**DECEMBER 19, 1953** 

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

## TV Film Sales for '53 Hit Top \$50,000,000 Volume

## FTC to Avoid Standards on Hi-Fi Players

Many Facets Make Sales, Advertising Rules Impractical

WASHINGTON, Dec. 12 .- The Federal Trade Commission will abandon its attempt to include sales and advertising standards for hi-fi equipment in the agency's forthcoming trade practice rules for the phonograph-TV-radio sets industry. The FTC will avoid writing a definition on hi-fi standards on the advice of the industry itself, enunciated this week by Glen McDaniel, president of Radio-Electronics-Manufacturers' Association. McDaniel estimated that it would take "several years" for the industry to come up with an answer satisfactory to all manufacturers.

FTC is convinced that hi-fi characteristics can't be properly defined without development of alaquate instruments to measure characteristics when agreed upon. Altho relatively little difficulty is seen in developing engineering standards for hi-fi, the problem is complicated by psychological and technical factors. A typical psy-chological stumbling block is the question of how to define listening standards under varying acoustical conditions (placement of the phono set in a living room, effect of draperies, rugs, etc., on acousti-cal conditions).

The FTC has given up as hopeless for the present the task of trying to reconcile differences between small custom manufacturers jockey record charts. Eddie and large manufacturers. Custom Fisher's "I'm Walking Behind makers are apparently loath to You" copped top honors in the agree on standards which would pop juke box list. make i possible for big companies

## \$499 Muntz Set for Color

CHICAGO, Dec. 12.-Muntz TV Friday (11) made its bid in the color TV field by announcing production of a 27-inch black and white set, selling for \$499, which uses a color TV chassis, and which can be converted to color in the home in half an hour by changing picture tubes.

Muntz expects the color tubes will sell for about \$125, and will give a trade-in on the 27-inch black and white tube.

The set has a new color circuit, developed by Hazeltine Research Laboratories, which has 24 tubes, compared with 3° to 46 tubes of competitive sets. It operates on 300 watts. Muntz will use the Lawrence Chromatic tube.

The set can take a color tube of from 18 to 27 inches without

## 1953 WINNERS DESTINED FOR HEADLINES IN 1954

Here in alphabetical order are the performers who give every indication of becoming the headliners of 1954:

Rex Allen Harry Belafonte Victor Borge Ruth Brown **Red Buttons** Marge and Gower Champion The Clovers Wally Cox

Darvas and Julia The Five Royales **Eddie Fisher** Jackie Gleason Frances Horwich Pee Wee Hunt Joni James Eartha Kitt

Julius La Rosa Robert Q. Lewis Liberace Will Mastin Trio Ralph Marterie Martha Raye Frank Sinatra Helen Traubel

## Trend Denotes 50% Higher Peak in '54

Distributors Gross \$30,000,000 on Half-Hour, 15-Minute Syndications

By GENE PLOTNIK

Starting on Page 19

in syndication brought in an in-NEW YORK, Dec. 12. - The dustry gross of almost \$30,000,000 year just ending has been a in 1953, according to a consensus smashing one for distributors of of distribution toppers. Feature TV film, with the maturing in-dustry grossing almost \$50,000,000 proximately \$15,000,000 alto-on all types of film. Moreover, gether. Musical libraries and the continuing expansion of the miscellaneous shorts accounted industry promises an even for another \$4,000,000. brighter year ahead whatever the general economic conditions. It is jumped about 20 per cent in 1953 widely anticipated that the industry's dollar volume in 1954 will exceed the year just ending by as much as 50 per cent.

The gross on program series over the preceding year. In 1954, distributors expect the industry-

wide gross to go as high as \$45,000,000. There will be a rash of new products to fill the burgeoning demand caused by the increasing number of stations and markets. The new programs will be higher budgeted product than the standard of syndicated shows heretofore.

Half-hour and 15-minute series

150 Titles

In the feature film field, some 150 titles were brought into TV distribution for the first time. This was a mere trickle in an industry consisting of about 2,000 features and about 500 Westerns,

For 1954, the prospect for additional feature film is no more promising. There is still a possibility that Samuel Goldwyn will

## 'Vaya Con Dios' Edges Out 'Moulin' as '53's Top Tune

By NEV GEHMAN

NEW YORK, Dec. 12.-In almost a dead heat finish "Vaya Con Dios," published by Capitol Record's Ardmore Music and recorded by Les Paul-Mary Ford, a definitive evaluation edged out the Broadcast Music, sic business for 1953. "Song From Moulin Rouge" as the top tune of 1953, according to the annual recap of The Billboard's Honor Roll of Hits.

