00  
Shuf. Scorepads. Ea. .25

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

**MID-STATE COMPANY**  
2369 Milwaukee Ave. Chicago 47, Ill.  
Tel.: Dickens 2-3444

**WRITE for NEW FALL PRICE LIST**  
SPECIAL—PANORAMS. Guaranteed Reconditioned. WRITE  
SPECIAL! CITATION .....\$42.50 | TURF KING .....\$85

**SPECIALS ON WILLIAMS GAMES**  
Hayburners ..... \$ 75 | Shoot the Moon ...\$135  
Four Corners ..... 125 | Star Series ..... 85

Now Available—New Domes for "Pop" Corn Sez—Write.

**"POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW**  
2257-59 N. Lincoln Ave. Chicago 14, Ill.  
Phone: Lincoln 9-3996-7-8

**THE MARKET PLACE for the COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

**ADVERTISING RATES**

**REGULAR CLASSIFIED (Minimum \$3)**  
Usual want-ad style, one paragraph, no display First line set in 6 pt. bold, balance 6 pt. light.  
Per word .....\$ .20  
3 or more CONSECUTIVE or 26 insertions, per word ..... .18  
52 CONSECUTIVE insertions, per word ..... .16  
Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number

**REGULAR CLASSIFIED (Minimum \$4)**  
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.  
Per agate line .....\$1.00  
3 or more CONSECUTIVE or 26 insertions, per agate line ..... .95  
52 CONSECUTIVE insertions, per agate line ..... .90  
1 inch equals 14 agate lines.

**ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.**

## Business Opportunities

**Arcade**—Long established in Southwest city; started by present owner; large military base near by; profit always good; personal reason for selling. Box 683, The Billboard, Chicago 1, Ill.

**Excellent money-making opportunities** for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. Jer.

**Telescopes, coin-operated, large group** on mostly long-term leased locations; large, steady income year after year by mail; no actual depreciation; if desired, will sell manufacturing rights, tooling, inventory, etc.; can be headquartered anywhere in U. S. and expanded quickly if desired; all details furnished to qualified inquirers. Box 678, The Billboard, Chicago 1, Ill.

## Help Wanted

**SERVICEMEN**  
For Shuffle and Pin Game Route located in Chicago's South Side. Must be experienced, able to shop machines and service on location. Good starting salary. Give references, experience in first letter. Include phone number.  
BOX 672, Billboard Pub. Co. Chicago 1, Ill.  
188 W. Randolph

## Parts, Supplies & Services

**Candy Machine Operators**—5¢ and 10¢ candy bars packed for the vending trade; Mason Mints, Peaks, 5th Ave., Planters, Hersheys, all leading brands, \$2.90 to \$3.29 per 100; freight prepaid on orders over 2500 bars; write for complete details. Redmond Vending Service, Arkville, N. Y. Jobbers to the vending and theatre trade.

**Newer Charms**—Movie Star Photos on large stamps in tubes, \$6.50 thousand; brightly colored plastic circles; children love them, \$3.95 thousand; miniature scale size Bricks, not plastic, \$4.75 thousand; samples all 75¢. E. O. Likens, Frankfort, Ky.

**Stamp Folders** direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

**Strong steel base** for coin dispensing machines; 29 inches high, 13 inch base, \$4.50 plus shipping charges; 6 or more prepaid; 1/2 cash, bal. C.O.D. Wilcox Products, 1205 Burton, S.W., Grand Rapids 9, Mich.

## Routes for Sale

**For Sale**—Coin Machine Route around Phoenix, Ariz.; total price \$2500; good investment for small operator. Harold Meck, 2727 Westward Blvd., Phoenix, Ariz.

**For Sale**—Photograph and Amusement Machine Route. Doing good business with excellent chance for expansion. Established twenty years. Located Eastern North Carolina. Price \$20,000.00 cash only. Box M-43, c/o The Billboard, Cincinnati 22, O.

**Florida Route for Sale**—Excellent net return; over 100 locations; price \$42,000 represents present value of equipment only. Box 682, The Billboard, Chicago 1, Ill.

## Used Coin-Operated Equipment

**A-1 Cigarette and Candy Vending Machines**, all others, too, from \$25 up. What have you to sell? Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill.

**Belvends: Ten 4-col., 1¢, \$15 ea.; eleven 2-col., 1¢, \$7.50 ea.** Fifteen Acorns, 5¢, \$9 ea. Silver Kings: 31 Hot Nut, 5¢, \$9.50 ea.; twenty 5¢ venders, \$9 ea. Ten 1¢ Duck Targets, \$10.50 ea.; ten 5¢ Chloro Pellet Venders, \$7.50 ea.; 25 Double Nuggets, 2 col., 1¢, \$10.50 ea.; ten Abbey Chloro Ball Gum, 2 for 5¢, with 5 lbs. Chloro Ball Gum, \$8.50 ea.; four Cadillac Jrs., 5¢, \$7.50 ea.; 8 Atlas Bantams, 5¢, \$7 ea.; three Asco Hot Nut, 5¢, \$6 ea.; all above venders cannot be told from new. King & Co., 2702 W. Lake St., Chicago 12, Ill.

**Cigarette Machines, King size conversions**, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

**Cigarette Machines, quarter operation**. Uneeda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Statter 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

**CORRECTION**  
Due to a typographical error, the price of RCA Coin Radios was misquoted in our Nov. 28 ad. It should be: \$18 Ea. Sportland, 696 Crockett St., Beaumont, Tex.

**For Sale**—Frawley Coin Radios, excellent condition. Anderson, 4607 Fairway Drive, Tampa, Fla.

**For Sale**—10 Popcorn Sex Vendors, like new, recently painted and reconditioned, ready for location; no reasonable offer refused. Box 885, The Billboard, 1564 Broadway

Table with multiple columns listing various items and their prices across different issues (Nov. 28, Nov. 21, Nov. 14, Nov. 7, 1953).

Supreme Court

Continued from page 111

Ordinance to be contrary to State law. The city appealed to the Supreme Court.

Arguments before the Supreme Court centered on the issue of home rule. The State law prohibits games that pay off, but the Portland ordinance goes beyond this by also banning games used for amusement.

Stanley G. Terry, Portland operator who brought the suit against the 1951 ordinance in behalf of himself and other Portland operators, contended the State law taxing amusement devices prevents any city from banning pinball games used for amusement only.

Fain said that since it was a privilege tax, granting operators the right thruout the State to operate games for amusement only. He cited a 1943 State law that levied such a tax.

"There is no home-rule issue in this case," Fain argued. "A city cannot pass an ordinance that conflicts with the State law. Since 1901 the State has been in the field of regulating pinball games and it has pre-empted that field."

"There is no kind of pinball game that is not covered by the State law. The State has expressed itself clearly on the subject and is treating it on a State-wide basis."

"The State deprived the cities of the power to legislate on the subject in any manner that was not in accord with State law. It is the Legislature's policy that games for amusement are lawful."

Portland was represented by City Attorney Alexander Brown and his assistant, Miss Marian Rushlight. They argued that any city, under its policy power, could ban pinball games used for amusement; that if the city were denied this power it would be in violation of home rule.

They denied that the 1943 State law was a privilege tax that could not be taken away by the city. It was, Miss Rushlight argued, a mere exercise of taxing power that reserved to the cities the right to tax games and that left the way open to prohibit them.

Brown said the lower court's decision against the 1951 ordinance was an implied charter repeal of the city's home-rule rights.

"A tax statute of the Legislature cannot repeal the charter rights of a city," he said.

BINGO 5 BALLS

- NEW Bally PALM SPRINGS YACHT CLUB United TAHITI-RIO-TROPICS "First-Conditioned" BALLY Dude Ranch Write Yacht Club Write Beauty Write Palm Beach 295 Frolics 285 Atlantic City 275 Spotlight 185 Bright Spot 185 Coney Island 195 Bright Lights 160 UNITED Circus \$195 Stars 185 Bolero 115 ABC 99

REMEMBER FIRST for FIRST-CLASS EQUIPMENT

See FIRST for Chicago Coin's 'ROUND THE WORLD TRAINER' A real sensation! Designed for an adult appeal, but gets the kids, too!

NEW SHUFFLE GAMES Keeney PACEMAKER Chicago ADVANCE BOWLER Chicago KING BOWLER Chicago GOLD CUP

ARCADE

- NEW EXHIBIT SPACE GUN GENCO INVADER ABT CHALLENGER "First-Conditioned" SEEBURG SHOOT THE BEAR \$199 CHI COIN BAS-KETBALL CHAMP. 195 EX. GUN PATROL 175 TELEQUIZ 135 CHI COIN 4 PLAYER DERBY 175 CHICKEN SAM 95

- RIFLE RANGE RAY GUN \$95 CHI COIN GOALEE 85 UN. TEAM HOCKEY 85 EXHIBIT DALL GUN 65 WMS. QUARTER-BACK 75 MERCURY 12-WAY GRIP SCALE 79 CHI COIN HOCKEY 55

VENDING

- NEW KEENEY DELUXE ELECTRIC CIGARETTE VENDER Easy to Service, Quicker Loading, Greater Profits! CIGARETTE VENDERS FACTORY REBUILT -LIKE NEW!- 25c Operation -King Size Cols. DuGren. W's, 9 Col. \$115 DuGren. Champions, 9 Col. 125 Natl. 9-30's, 9 Col. 130 Natl. 9-50's, 9 Col. 145 Rowe Royals, 10 Col. 145 Rowe Presidents, 10 Col. 155 Unedeas Elec., 9 Col. 125

ONE BALLS

- "First-Conditioned" Turf King \$95 Winner 95 Champion 75 Gold Cup 55 PRIZE BOARDS! Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction guaranteed.