These pop tune and record to stake their claim to meeting the standouts highlight the annual (Continued on page 28) tunes and records in the pop, country and western, and rhythm and blues fields. (Complete listof this issue.)

what happened week by week strength of all the year's entries. Thus, "Vaya Con Dios" on the depends on memory of what happened during the preceding 12 being more than 16 times as months, these listings represent strong as the average of the 337 a definitive evaluation of the mu-

Because some tunes bridged does not reflect the complete records for the year. Leading the strength of these tunes and rec-"Moulin Rouge" in recorded ords. Similarly, there are tunes form, however, reversed the or-

Other Leaders

of 337 different tunes which received Honor Roll of Hits rating don (one to two). ings appear in the Music section points were evaluated in compiling the hit songs of 1953.

summary of The Billboard's tune and record carries an index weekly music popularity charts figure which shows the relative since the first of the year. Since strength of each, based on point (Continued on page 27)

they are a statistical recap of totals, compared with the average

Year's Trends

A total of 24 artists on nine labels accounted for the top 30 tribution subsidiary, and at the records for the year. Leading the (Continued on page 6) both 1952 and 1953, this summary labels accounted for the top 30 pack are Perry Como with three (including two in the top 10) and Joni James with a similar numder to win top honors via the Percy Faith disk in the recap of both the best-selling and disk into 1954. each registered twice.

Label-wise RCA Victor led for

Columbia dropped from 11 to four entries, Decca three to none signed by the Grades for a 10-These year-end results are a In addition to the ranking, each and Coral from two to one. Dot week tour of Britain, starting

## Perry Como Set for London

LONDON, Dec. 12.—The Lew the year, accounting for eight of and Leslie Grade office has inked the 30 top records. This is an in-Following the top tunes for the year, accounting for eight of year are "You, You, You," "Till I the 30 top records. This is an in-Waltz Again With You" and crease from the label's five of a pearance, probably in August, "Don't Let the Stars Get in Your year ago. Gains over a year ago 1954. This will be the singer's requirements in their mass-pro- Billboard listing of the year's top start of the annual were also scored by Capitol (four first visit to Britain, although the requirements in their mass-pro- Billboard listing of the year's top start of the cond of 1952. A total start at the end of 1952. A total to six), M-G-M (zero to four), Grades have been trying to juggle Mercury (two to three) and Lon- dates to suit him over a number

of years. Johnnie Ray has also been

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Attention, DISK JOCKEYS

### 1953's TOP SONG and RECORD

A comprehensive listing of the top song hits and records of 1953 that will serve as ideal programing material during the coming Holiday Season.

See Pages 28 and 29, Music Section, This Issue

internal changes.

By PAUL ACKERMAN

Who's resigning? there's been a vague but wide-

spread feeling among high echelons in the American Society of Composers, Authors and Publishers that someone should resign, but, just who is a moot point. Everyone believes it should be some other fellow. This figures.

During the last meeting of the ASCAP board, one of the members-a gentleman who has made a policy of not talking to the press-attacked his colleagues for talking to The Billboard. He said. in effect, that the board member who revealed the facts of a story to The Billboard was "untrustworthy" and should resign.

The ASCAP session was a heated one. There was much debate as to who, among the members, was so bold as to talk to a reporter. Nobody admitted anything, and nobody resigned.

While this was going on, a number of publishers affiliated with the Society were holding a private meeting of their own with the intention of forcing the resignation of the aforementioned apostle of secrecy. This little session, too, had its own atmosphere of bitterness and was meaningful in its revelation of the wide and autocracy, and the other desirable to do so.

which favors a more open demo-During the last several weeks cratic approach to the Society's problems.

> Even as these sessions take place, the reporters hear of them. That men should even presume to padlock the sources of information, that they should attempt to label the free interchange of news as an instance of "untrustworthiness," is both ridiculous and unfortunate.

Those who understand the comic spirit must laugh at the encompasses television and radio antics of mature and powerful as well as disks and transcripmen who grow childish when tions. they cannot have their way.