- GOTTIEB Quintette \$190 Chinatown 160 Wild West 145 Niagara 145 Hit 'n' Run 140 Globe Trotter 135 Rose Bowl 135 Mermaid 125 All Str. Bsktbl. 115 Joker 85 Dble. Feature 85 Rockettes 85 Triplets \$80 Knockout 69 King Arthur 65 Dble. Shuffle 65 UN. SHOO-SHOO \$59 Utah Aquacade 39 Carolina 39 Ramona 39 Stardust 39 Baby Face 39 WILLIAMS Sweepstakes \$195 Spark Plug 130 Shoot the Moon 120 Jolopy 120 Thrill 35 Maryland 49 GIZMO 35 CHICAGO COIN King Pin \$115 Fighting Irish 75 Football 65 1-2-3 45 Puddinhead 45 Screwball 35 Majors of '49... \$45 Grand Award 35 Trinidad 35 Catalina 35 Thrill 35 Springtime \$89 South Pacific 69 Tri-Score 69 Camel Caravan 69 Harvest Time 65 1-2-3 45 Puddinhead 45 Screwball 35 EXHIBIT Shantytown \$85 Babop 45 Playtime 45

FIRST DISTRIBUTORS Joe Kline & Wally Finke 1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

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

- 5-BALLS UNITED RIO BALLY PALM SPRINGS GOTT. PIN WHEEL EV. SADDLE & TURF -BINGO- Yacht Club Write Beach Club \$425 Beauty 360 Palm Beach 275 Atlantic City 255 Frolics 275 Spot Life 175 Coney Island 195 Bright Spot 195 Bright Lights 175 Tropics 425 Cabana 395 Circus 225 Stars 150 Zingo 125 ABC 115 WILLIAMS 8 Ball \$119.50 Sluoffest 119.50 Shoo Shoo 119.50 Control Twr. 109.50 Rag Mop 99.50 Dreamy 89.50 Georgia 89.50 De-Icer 89.50 Lucky Inning 84.50 Boston 79.50 Dallas 69.50 El Paso 59.50 Virginia 49.50 Yanks 49.50 Dew-Wa-Dilly 49.50 Saratoga 49.50 Tennessee 49.50 Gizmo 49.50 GENCO "400" \$125.00 Tri-Score 89.50 Black Gold 59.50 Puddin' Head 54.50 Big Top 54.50 Screwball 49.50 1-2-3 49.50 Floating Pwr. 49.50 UNITED Utah \$84.50 Tampico 79.50 Oklahoma 69.50 Aquacade 59.50 Monterrey 49.50 Rondeevoo 49.50 Moon Glow 49.50 Baby Face 49.50 EXHIBIT Judy \$94.50 Be Sop 84.50 Campus 84.50 Tumbleweed 74.50 CHICAGO COIN King Pin \$124.50 Pin Bowler 99.50 Bermuda 49.50

- VENDERS ACORN VENDOR, 1c or 5c. WRITE Mills 8 Col. \$198.50 Mills 5 Col. 89.50 Mills Tab Gum 27.50 Mills Tab Gum, Rebuilt 16.30 Silver King 13.95 25c Razor Blade 19.25 N.W. 49, 14, 54 17.35 S.K. Hof Nut. 29.95 U Select It \$49.50 N.W. Tab Gum 25.95 N.W. Stamp 49.00 U-Pop-It Write Kleenex 5 or 10 49.50 Smokeshop Lo-Boy 239.50 Ajax 8-Col. 290-Pkg. Elect., New 175.00

NICKELS 5-2 COINWAY CHANGEMAKER Takes dimes and quarters -Dispenses nickels -Holds 500 nickels -Unconditionally guaranteed, Size 10"x13"x3" NOW IN STOCK! \$69.50 ARCADE

- GENCO INVADER GENCO SKY GUNNER AUTO-PHOTO ABT RIFLE SPORT Photomatic, Late \$450.00 Voice-O-Graph 525.00 Harvard Metal Typewriter 365.00 Midget Movies 295.00 Ev. Ball-a-Score 275.00 Shoot the Bear 225.00 Ch. Basketball Champ 275.00 Photomatic, Pre-War 250.00 Exh. Jet Gun 210.00 Auto. Silver Gloves 195.00 Auto. Sky Fighter 195.00 Auto. Ace Bomber 195.00 4 Player Derby 195.00 Evans Super Bomber 175.00 Scientific Field Goal 175.00 Telegun & Film 169.00 Exh. 3 Lifting Meters & Stand, 54 159.50 Star Series 139.50 Mills Electricity Is Life Bally Rapid Fire 125.00 Goalee 119.50 Life League 99.50 Exh. Dale G 94.50 Batting Practice 89.50 Marion Scale 89.50 Quarterback 89.50 Exh. Hi Ball, Striker 89.50 Scientific Baseball 79.50 Flash Hockey 75.00

- SHUFFLE GAMES UNITED ROYAL S. A. UNITED IMPERIAL S. A. KING SIZE PINS CHI. ADVANCE BOWLER, 6 PLAYER KEENEY DOMINO BOWLER, 6 PLAYER GENCO SHUFFLE POOL United Classics, Clovers, Cascades, Olympics (Like New) Write United Super 6 Player S.A. \$249.50 United De Luxe S.A., 6 Player 195.00 United 6 Player w/Formica, 7-10 175.00 United 5 Player w/Formica, 7-10 150.00 United 4 Player w/Formica, 7-10 135.00 Un. Double S.A., Express, Rebound, 8' 69.50 Un. 2 Player S.A., Express 59.50 Un. Single S.A., Rebound 59.50 Chicoin Bowling Alley, w/Formica 59.50 Chi Baseball, 2 Player 49.50 Keeney De Luxe League Bowler 195.00 Keeney 6-Player 150.00 Keeney League Bowler, 4 Player 109.50 Keeney Double Bowler 49.50 Universal Twin Rebound 49.50 Williams Double Header 49.50 Star Bowler, 10', 2 Player, Wood Balls 295.00 Formica Tops, \$15.95 Ea. 9' Tops, Ea. 16.95 (minimum order . . . 5 tops)

Edelco 10th FRAME DOUBLE SCORE CONVERSION UNIT For United 4, 5 and 6 Players \$49.50

- COUNTER GAMES I-BALLS Art Show & Film, New \$49.50 Mercury Counter Grip New 34.50 ABT Challenger 29.50 Acme Shocker, New 24.50 Ex. Love Meter 39.50 Heavy Hitter, 56 49.50 Texas Leaguer 69.50 Bally Futurity Write Turf King \$109.50 Winner 99.50 Champion 89.50 Citation 79.50 Gold Cup 59.50 Jockey Special 54.50 Special Entry 49.50

- CIGARETTE VENDERS FACTORY REBUILT, 25c, KING SIZE COLS. Rowe President, 10 Col. or 8 Col. \$155 National Model 950, 9 Col. 145 National 930, 9 Col. 130 Unedeapac Model 500, 9 Col. 79.50 DuGrenier Model "W", 9 Col. 125

CHARMS New-Assorted \$2.25 Per Bag of 400 EMPIRE COIN MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. CHICAGO 22, ILL. EVANS' 100 Selections CENTURY Now on Display

EVANS' LATEST

# "CLUB MODEL" Saddle & Turf

**GUARANTEED  
REPLAY AWARDS**

every game when 7  
coins are played.  
Especially designed  
for locations de-  
manding liberal  
Replay awards.



COLORFUL CABINET  
OCCUPIES LESS SPACE  
THAN ORDINARY PIN TABLE

Greatly improved new style **SINGLE COIN  
DROP (WITH SLUG REJECTOR)** easily acces-  
sible on push-button plate. 5c or 10c play.  
High scores possible with single coin for top-play  
incentive.

As many as 7 players can deposit coins.  
Electric Replay Counter registers to 999.

**IF YOU CANNOT SECURE THIS MACHINE FROM  
YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!**

## H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

*Buy the Finest—Phone Today!*

### BINGO GAMES

**LOWEST PRICES  
EVER QUOTED!**

**Phone Today! Immediate Shipment!**

DUDE RANCH	BEAUTY	ATLANTIC CITY
BEACH CLUB	PALM BEACH	CABANA
YACHT CLUB	FROLIC	TROPIC

### SHUFFLE GAMES

United CLASSIC	Chicago Coin CROWN
10TH FRAME	TRIPLE SCORE
OLYMPIC	DOUBLE SCORE

**NEW 1954  
ACE COIN  
COUNTER**  
Counts 1c, 5c, 10c, 25c.  
Wght. 8 lbs.  
**\$149.50**

**NEW GAMES**  
Williams FLUB-A-DUB  
Kiddy Ride  
GUN CLUB  
Bally PALM SPRINGS  
Gottlieb PINWHEEL  
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United RIO  
IMPERIAL

TERMS: 1/3 Deposit,  
Balance Sight Draft.