The humor of the situation, however, is loaded with grimness. This bother over secrecy, this addiction to it, this demand for someone's - virtually anyone'sresignation even as someone is attempting to plot your own resignation—takes place at a time when the ASCAP board is faced with problems which are rough and varied.

You cannot effectively tell a child to keep his mouth shut. Those men on the ASCAP board who are childish will surely not heed the advice.

You cannot tell a man to keep his mouth shut. And those schism between that ASCAP seg- ASCAP board members who are ment that is wedded to secrecy men will talk when they feel it is

## Legit Line-Up

and-dancer entrepreneur, is negofor grand opera competition with vard. the Met. The house has an enormous stage and ork pit, and would be ideal for the purpose intended

by Lester. "End as a Man" winds up at the Vanderbilt tonight and re-lights Thursday (17) at the Lyceum. The drama has already made the hit grade, passing its 100th performance mark this week. Financially, it has had hard sailing, but has trimmed ship to a point where it can now operate on less than \$7,000 a week. The current move is strictly temporary, since Billy Rose's production of "The Immoralist" is booked into the Lyceum as of January 17. . . . "Im-moralist" goes into rehearsal Friday (18), with Geraldine Page and Louis Jordan co-starring in Ruth and Augustus Goetz's adaptation of the Andre Gide novel The supporting cast includes Charles Dingle, David Stewart and James Dean. Herman Shumlin is directing, and settings are by George Jenkins. . . . Anthony Ross has signed for a featured role in Diana Morgan's "The Starcross Story," which co-stars Eva Le Gallienne and Mary Astor. Drama's sponsors are the Shuberts, S. S. Krellberg and John C. Wilson, the last doubling as director. "Story" unveils Monday (28) in Philadelphia. The Stem opening not yet set. . . . Henry Miller advises from London that he has bought American rights for Agatha Christie's latest murder mystery, "Witness for the Prosecution." The show is currently a hot draw in the West End. The melo's action is localed in London's Old Bailey courthouse and calls for a cast of 35.

#### KERR, BROOKE SCRIPT PLAY . . .

contributed to the Stem scene, theaters won't help them." and Miss Brooke once collabo-Kerr intends to direct the piece. in Akron. In 1940 there wer- 33.

Miller expects to get it under the

production wire here this season.

There is good news theaterwise There i said to be a part in it in the possibility of an old land- tailored to fit Cyril Richard. . . mark returning to the legit fold. Paul Vincent Carroll's play, "The Edwin Lester. West Coast song- Wise Have Not Spoken," will not get a Greenwich Village unveiltiating to take over Loew's Lex- ing as intended. Current plans ington pic emporium on Lexing- call for a Broadway opening in ton Avenue between 50th and 51st | mid-February under the sponsorstreets as a permanent base for ship of Rita Allen and Archie big musical and operetta produc- Thompson, in association with AFM in the disk negotiations tions. Lester's backer in the plan Trio Productions. Dennis King is reportedly Louis A. Lurie, L.A. has been mentioned for a leading financier and a vet investor in stint and Harry Wagstaff Gribble film and theater projects. If the for the staging. The cast so far deal for the huge 2,584-seater includes the author's daughter, shapes up, the old house will Helena Carroll, and the Clancy likely be re-christened the Oscar brothers. Thomas and Patrick, Hammerstein Theater. It was orig- who likewise have a stake in Trio inally built by Hammerstein, Productions. The play was tested uncle of Oscar Hammerstein II. last summer at Martha's Vine-

#### TOWN SUSPENDS FOR HOLIDAY . . .

"Wonderful Town" suspends for Monday (30) in the Taft Theater. the Christmas holidays, December 19-25, inclusive. Performances resume Saturday mat (26). The b.o. will be open, however, during vacation week to make exchanges on tickets for canceled performances. . . . Director Dennis Gruney will audition character actors Monday (14) thru Friday (18) for the Blackfriars Guild's next offering, a biog drama about Sir Thomas Moore. Rehearsals start after the holiday, and the opening is set for February 15. . . . "Harvey," the rabbit, is coming to life after all. Frank Fay will head revival touring edition opening in Santa Barbara, Calif., Tuesday (29). Stands in San Francisco and Los Angeles follow. Cast includes Enid Markey, Fred Irving Lewis, Genevieve Frizzell and Bobby Barry. Edward Choate and George Ross are the sponsors.