Chicago 47  
2330 N. Western Ave.  
Phone: EVerglade 4-2300

GIVE TO DAMON RUNYON CANCER FUND

### CLEANED—CHECKED READY TO GO

Wurlitzer 1015	\$125.00
Wurlitzer 1080	125.00
Seeburg 100 "A" 78 R.P.M.	495.00
Seeburg 146	95.00
Rock-Ola 1422	95.00
Rock-Ola 1426	125.00
AMI A	225.00
AMI B	295.00
AMI C	325.00
Wurlitzer 5-10-25¢ Wall Boxes 3020	\$12.50

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Weekly Specials

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Exclusive A M I Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

### BINGOS RECONDITIONED GUARANTEED

3 BEACH CLUB	\$375
1 YACHT CLUB	325
2 BEAUTIES	300
2 TROPICS	325
2 CIRCUS	185
1 STARS	125
1 ATLANTIC CITY	195
1 PALM BEACH	225
2 CUBANA	275
1 SPOT LITE	115
2 FROLICS	225
1 BRIGHT LIGHTS	100
1 ZINGO	60
1 ABC	50

### B & M NOVELTY COMPANY

704 N. Broadway, Oklahoma City, Okla.

### HELP WANTED

Mechanics—Experienced Only—  
for Bingo Games. Need car.

### GOOD PAY

In vicinity of Chicago.

Write, giving complete details of  
past experience, etc., to

BOX D-87, THE BILLBOARD  
2160 Patterson Cincinnati 22, O.

### SPECIAL

18-Foot ROCK-OLA  
Shuffleboards with  
Maple top. Reconditioned.

**\$159.50** Ea.

Write for Other Shuffle  
Game Bargains

### PURVEYOR DISTRIBUTING CO.

4322-24 N. Western Ave.  
Chicago 18, Ill.  
Phone: JUniper 8-1814

### SPECIAL

BEACH CLUBS	\$349.50
YACHT CLUBS	249.50
BALLY BEAUTY	325.00
PALM BEACH	235.00

Holly Cranes, closed chute, for  
sale cheap.

Dude Ranch—Write

### BOYLE AMUSEMENT CO.

522 N.W. Third St.  
Oklahoma City, Okla.  
Phone: REgent 6-5631

### CORRECTION

In last week's ad names of the fol-  
lowing two machines were incorrectly  
spelled:

SYKOGRAH Psychoanalysis, Card Vend-  
ing.  
GRANDMOTHER, new version of an  
old favorite.

Set Shot Basketball .....\$349.50  
Air Hockey ..... 449.50  
Air Football ..... 499.50  
Exhibit Space Gun, Special Buy. Write

### MIREMUNVES

577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
42 YEARS SERVICE • EST. 1912

YOUR TICKET TO  
SALES RESULTS—  
THE ADVERTISING COLUMNS OF  
THE BILLBOARD!

# Shaffer Specials

in better quality buys

<b>AMI</b> Model "C" .....\$309.50 Model "A" ..... 179.50 <b>Special</b> Model "B" .....\$269.50 Converted to 45 RPM	<b>ROCK-OLA</b> 51-50 (50 Selections) ..\$289.50 1428 ..... 199.50 1426 ..... 69.50 1422 ..... 59.50
<b>WALL BOXES</b> Wurlitzer 4820 (48 Sel.)\$32.50 AMI 5/10 ..... 14.50 3W2-L56 (Seeburg 5c 3 Wire) ..... 9.95 W4-L56 (Seeburg 5/10/25 Wireless) .. 22.50	<b>SEEBURG</b> 148-ML (Blonde) ...\$179.50 147 (Grey Hammerloid) 129.50 146 (Grey Hammerloid) 99.50 1946 Hideaway ..... 89.50

EXHIBIT BIG BRONCO .....\$499.50  
SEEBURG SHOOT THE BEAR..... 189.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

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Columbus, Ohio  
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FACTORY DISTRIBUTORS: GENCO Invader—UNITED Imperial, Royal, Tahiti—VICTOR  
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EXHIBIT Rides—COLE'S Drink Vendors—EVANS Saddle & Turf—ABT Challengers

<b>SHUFFLE BOWLERS</b> UNITED 3 Pl. with Formica ..\$ 65.00 5 Pl. with Formica .. 100.00 4 Pl. with Formica .. 125.00 4 Pl. DeLuxe ..... 140.00 4 Pl. Super ..... 240.00 4 Pl. 10th Frame ..... 225.00 C.C. 6 Pl. High Score 125.00 Twin Rotation ..... 150.00	<b>UP-RIGHT GAMES</b> Genco 400s .....\$ 95.00 Genco Gold Nugget... 125.00 Genco Jumpin' Jax... 110.00	<b>ARCADE EQUIPMENT</b> Bally Big Inning ...\$150.00 Dale Guns ..... 59.50 Evans Super Bomber 210.00 Evans Ten Strike ... 75.00 Evans Bola Score ... 185.00 Ex. Six Shooter ... 150.00 Ex. Gun Patrol ... 195.00 Ex. Space Invader ... 210.00 Heavy Hitters ..... 65.00 Mills Panoram ..... 275.00 Mur. Flying Saucer... 125.00 Mur. Voice Recorder 425.00 Midget Movies ..... 185.00 Quizzer & Film ..... 95.00 Pitchem & Batem ... 180.00 Sky Gunner ..... 325.00 Seeburg Bear Gun ... 195.00 Write for complete list.
<b>BINGOS</b> A.B.C. ....\$ 75.00 Atlantic City ..... 225.00 Beach Clubs ..... 425.00 Beauties ..... 240.00 Bolero ..... 125.00 Leaders ..... 150.00 Palm Beach ..... 225.00 Circus ..... 250.00 Beauties ..... 250.00 Brite Lives ..... 110.00 Cubana ..... 295.00 Coney Islands ..... 150.00 Frolics ..... 225.00 Five Stars ..... 75.00 Spot Lite ..... 118.00 Stars ..... 140.00 3-4-5s ..... 75.00 Yacht Club ..... 295.00 Rodeo ..... 275.00	<b>RIDES</b> Bally Champion .....\$550.00 Choo-Choo Train ... 495.00 Super Jet, Chi Coin. Write Space Ship ..... 295.00 Sci. Boat ..... 550.00	<b>COUNTER GAMES</b> 20 Wizards, like new .....ea. \$22.50 Shipman's Art Show .....ea. 44.50 A.B.T. Chal-engers .....ea. 20.00 Heavy Hitters .....ea. 35.00 Acme Shockers .....ea. 24.50 Three of a Kind .....ea. 18.50
<b>MUSIC</b> 10 Seeburg A 100s .....\$485.00 Wurlitzer 1015 ..... 125.00 Rock-Ola 46s ..... 125.00 Rock-Ola 48s ..... 295.00 3 Packard Hideaways 165.00 Packard Wallboxes .. 10.00 Buckley Wallboxes .. 195.00 A.M.I. Model A ..... 195.00	<b>PIN GAMES</b> Chinatown .....\$165.00 Dreamy ..... 40.00 Frenchie ..... 45.00 Holiday ..... 45.00 Harvest Time ..... 55.00 Niagara ..... 140.00 Quartet ..... 165.00 Skill Pool ..... 175.00 Triplets ..... 50.00	<b>VENDING MACHINES</b> 4 Craig 10¢ Ice Cream Vendors, Ea. ....\$250.00 3 Super Vend Selective Drink, 3 Flavors ... 325.00 3 Hot Snack Bars, 5 Column ..... 150.00 7 Kalva 3 Select. Bottle Vendors ... 125.00 15 Advance 1¢ Stick Gum Vendors ..... 10.00 5 Hupp Drink Machines ..... 110.00

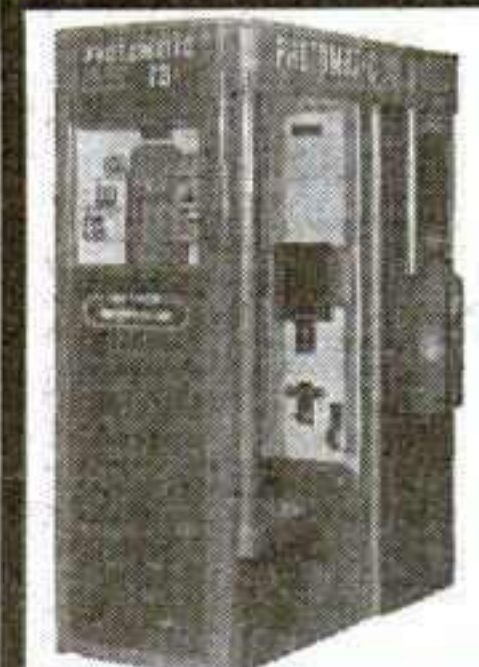


Terms: 1/3 deposit with all orders, balance C.O.D.

**AMI** Distributors for Northern Ohio  
NOW DELIVERING MODEL E

## Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715



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In first-class mechanical condition and appearance, fully reconditioned by the manufacturer.