#### Akron Knocks Off Amusement Tax

AKRON. Dec. 12.-The city council has repealed the municipality's 3 per cent amusement tax. The action came after two years of fighting by theater owners, who contended that repeal was necessary to their continued operation.

Dropping of the tax will cost the city approximately \$40,000 in revenue during the coming year. The tax was put into effect when the State dropped its amusement

Paul Bixler, 6th ward Democrat, cast the only dissenting vote. "It will take more than this to save the theater business," he Jean Kerr (wife of Tribune said. "We've always gone along aisle expert) and Eleanor Brooke with what the theaters wantedhave scripted a play about a car- parking areas and the like. But I toonist and his son, called "King can't see much point to this. We of Hearts." A sponsor is in the are cutting down the city's income offing. Mrs. Kerr has already when the amount saved by the

The tax comes off not only thearated on a play with the late ters but on dances, sports and Phillip Barry. An unusual de- all other types of amusement. Toparture is that husband Walter day there are only 18 theaters left

## Petrillo-Diskery **Negotiations One** Phase of Story

By PAUL ACKERMAN

NEW YORK, Dec. 12.-Opening of negotiations Tuesday (15) companies is but one phase in an exemption as high as \$1,600. A over-all trading activity which compromise looks likely.

In fact, Petrillo has already had conversations with RCA and CBS brass in order to arrive at a verbal understanding covering the use of live and mechanical music on the networks and their ownedand-operated stations. The network pacts, of course, expire one month beyond the December 31 date which marks the expiration of the disk pact.

That both Petrillo and the network brass have already made concessions in one field in order to gain an advantage in another has been charged by execs very close to the picture. Here's how the situation is outlined currently:

(1) The American Federation of Musicians, in pre-negotiation talks, indicated a desire for a big hike in the royalty rates. (2) The AFM, however, has shown itself to be tractable on this point if Petrillo can get some assurance that in the forthcoming television and radio negotiations, the AFM can get a good break on employment on the networks and their owned-and-operated stations.

This point involves a tighter regulation on the use of disks and other mechanical music on TV and radio programing. The verbal understanding with regard to TV and radio would also encompass the matter of scales.

It is also bruited about that the would request a hike in scale-

#### Musical to Utilize Video Exploitation

CINCINNATI, Dec. 12.-Plans for exploitation via TV, similar to those used to hypo movie attendance, were completed last week in Cincinnati for the musical, "Little Jessie James," which premiered

During show rehearsals at WLW-T studios, producer Don Thompson, working with promotion man Terry Turner, filmed sequences from the show for use as trailers on TV stations in towns the show is to play prior to its New York opening after the first of the year. The TV technique is slated to be used for the first time in Baltimore, which the show plays next week, and is said to be a "first" for a musical.

During the show's local run exploitation facilities of the Crosley Broadcasting Corporation were used to plug the show. Newspaper critics' reviews of the show were mixed.

#### BROADWAY SHOWLOG

Performances Thru December 12, 1953 DRAMAS

532

A Girl Can Tell.........10-29, '53

Dial "M" for Murder ..... 10-29, '52

End as a Man

Enu as a man	
Kind Sir11- 4, '53	45
Late Love	17
Madam, Will You Walk? 12- 1, '53	15
My Three Angels 3-11, '53	330
Picnic 2-19, '53	340
Richard III	
Sabrina Fair	36
Spanish Theater	2:
Tea and Sympathy 9-30, '53	8
The Fifth Season 1-23, '53	381
The Seven-Year Itch11-20, '52	446
The Solid Gold Cadillac 11- 5, 53	44
The Teahouse of	
August Moon	6
MUSICALS	
Can-Can 5- 7, '53	255
Comedy in Music	

#### Me and Juliet..... 5-25, '53 South Pacific ..... 4-16, '49 1,901 The King and I..... 3-19, '53 1,132 Wonderful Town..... 2-25, '53

#### CLOSINGS

COMING UP

The Prescott Proposals ...12-16, '53 On, Men! Oh, Women.....12-17, '53

## Washington Once-Over

present \$600 per taxpayer. The Commission. move is getting bipartisan support.