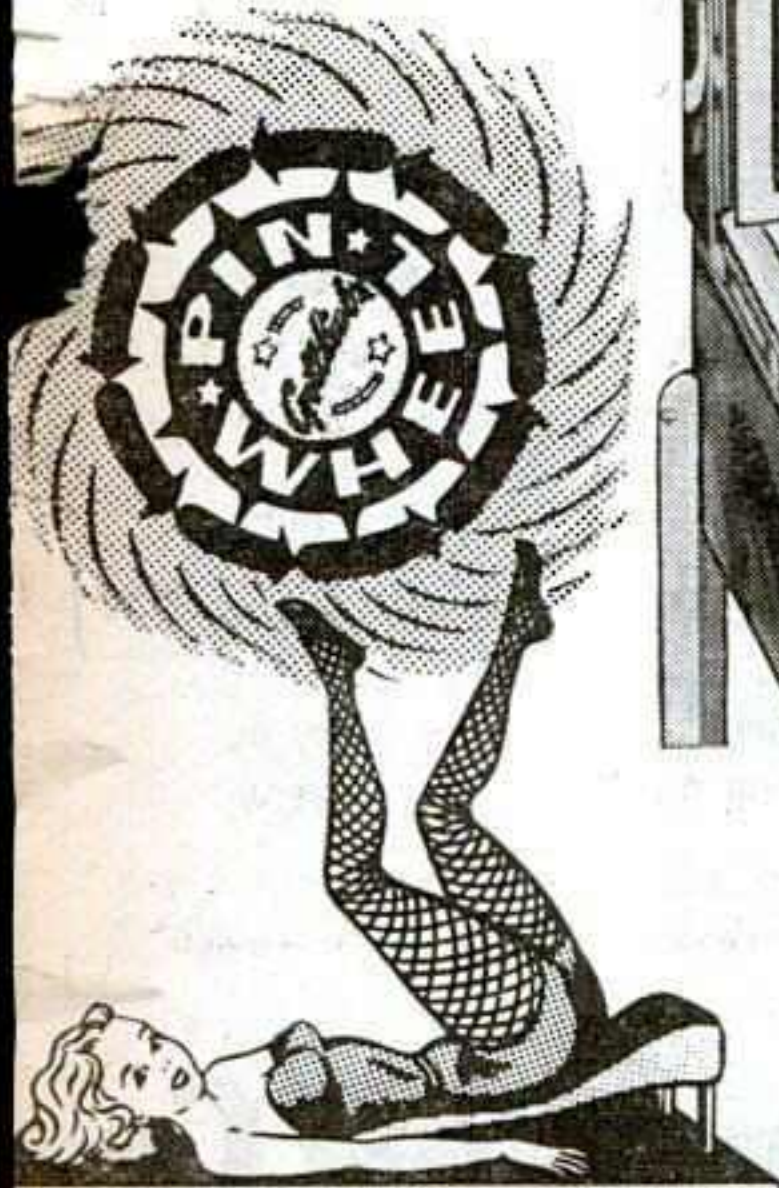
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at very low cost

Phone or Wire Before All Are Sold!  
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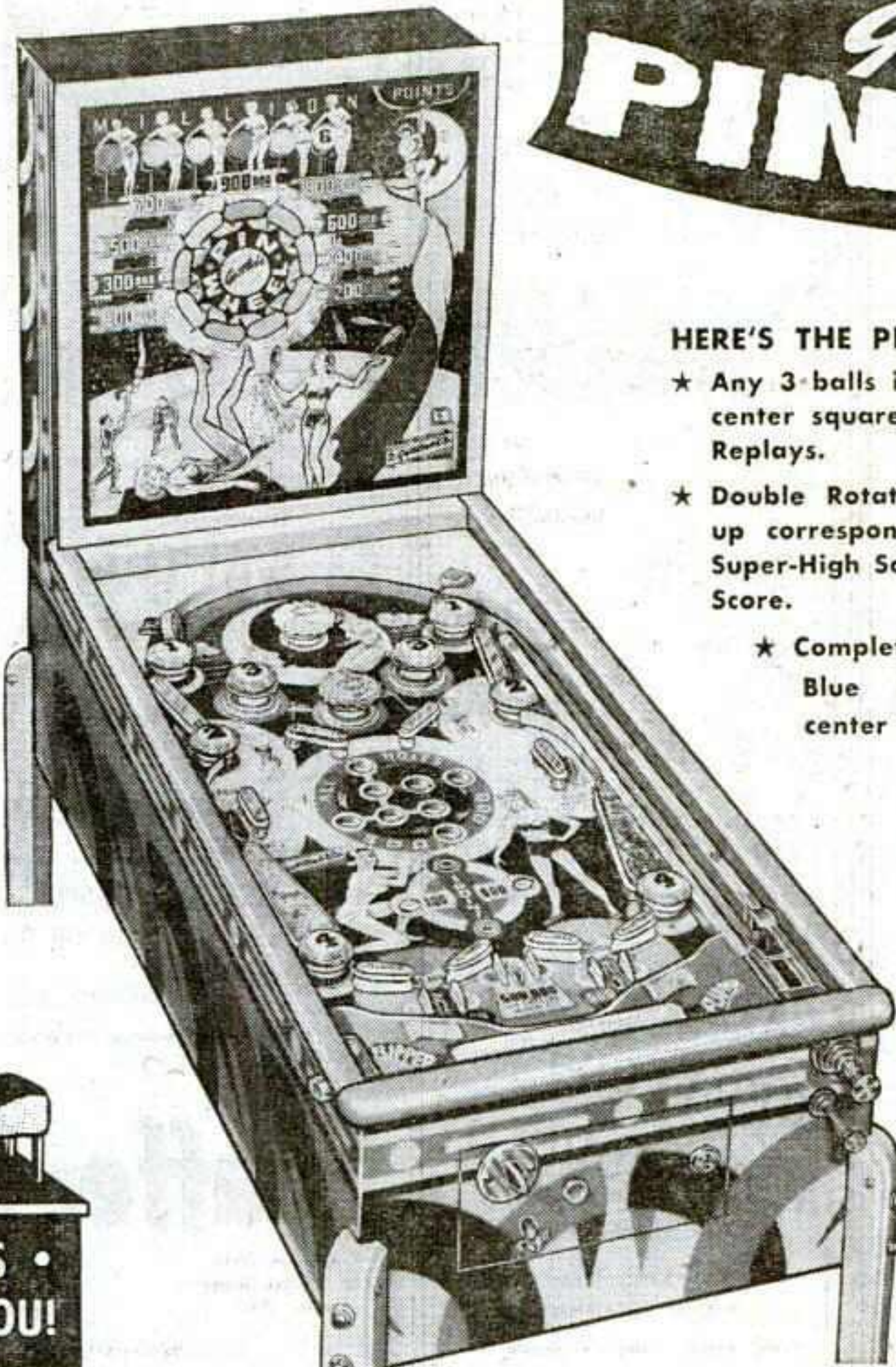
SAY YOU SAW IT IN THE BILLBOARD!

**LIGHTNING SPEED OF TRAP HOLES . . . FLASHING ACTION OF 4 FLIPPERS!!**

**EXCITING AS A  
THREE  
RING  
CIRCUS!**



**Terrific for PLAYERS •  
for LOCATIONS • for YOU!**



**HERE'S THE PLAY:**

- ★ Any 3 balls in line or 4 balls in center square trap holes awards Replays.
- ★ Double Rotation sequence lights up corresponding Roll-Overs for Super-High Score and Super-Point Score.
- ★ Completing both Red and Blue Sequence lights up center Roll-Over for Replays.



- ★ 4 POP BUMPERS ★ 4 FLIPPERS
- ★ 2 CYCLONIC KICKERS ★ HIGH SCORE to 6 MILLION ★

**NEW HINGED FRONT DOOR**

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS  
"There is no substitute for Quality!"

**BARGAINS . . . WE NEED THE SPACE**

<b>\$150.00 BARGAINS</b> Gottlieb Flying High Gottlieb Grand Slam Gottlieb Guys-Dolls	<b>\$75.00 BARGAINS</b> Gottlieb Rose Bowl Williams Paratrooper Williams Jalopy Williams Control Tower Williams Spark Plugs Genco Gold Nugget
<b>\$125.00 BARGAINS</b> Gottlieb Skill Pool	<b>\$50.00 BARGAINS</b> Gottlieb College Daze Gottlieb Spot Bowler Gottlieb Watch My Line Gottlieb Joker Williams Hay Burner Williams All American Quarterback Williams All Stars Williams Shoo Shoo Williams Harvey Chicago Coin Fighting Irish
<b>\$100.00 BARGAINS</b> Williams Silver Skates Williams Hong Kong Gottlieb Happy Days Gottlieb Niagara Gottlieb Basket Ball Gottlieb Four Stars Gottlieb Wild West Gottlieb Quartette Gottlieb Minstrel Man Gottlieb Coronation Bally Big Inning	<b>\$40.00 BARGAINS</b> Williams St. Louis Williams Pinky Williams Georgia Gottlieb 4 Horsemen
<b>\$25.00 BARGAINS</b>	
Flying Saucer Robin Hood Oasis	Telegard Jack 'n' Jill Aquacade Mercury
All Baba Tri Score Select-a-Card Buccaneer	Maryland Barnacle Bill Baby Face Hits-Runs
Black Gold Cinderella Yanks Round Up	Majors Tahiti Tampico

<b>BINGO BARGAINS</b>	<b>GUN BARGAINS</b>
Alm Beach ..... \$225.00	Chicago Coin Pistol ..... \$ 60.00
Spot Lite ..... 100.00	Dale Gun ..... 40.00
Atlantic City ..... 175.00	Gun Patrol ..... 150.00
Bright Lites ..... 100.00	Silver Bullets ..... 100.00
Concy Islands ..... 125.00	6 Shooter ..... 125.00
Polics ..... 250.00	Seeburg Bear Gun ..... 150.00
Bright Spots ..... 125.00	
Bally Beauty ..... 325.00	

<b>JUMBO BARGAINS</b>	<b>MUSIC BARGAINS</b>
Champions ..... \$30.00	AMI Model A ..... \$150.00
Surf Kings ..... 75.00	Wurlitzer 1250 ..... 275.00
	Wurlitzer 1400 ..... 450.00
	30 #4820 Wurlitzer 48
	Sel. Wall Boxes, some
	Blue and Some Chrome
	@ ..... 30.00 ea.
	100 A Seeburg ..... 475.00
	100 B Seeburg ..... 700.00
	100 C Seeburg ..... 850.00
	Rock-Ola 120 Selection
	Fire Ball—45 RPM ..... 575.00
	Chicago Band Box Mod.
	1217 ..... 50.00
	1 Wurlitzer Mod. 1217
	48 Selection Hideaway. 250.00

5% discount, if you come and get them.  
Terms: Cash or 1/3 deposit with order, balance C.O.D.  
**TRI-STATE MUSIC CO.**  
1909 - 8th. St. Phone No. 3-1541 Portsmouth, Ohio

*Worth Remembering!*

That you get the finest in new and used equipment at Banner—at the lowest prices—with the kind of service you need—and when you need it!

Banner backs you up with years of experience helping operators make more money! Remember—we are always at your service—we understand your needs — we always come through with what we promise exactly the way we promise it. It's worth remembering that you always get **A BETTER BUY AT BANNER!**

**BANNER SPECIALTY COMPANY**  
Home Office: 199 W. Girard Ave., Phila. 23, Pa.  
Branch: 1508 Fifth Ave., Pittsburgh 19, Pa.

**NEW UNITED CHIEF, LEADER**

United Cabana, Like New ..... \$395.00  
Bally Beauty ..... 345.00  
Bally Frolics ..... 265.00  
Bally Atlantic City ..... 265.00  
Bally Spot Lite ..... 150.00  
Bally Brite Spot ..... 195.00  
Williams Long Beach ..... 109.50  
Exhibit Silver Bullets ..... 139.50  
Seeburg Bear Gun ..... 195.00

**LARGE SELECTION LATE SHUFFLE ALLEYS**  
Central Ohio Coin Machine Exchange  
525 S. High St. Columbus, O. AD 7254

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

**YEAR END SALE At Give-Away Prices! Ready For Delivery**

<b>SEEBURG</b>	<b>WURLITZER</b>
100C ..... \$795.00	1100 ..... \$265.00
148M ..... 150.00	1015 ..... 115.00
147 ..... 75.00	1017A ..... 125.00
146 ..... 65.00	1080 Colonial ..... 125.00
H146 Hideaway ..... 95.00	<b>ROCK-OLA</b>
H147 Hideaway ..... 125.00	1432 Rocket ..... \$275.00
Pre-War Hideaway ..... 50.00	1422 ..... 75.00
3W2-L56 ..... 7.50	1426 ..... 99.50
3W5-L56 ..... 19.50	1538 Wall Boxes ..... 15.00
3W7-L56 ..... 22.50	<b>A. M. I.</b>
W4-L56 ..... 19.50	D. 80 ..... \$550.00
W6-L56 ..... 22.50	D. 40 ..... 475.00
W1-L56 ..... 5.00	Model C ..... 350.00
M.R.V.C. Volume Controls ..... 19.50	W.M. Wall Box ..... 14.50
PACKARD Manhattan ..... 39.50	40-Hideaway ..... 275.00
GENCO Sky Gunner ..... 275.00	

**A-T KIDDIE RIDES**

Miss America Boal ..... \$450.00	Teeny Weeny Horse ..... \$250.00
Deco Space Ranger ..... 550.00	Space Chief ..... 300.00
Midget Racer ..... 300.00	Atomic Jet ..... 395.00
Rocket Patrol ..... 300.00	Ride 'Em Cowboy ..... 400.00
King Pin Horse ..... 275.00	Big Broncho ..... 475.00

TERMS: 1/3 CASH, BALANCE SIGHT DRAFT.

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  
1535 Delaware Ave., Lexington, Ky. 129 W. North St., Indianapolis, Ind.

# WESTERN UNION

1201

SYMBOLS	
DL	=Day Letter
NL	=Night Letter
LT	=Int'l Letter Telegram
VLT	=Int'l Victory Ltr.

### CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

WUJ171 55 PD=CHICAGO ILL NOV 23 1953 455PMC=  
JERRY WEINER, BILLBOARD MAGAZINE=  
188 WEST RANDOLPH ST CHGO=

WE JUST DIDN'T HAVE TIME! THE RESPONSE TO THE PAST TWO WEEKS OF ADVERTISING ON GENCO'S NEW "SHUFFLE POOL" HAS BEEN SO TREMENDOUS THAT WE'RE TOO BUSY FILLING ORDERS TO WRITE ANOTHER AD! BUT AS LONG AS WE'VE ALREADY RESERVED SPACE, WE'RE USING IT TO SAY A BIG "T H A N K Y O U" FOR YOUR READERS' WONDERFUL RECEPTION=  
GENCO MFG. & SALES COMPANY=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

## ALL REDD-HOT VALUES

Perfectly Reconditioned • 100% Guaranteed

### MUSIC

- SEEBURG 100B—45 RPM...\$685
- ROCK-OLA 120 FIREBALL... 585
- AMI D80 ..... 585
- AMI D40 ..... 500

Wurlitzer 1500 . . . Write

### ONE BALL & BINGO

DUDE RANCH . Write or Call

- SUNSHINE PARK .....\$95
- FUTURITY ..... 50

### KIDDIE RIDES

- BALLY CHAMPION HORSE..\$650
- EXHIBIT BIG BRONCO.... 550
- EXHIBIT TRIGGER ..... 550
- MISS AMERICA BOAT ... 395
- SCIENTIFIC OCEAN LINER.. 400
- ATOMIC JET SPACE SHIP.. 295

### ALLEYS

- UNITED MANHATTAN .....\$275
- CH. COIN MATCH BOWLER.. 195
- CH. COIN DELUXE ..... 175
- CH. COIN 6 PLAYTR ..... 95
- CH. COIN BOWL-A-BALL ... 95

### MISCELLANEOUS

- JOCKEY .....\$75
- HAYBURNER .....\$75
- SUPER WORLD SERIES ..... 95

### NEW LOOK LIKE BRAND-NEW

- CHI. COIN SUPER JET ....\$425
- MIDGET RACER AUTO .. 245
- HOT ROD AUTO ..... 245
- EXHIBIT SEA SKATE ..... 425
- EXHIBIT RAWHIDE ..... 325
- EXHIBIT FERDY BULL ... 325

ALL RIDES COMPLETELY RECONDITIONED

DISTRIBUTING CO., INC.  
298 LINCOLN ST.  
ALLSTON 34, MASS.-AL 4-4040

# REDD

Exclusive distributor for **AMI**

## BALLY-UNITED

## HIGH QUALITY BINGOS AND UPRIGHTS

- |                                  |                                 |
|----------------------------------|---------------------------------|
| 2 United Leaders .....\$145      | 12 Bally Palm Beach .....\$295  |
| 1 United Bolero ..... 115        | 1 Bally Beauty ..... 335        |
| 2 United ABC ..... 75            | 6 Bally Frolics ..... 240       |
| 1 United Tropics ..... 410       | 2 Bally Yacht Club ..... 325    |
| 21 Bally Turf Kings ..... 95     | 15 Universal Winners ..... 95   |
| 4 Bally Futurity ..... 110       | 5 Universal 5 Star ..... 49     |
| 1 Bally Brite Spot ..... 125     | 1 Genco 400 ..... 165           |
| 1 Bally Coney Island ..... 125   | 10 Genco Jumpin' Jack ..... 150 |
| 23 Bally Spotlite ..... 150      | 2 Genco Golden Nugget ..... 175 |
| 24 Bally Atlantic City ..... 225 | 2 Genco Golden Nugget ..... 175 |
- All of our games sold on guarantee basis. All games overhauled ready to put on location.

MODERN DISTRIBUTING COMPANY

3222 TEJON STREET GRAND 6834 DENVER, COLO.



### WE EXPORT

- PIN GAMES
- MUSIC MACHINES

Joe Ash

SEND FOR OUR LATEST LIST OF RECONDITIONED AND REFINISHED GAMES READY FOR OPERATION!

We are exclusive WURLITZER DISTRIBUTORS in Delaware-S. Jersey-S. E. Pennsylvania

## ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street Philadelphia 30, Pa.  
Phone: FRemont 7-4495  
"You can ALWAYS depend on Active ALL WAYS!"