#### COLOR TV DIDN'T GET A TUMBLE . . .

Here's the latest on color TV: Rainbow-hued TV wasn't reached on the agenda of the Federal Communications Commission's closed-a o o r meetings this week. All seven members of the FCC were on hand, but they were bogged down with other business. Their last go-round on missioners still hope to issue a this year's dizzy level. But, they New Year's.

#### THIS COMMERCIAL WAS FOR FREE . . .

of Columbia Radio and Television Broadcasters' Association. Temple W. Seay, a lawyer in the D. C. firm of Dow, Lohnes & Albertson, was billed to explain lawyer."

#### HERE'S A RUMOR THAT WAS RIGHT . . .

a formal confirmation for the ists intend to stump for an early record yesterday (11) when Com- hearing.

WASHINGTON, Dec. 12. - A missioner John C. Doerfer, of the tax-saving boon is in the cards Federal Communications Comfor amusement industry folk next mission, told a broadcast group in year if a powerful bloc on Capitol a luncheon talk that he originally Hill gets its objective. The objec- wasn't slated to go to the FCC at tive is to raise the personal in- all-he was intended to fill a come tax exemption from its vacancy on the Federal Power

"I don't know what happened between musicians' union chief Bills already waiting Congress' to cause the switch," said the James C. Petrillo and the record attention propose to hike the Wisconsin Republican laughing, "but I can tell you that I wasn't particularly anxious at the time to come to Washington. Out in the Midwest we believed a lot of the things we were hearing about what was going on in Washing-

#### HOW'S BUSINESS? JUST READ ON . . .

Can the amusement industry look to a big year of spending by the American public in 1954? Government economists are saycolor was in executive sessions the ing off-the-cuff, "Yes." The extwo preceding weeks. The Com- perts, however, predict a dip from go-ahead for compatible color TV add, a mild tailspin wouldn't be by Christmas-at the latest by serious. One waggish economist illustrates this with a gag put in circulation this week by financial writer Sylvia Porter, who cited Beardsley Ruml as her source for Smoothest commercial of the the quip. "Business is like sex." week was heard at the annual Miss Porter said. "When it's good, meeting of the Maryland-District it's very, very good, and when it's bad, it's still good."

#### THOSE DRYS AGAIN ON CAPITOL HILL . . .

You can expect a big drive by new tax rulings affecting radio drys on Capitol Hill next session and television. Seay's explanation to push legislation restricting TVbegan as follows: "If you were in radio commercials for beer, wines business with a television station and other alcoholic drinks. The before January 1, 1951, go over prohibitionists made their last big your tax returns for that and effort a couple of years ago. The previous years-and then see your word is that they've lined up some added strength in unexpected quarters on the Hill. Legislation to put a crimp in beer and wine commercials will probably be A Washington rumor that went hoppered almost as soon as Conthe rounds for months finally got gress returns. Prohibition lobby-

## C. of C. Joins Push To Repeal Tax Laws

WASHINGTON, Dec. 12.—Ef-|service taxes, coin-operated Chamber of Commerce in a plan submitted to President Eisenhower's Commission on Intergovernmental Relations by Richard L. Bowditch, president of the U.S. C. of C. The Chamber recommended that, to enable States to assume added financial obligations, the federal government ought to surrender at least seven tax sources, including the federal admissions tax and the federal taxes on coin-operated amusement and gaming devices.

The Chamber argued that the States should have sole use of those sources of revenue to help the States raise money for their growing needs. Bowditch pointed out that the federal government belong to the States and communities under our constitutional system," and this has created a "serious imbalance in our governmental structure." "It has caused federal government to grow too big and consequently too powerful for the safety of some of our individual freedoms," he said.

The Chamber's plan calls for the federal government to eliminate or sharply reduce its grants to the States in various welfare fields. To help the States assume these added obligations, the Chamber urged that the States be given sole right to collect revenue from admissions taxes, club dues and initiation fees, bowling alley and pool table taxes, local telephone

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forts to wipe the federal admis- amusement and gaming device sions tax off the statutes got a big taxes, tax on leases of safety depush this week from the U. S. posit boxes, and estate and gift

3.3

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No. 51

ALL OF BUILDING

经济交易者 医蜂苇 门名等

Sweeney Named BARD PUTS CAP BAB Exec Head;

## Hardesty Out

NEW YORK, Dec. 12.-The selection of the next president of Broadcast Advertising Bureau, Inc. is not likely to occur for several months yet, according to indications this week. The five-man committee named to recommend a new prexy held its first meeting this week, and reported no significant progress. Next meeting is scheduled for the second week in January.