### HELP WANTED

One experienced mechanic for all types coin-operated machines. Good salary.  
Central Ohio Coin Machine Exchange  
525 S. High St. Columbus, O.  
ADams 7254

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

## QUALITY LONDON EQUIPMENT COSTS NO MORE...OFTEN LESS--GIVES YOU MORE IN PROFITS!

### NEW SELECTION FIVE BALLS NEW PRICES!

- |                            |                           |                            |
|----------------------------|---------------------------|----------------------------|
| Double Shuffle ....\$49.50 | Thrill .....\$29.50       | Trade Winds .....\$29.50   |
| Carnival ..... 49.50       | Sharpshooter ..... 49.50  | Mardi Gras ..... 29.50     |
| Hit Parade ..... 29.50     | Buccaneer ..... 34.50     | Merry Widow ..... 29.50    |
| One-Two-Three ..... 34.50  | Cinderella ..... 29.50    | Puddin' Head ..... 39.50   |
| Aquacade ..... 39.50       | All Baba ..... 34.50      | Three Feathers ..... 64.50 |
| Tampico ..... 64.50        | Barnacle Bill ..... 34.50 | Big Top ..... 64.50        |
| Playland ..... 89.50       | St. Louis ..... 44.50     | Wisconsin ..... 34.50      |
| Floating Power ..... 44.50 | El Paso ..... 39.50       | Oklahoma ..... 64.50       |
| Serenade ..... 34.50       | Dallas ..... 44.50        | Summer Time ..... 34.50    |
| Tennessee ..... 29.50      | Maryland ..... 49.50      | Dew-We-Ditty ..... 34.50   |
| Super Hockey ..... 59.50   | Screwball ..... 34.50     | Saratoga ..... 39.50       |
|                            | Black Gold ..... 59.50    | Tucson ..... 44.50         |

### WALL BOX SPECIALS!

- Seeburg Postwar 5c Wire-Wireless... \$9.95
- Packard Boxes..... \$7.50

### USED SPECIALS

- CHICAGO COIN Trophy Bowl ...\$ 59.50
- Bowling Classic... 59.50
- KEENEY League Bowler ..\$139.50
- Double Bowler .. 79.50

### PHONOGRAPH SPECIAL!

PACKARD MANHATTAN \$79.50

## S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220  
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## WANTED FIRST-CLASS MECHANIC & SERVICE MAN

EXPERIENCED ON ROCK-OLA AND SEEBURG PHONOS AND SOUND. Games, Alleys, etc. Amplifiers. Good Salary and working conditions to the right man. Wonderful opportunity to connect with a well-established Distributing Firm in the South.

Drifters and boozers, do not apply.

### FRANCO DISTRIBUTING COMPANY, INC.

24 N. Perry Street, Montgomery, Ala. PHONE 3-6463



# BIG, BOLD ILLUMINATED SCORE INDICATOR

PLAYER CAN SEE HIS SCORE AT A GLANCE WITH

## Williams "GUN CLUB"

HIGH SCORE!

POINT SCORE!

Available with 5c or 10c chutes

We recommend 10c play!

# Check these PLAY-ENTICING FEATURES:

Numbers 1 to 6 each lite a letter to spell G-U-N C-L-U-B on backglass!

Spelling G-U-N C-L-U-B Scores 1 free play and lites bottom center rollover and 2 top side rollovers for replays! Thereafter, 1 to 6 scores 1 replay.

Ball over either of the 2 bottom side rollovers, when lit, lites up the next consecutive letter in G-U-N C-L-U-B!

Hitting 2 stand-up targets after spelling G-U-N C-L-U-B lites up 4 additional side rollovers for 1 replay. A "SURE SHOT" feature!

LOADED WITH ACTION!!!

- TWO BULLET-SPEED THUMPER BUMPERS!
- THREE KICKOUTS! ● 2 FLIPPERS!
- TWO REBOUND KICKERS AT BOTH BOTTOM SIDES!

NEW! GOLD BUMPER CAPS AND FLIPPERS!

Williams

HINGED FRONT DOOR for easy SERVICING!

### ORIGINATORS OF:

1. Interchangeable Front Door for All Williams Games
2. Hinged Front Door for 5-Ball Games
3. Drum Type Scoring Reels on 5-Ball Games



## Order Today

FROM YOUR Williams DISTRIBUTOR

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

## IMPORTERS

You SHOULD BE DOING BUSINESS WITH

# TRIMOUNT

THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.
- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is guaranteed mechanically and electrically perfect—all have been completely reconditioned.
- Trimount has New England's largest parts department and finest service department.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST  
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors

# TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!  
40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 7-9400

# FOREIGN BUYERS!

we carry the world's largest stock

In addition to all the latest equipment we have thousands of thoroughly reconditioned machines available for your selection including pin games, kiddie rides, music machines, arcade equipment and alleys.

Our Service Is Quick, Efficient and Reliable

Write for Free Price List • Parts and Service Manual Available

## INTERNATIONAL AMUSEMENT CO.

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Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

## SCOTT-CROSSE COMPANY

Rittenhouse 6-7712  
PHILADELPHIA 30, PA.

### NEW EQUIPMENT

- Chi Coin, ROUND THE WORLD TRAINER
- Chi Coin, ADVANCE BOWLER
- Chi Coin, KING BOWLER
- Chi Coin, GOLD CUP BOWLER
- Exhibit, BRONCHO—TRIGGER
- Keeney, CIGARETTE VENDORS
- Bally, PALM SPRINGS

UNIVERSITY COIN MACHINE EXCHANGE  
854 N. High St. Columbus 8, Ohio  
Tel.: University 6900

SEEBURG HIDEAWAY	.....\$125
SEEBURG 1-46	..... 135
SEEBURG 1-47	..... 145
SEEBURG 1-48 BLOND	..... 195
SEEBURG WOM. (W4-L56)	..... 35
WURLITZER 1015	..... 150
WURLITZER 1080	..... 125
WURLITZER 1100	..... 275
WURLITZER 1250	..... 295

RECONDITIONED—REFINISHED!  
Terms: 1/3 Deposit, Balance C.O.D.  
FOREIGN BUYERS  
Write for Latest Postwar Phonograph Catalog

## ATLAS MUSIC COMPANY

2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

## MUSIC MONEY MAKERS!

WURLITZER 1400	.....\$495
WURLITZER 2140 WOM	..... 25
WURLITZER 3020 WOM	..... 25
WURLITZER 3020/48WOM	..... 35
A.M.I. MODEL A	..... 250
A.M.I. MODEL B	..... 325
A.M.I. MODEL C	..... 350
A.M.I. MODEL D-49	..... 475

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

AFTER TRAGEDY STRIKES

YOUR AMERICAN RED CROSS IS ALWAYS THERE

IT'S KEENEY AGAIN!



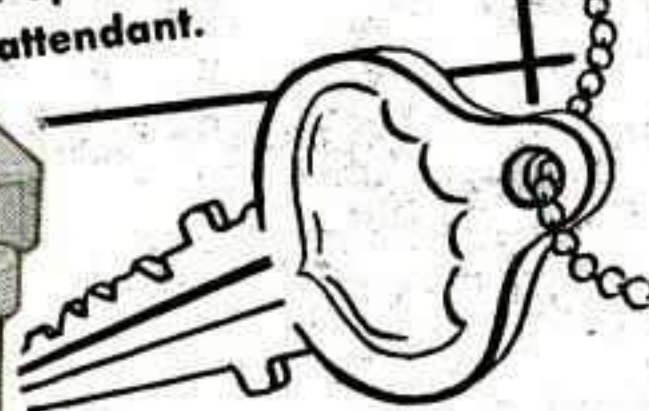
EVER SLICK SILENT PLAYFIELD • HIGH SCORE FOR WEEK • SCORES ALL SPLIT SHOTS

# Keeneey's 6-PLAYER PACEMAKER

with 4 SCORE CARDS FOR ANY TYPE PLAY!  
**10<sup>TH</sup> FRAME**  
SHOOTS ON AS LONG AS PLAYER  
"STRIKES" To Score Double or Triple...

plus OPTIONAL 0 to 9 MATCH SCORING!  
PLAYER CAN ALSO SCORE DOUBLE OR TRIPLE  
IN THE 3rd - 5th - 7th and 10th FRAMES!

**KEY** in front of game  
switches from regular to  
match play at discretion  
of operator or location  
attendant.



Keeneey's  
**PACEMAKER**  
has Exclusive Features  
that get and hold  
players' interest for  
**INCREASED EARNINGS!**

WRITE-WIRE-PHONE YOUR **Keeneey** DISTRIBUTOR!

READY WITH  
IMMEDIATE DELIVERY!

J. H. **Keeneey** & CO., INC.  
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

THE  
BIG PUSH  
IS ON WITH  
**Keeneey's  
PACEMAKER!**  
SIZES: 8 FEET  
or 9 FEET

▲ HINGED FRONT DOOR FOR EASY SERVICING!

DAVIS PHONO SATISFACTION! EASY AS A - B - C . . .