Meanwhile, Kevin Sweeney, vice-president of BAB since 1951. was made top man of the organization. He was given the title of executive vice-president in charge of operations, effective January 1.

William Ryan, whose resignation as president three weeks ago was to become effective February 1, this week asked to be relieved of his duties immediately. Also this week, John Hardesty, resigned as director of local promotion, effective December 31, to become New York sales manager of Westinghouse radio and TV stations. Sweeney is expected to name his successor shortly.

At Westinghouse, Hardesty will have the post currently filled by Eldon Campbell, who is being promoted.

## **NBC** Billings Hit TV High

NEW YORK, Dec. 12.-NBC-TV set a new record for a single month's business by any network, chalking up \$10,394,200 in gross time billings for October, according to Publishers' Information Bureau. The total represents a 28.7 per cent increase over NBC-TV billings in October, 1952.

The web's October billing record also marks the first time any network has passed the \$10,000,-000 mark for one month. Second highest network time billings for October were made by CBS-TV with a total of \$9,421,202.

#### Frank Young Tops Dimes Air Drive

Young, former director of the trict of Columbia Radio and Tele-NBC press department, has been vision Broadcasters' Association. signed to handle publicity for the "If some time next spring you newly expanded radio-TV-movie department of the 1954 is falling off somewhat," he said, March of Dimes national cam-"broadcasters shouldn't start crypaign. The department, under the ing the blues." He said that while direction of Howard J. London, a slight rereat might be possible, has been augmented by 18 new it doesn't pose a serious threat,

## ON HUMILITY

NEW YORK, Dec. 12. -Altho the breadth of Shakespeare's vision long has been hailed, the immortal Bard's vast insight seldom has been so clearly shown as this week at the New York City Center. It was Shakespeare's anticipation of the recent Arthur Godfrey fracas which broke up the audience on Tuesday (8), attending the preview of Jose Ferrer's production of "Richard III."

Ferrer, playing the grasping, unscrupulous Richard, completely stopped the show when he proclaimed: "I thank my God for my humil-

It was nearly a half minute before the play could be resumed.

## Five Signings By ABC-Radio

NEW YORK, Dec. 12.—ABC-Radio this week scored two new sales and three renewals.

Beginning January 4, Carnation will sponsor "When a Girl Marries" across the board from 10:45 to 11 a.m. Also signed was Stanley Home Products, which will sponsor the Boys Town Choir broadcast Sunday, December 20 consecutive year.

signed by Bobbi Home Permaweek deals.

## Agency Execs Explore Suit To Bust Network 'Monopolies'

#### Informal Talks With Justice Dept. Portend Possible Anti-Trust Case

have been taking place between pictures works a competitive execs of some of the top advertising agencies and officials of the exhibit film. Department of Justice, to determine whether there are sufficient grounds to institute restraint of trade suits against the major TV networks.

point of whether the networks, by packaging their own programs of the problem has not yet and selling them on their own facilities, are not freezing out other program producers from tion, perhaps may never do so.

agency men and the federal officials, rather than official. This weeks. is because of a Justice Departthat agency from tendering advice or opinions unless a suit alproceedings.

have requested anonymity at this previous ruling as applied to a from 8 to 8:30 p.m. for the sixth time, maintain that networks, in new case is permissible without packaging and selling their own the filing of an official complaint. The renewals, all for Don wares via their own facilities, are McNeill's "Breakfast Club," were duplicating the process found by the Government to be monopolis-The Philco Corporation. Both the interests. It was the federal find-

NEW YORK, Dec. 12. - In-| selves of theater holdings, on the | frozen out of production of new hardship on others seeking to

No Formal Complaint

A high officer of the anti-trust division of the Justice Depart-ment told The Billboard recently that no complaint has been filed The discussions turn on the formally. However, the ad agency execs said that their examination reached the filing stage, and, depending upon further examina-The talks have been purely on a personal basis between the could be filed in a matter of

Indeed, one agency man said ment regulation which prevents that formal discussions with the Justice Department may get under way in the near future, for ready has been filed. No such purposes of securing an opinion suit is on file, and there is no firm based on previous rulings. The indication, as yet, that the case rulings referred to are those inwill reach the status of full legal volving the consent decree already written for the motion pic-The agency men involved, who ture industry. Interpretation of a