## Always Buy Choice DAVIS PHONOS

EVERY ONE FULLY GUARANTEED

**SEEBURG M-100 A**  
with DAVIS Guarantee  
WRITE FOR NEW  
LOW VOLUME  
PRICE  
Complete with professional  
Reconditioning and  
Refinishing

- Seeburg Specials**  
All Reconditioned and  
Refinished with Davis  
Six Point Guarantee.
- ★ Seeburg 146M . . . \$115
  - ★ Seeburg 147M . . . 135
  - ★ Seeburg 148M . . . 185
  - ★ Seeburg 148ML . . . 215

- Wurlitzer Specials**
- 1080 Reconditioned, \$139
  - 800 } Thoroughly cleaned,  
Refinished } complete & in good  
700 } working condition 69

**Rock-Ola 1422**  
Thoroughly cleaned, complete  
& in good working condition. \$79

**Speaker Special**  
Wurlitzer "4000" Star  
Speakers. Each . . . \$14.95

- AMI Specials**  
Reconditioned—Refinished
- "A" . . . \$195
  - "B" . . . \$295

**WANTED TO BUY**  
● MILLS CONSTELLATIONS  
● EVANS CONSTELLATIONS  
● WURLITZER 1015's  
● WURLITZER 1400's  
(Telephone Collect for Offer)

**WALL BOXES**

Wurlitzer 4820, 56, 104, 254, Converted	\$35.00
Wurlitzer 3020, 56, 104, 254, Reconditioned	14.95
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 219 Stepper	19.50
Seeburg 3W5-L54, 3-Wire, 56, 104, 254, Reconditioned	24.50
Seeburg 3W2-L54, 3-Wire, 56, Reconditioned	6.95
Seeburg W1-L54, Wireless, 56, Reconditioned	4.95
Packard Pla-Mor	3.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

**DAVIS DISTRIBUTING** SEEBURG FACTORY DISTRIBUTORS  
CORP. 738 ERIE BLVD E.  
Branches in BUFFALO • ROCHESTER • ALBANY SYRACUSE, N. Y. PH. 75-5194

## ROUND THE WORLD NOW! In Our Showroom... CHICAGO COIN'S New Money Maker

**SHUFFLE GAMES**

United Deluxe	\$125.00
United 2 Player	65.00
United 3 Player	95.00
United 4 Player	100.00
United 10th Frame	270.00
United Cascade	325.00
Chicago Coin 6 Player	125.00
Chicago Coin 4 Player Drum Scoring	195.00
Chicago Coin 10th Frame	270.00
Chicago Coin Matched Bowler	195.00
Chicago Coin Matched Bowler & 10th Frame	295.00

**SPECIALS**

Buckley Track Odds, Non-Coin	Write
Genco Jumping Jax	\$100.00
Genco Golden Nugget	125.00
Genco Silver Chest Write Pop Corn Sex	49.50
Evans Horse Race Wheel & Lay-Out	Write

**BINGOS**

Coney Island	\$140.00
Beauty, Very Clean	250.00
Bright Life	125.00
Atlantic City	235.00
5 Stars, Very Clean	49.50
ABC	50.00
Spot Life	140.00
Lone Beach	139.00
Frolics	240.00

**RIDES**

Chicago Coin Super Jets, New	Write
Exhibit Big Bronco	\$500.00
Bally Champion Horse	Write
Chicago Coin Round the World	Write

## Monroe's COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. Superior 1-4640)

**WANTED WANTED**  
FOR IMMEDIATE DELIVERY  
25 Two-Horse Merry-Go-Rounds, new or used.  
In good condition. Must have Music and be  
Coin Operated.  
**Reply Box #902**  
The Billboard, 1564 Broadway New York City

SAY YOU SAW IT IN THE BILLBOARD!

**WANTED**  
Bakers Races and A.B.T. Challengers  
(used); Coney Island.  
Write  
**BOX 4339**  
Caracas, Venezuela

**COBRA CARTRIDGES**  
Realigned and Resurfaced, 75¢ each.  
ORIGINAL PERFORMANCE GUAR-  
ANTEED. 10 Days' Service Via  
Air Mail.  
**ELECTRONIC INDUSTRIES**  
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**WANT TO BUY**  
Mutoscope Voice Recording, Williams  
late DeLuxe Baseball, Grandmother's  
Prediction.  
**Playland Amusement**  
239 West 125th Street, New York, N. Y.  
Phone: MONument 2-7755



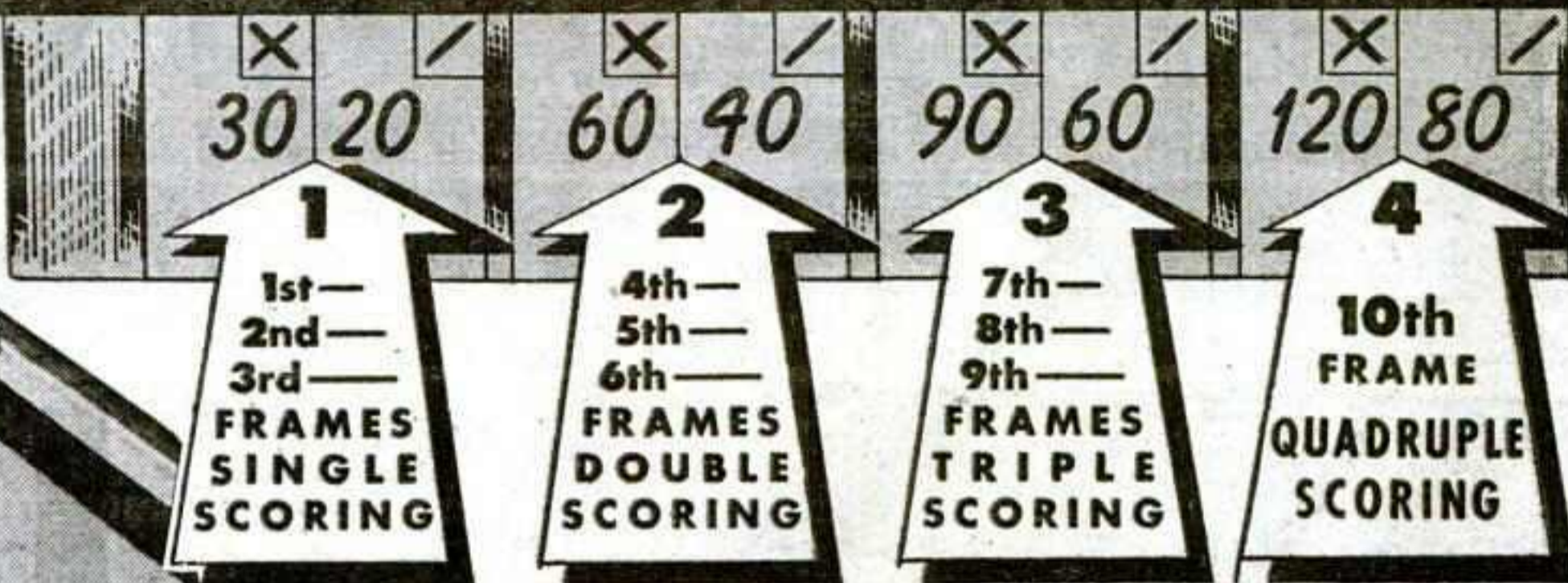
*Features Galore in Every Bowler!*

chicago coin's *New*

# ADVANCE BOWLER



★ New Beautiful Cabinet Styling!



★ *Featuring New ADVANCE Scoring!*

★ New Scoring Thrill!  
Top Score of 900!

★ FAST! 45 second scoring! Multiple Scoring on Strikes and Spares only!

★ Adjustable to Play 5 Frames



# KING BOWLER

**NEW Feature... Double and Triple Score Action on Strikes and Spares Only!**

**THE GAME WITH THE NUMBER, STAR AND CROWN MATCH FEATURE!**

★ 5th and 10th Frames Triple Score Feature!

★ 3rd and 7th Frames Double Score Feature!

★ Adjustable to Play 5 Frames

*All 3 Games*  
EQUIPPED WITH  
**GIANT SIZE**  
Bowling Pins

# GOLD CUP BOWLER

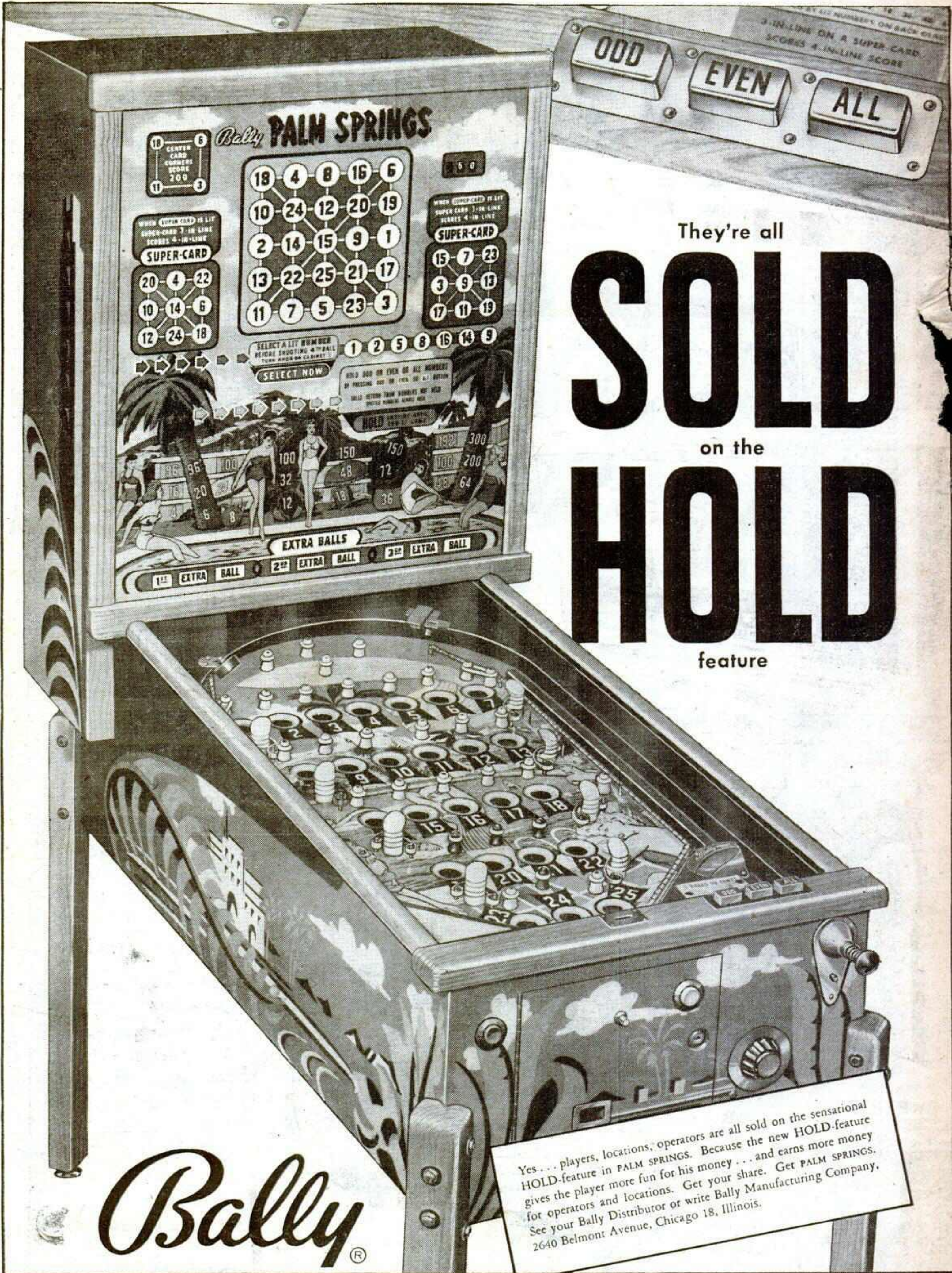
Chicago Coin's *9 Foot Size*  
With exclusive **REPLAY** Feature

- ★ Replay given player Matching a number!
- ★ Any one or six players Can get Replays!
- ★ Can be operated as Straight Match Bowler!

# chicago coin

MACHINE COMPANY

1725 West Diversey Blvd.,  
Chicago 14, Ill.



They're all  
**SOLD**  
 on the  
**HOLD**  
 feature

*Bally*®

Yes... players, locations, operators are all sold on the sensational HOLD-feature in PALM SPRINGS. Because the new HOLD-feature gives the player more fun for his money... and earns more money for operators and locations. Get your share. Get PALM SPRINGS. See your Bally Distributor or write Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Illinois.

**PALM SPRINGS**

UNITED'S

# RIO

with **NEW SPELL-NAME** Feature

Spell **R-I-O** for **4-IN-LINE SCORE**

(CAN ALSO SPOT NUMBERS 2-5-8)

Spell **R-I** for **3-IN-LINE SCORE**

(CAN ALSO SPOT NUMBERS 2-5-8)

**ALL BALLS IN R-I-O POCKETS RETURN FOR EXTRA PLAY**

*plus*

## TWO SPECIAL CARDS

(FOR EXTRA IN-LINE SCORES)

SELECT-EM FEATURES

- SPOT A NUMBER
- EXTRA BALL
- 3 in Line Scores 4 in Line
- BOTH SUPER CARDS
- BOTH SPECIAL CARDS

**FOUR CORNERS SCORE**

**EXTRA TIME FEATURE**

**UP TO 3 EXTRA BALLS PER GAME**

**NEW, EXTRA LARGE CASH BOX**

### E-Z SERVICE FEATURES:

- BACK GLASS SLIDES OUT EITHER SIDE
- BACK GLASS MECHANISM TILTS FORWARD FOR EASY ACCESS
- HINGED FRONT DOOR
- HINGED BACK DOOR

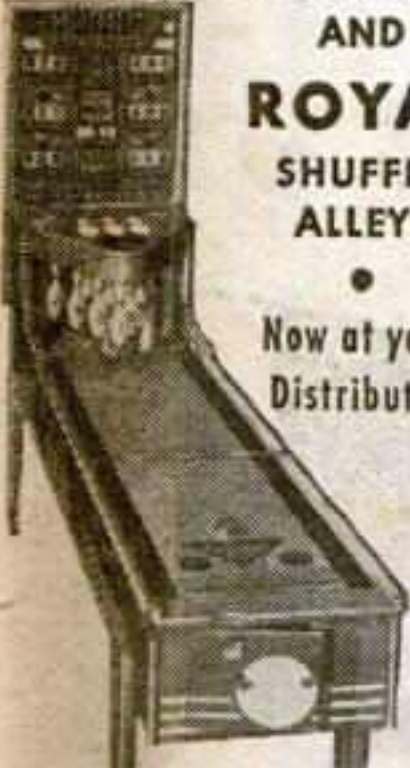
SEE YOUR DISTRIBUTOR

SELECTOR KNOB

STANDARD PINBALL CABINET SIZE

SEE UNITED'S IMPERIAL AND ROYAL SHUFFLE ALLEYS

Now at your Distributor



AVAILABLE IN 2 SIZES  
8 FT. BY 2 FT.  
9 FT. BY 2 FT.

**UNITED MANUFACTURING COMPANY**  
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



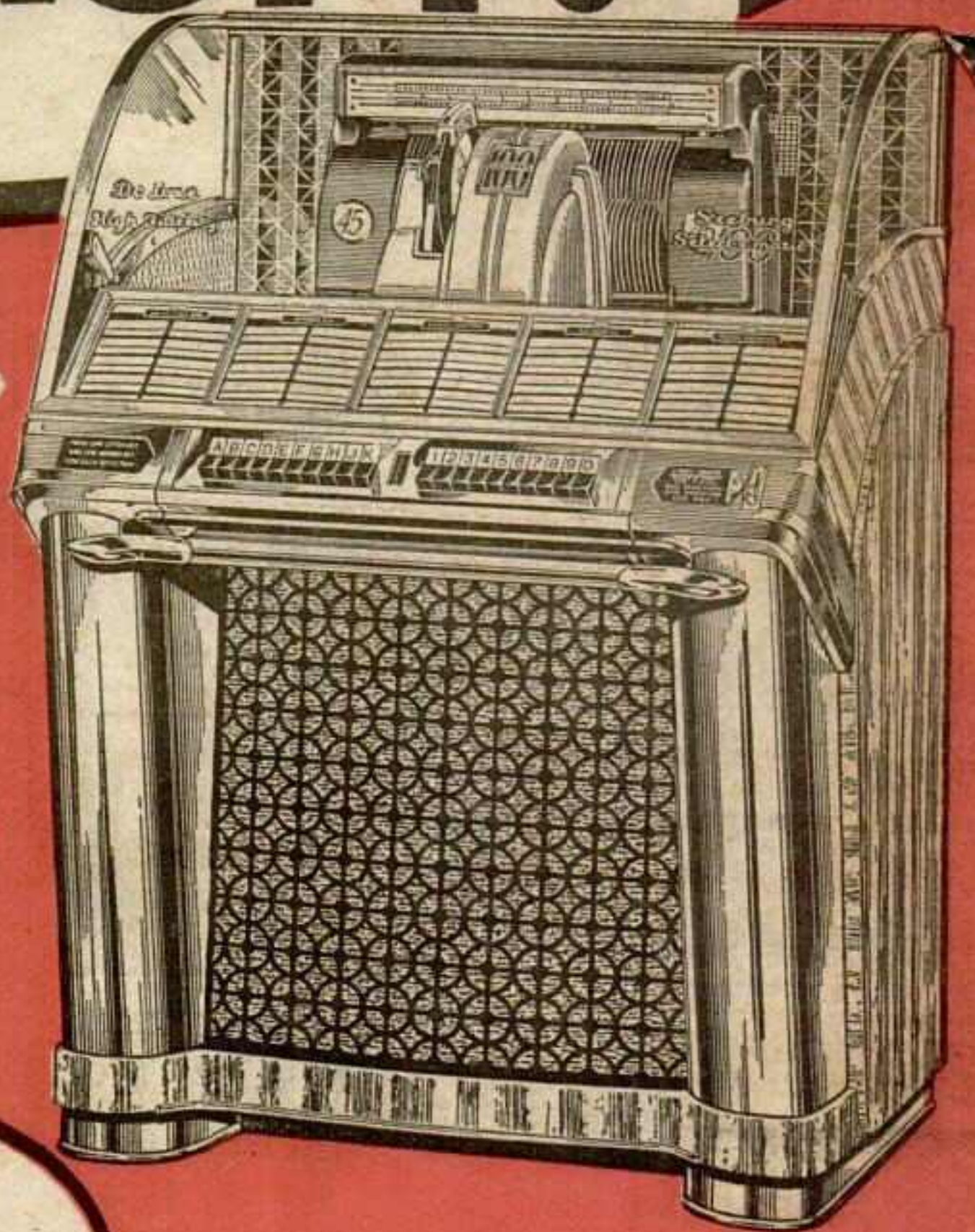
# HIGH FIDELITY PROVIDES NEW TONAL REALISM!

Select-o-matic  
100

music systems  
have it!



**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois



*America's Finest and  
Most Complete Music Systems*