Both NBC-TV and CBS-TV are virtually sold out in the evening time slots. Both webs have netnents, White Rain Shampoo, and tic on the part of motion picture work packages on the air in these periods, and ad agencies and insales and renewal pacts were 52- ing in the latter case which forced die packagers alike have been picture producers to divest them- complaining that they are all but

formal discussions, ranging over ground that to be in the business shows now. The networks, for several weeks, are understood to of both producing and exhibiting their part, maintain that they do not force clients to buy webpackaged shows, and that sponsors may purchase a program from any source.

## Tums Buys Out Whole NBC-TV

NEW YORK, Dec. 12.-Tums this week bought the hour-long holiday show which NBC-TV will air on December 27, in the 8-9 p.m. Tuesday time slot usually occupied by Milton Berle.

The show will feature Eddie Albert, Ezio Pinza, Robert Montgomery, the Kean Sisters and the Robert Shaw Chorale, and will be produced by Barry Wood.

If the okay on color has been issued by then, the stanza will be aired in multichrome.

The Tums deal necessitated getting a release from Gillette, which had contracted for one quarter hour before Tums decided to expand its order from two quarter hours to the complete show. Gillette bowed out gracefully, however.

## **CBS** Readies 11/2 Soap Hours

NEW YORK, Dec. 12. - The CBS-TV blueprint for an hour and a half of soap operas beginning at noon should be complete WASHINGTON, Dec. 12.-TV from an abnormal year such as billion-dollar revenue year for the by next month. Beginning January 4 "Brighter Day," thru Young & Rubicam for Procter & Gamble, 15-minute period (1:15-1:30 p.m.)

> "Woman With a Past," a CBS-March, is reported a good bet for Doherty indicated if radio the spot. If this jells, the web preted as radio having attained "The Guiding Light," "Brighter saturation.
>
> Day," "Lady With a Past."

Shea Warns Net Flags

Of Grandeur Delusion

#### PREDICT AM, TV GROSSES

## Doherty Sees '54 TV Revenue Up, Slight Slide in Radio Grosses

broadcasting revenues may rise 1953 has been. next year, while the radio broadcasting yield may not be quite cent," said Doherty, "we'll still inasmuch as there will be more will be slotted from 1 to 1:15 p.m. up to this year's, it was indicated be up from 1952, which was a TV stations selling time and there across the board, leaving only one here by Richard P. Doherty, vicepresident of National Association of Radio and Television . Broadcasters. Business generally next year, according to Doherty, is likely to be as good as in 1952, altho not up to 1953's.

NEW YORK, Dec. 12.-Frank a talk before the Maryland-Dis-

good year." He said that 1953 has will be no reduction in the numbeen "a little out of the ordinary."

that 1952 more logically provides industry will be over \$900 mil- TV package produced by Alex an index for business in 1954, lion. which, he said, is likely to be "a Do return to normalcy." He pointed broadcasting's revenue next year will have a soap opera of its own out that figures for automobile doesn't parallel this year's, it will title-wise, reading from noon to production and retail trade may not indicate a recession, but is finish: "Valiant Lady," "Love of be quite comparable next year likely to be more nearly inter- Life," "Search for Tomorrow," to their 1953 statistics.

With this barometer, signs continue to point toward a possible

combined TV-radio broadcasting "If business falls off 10 per industry, according to the experts, ber of radio stations. This year's to complete the line-up. The NARTB official asserted total revenue for the combined

saturation.

KEEP IT LOCAL

#### people here, two in Hollywood inasmuch as business would be expected to level off somewhat

NEW YORK, Dec. 12.—CBS-TV reshuffled its morning and early week, in part due to a sponsor bow-out (Seeman Brothers for Airwick) on Mike Wallace's "I'll Buy That" show.

show will take over Wallace's Tuesday and Thursday time period (2-2:30 p.m.) thus expanding his daily 1:30-2 p.m. show to an hour on those days. Airwick will sponsor the Moore program from

December 25, Jack Paar's new morning show (10-10:30 a.m.) will become an hour telecast by taking over the 10:30-11 period now which runs from 10:30 to 11:30, will be dropped and "I'll Buy

Favorable reviews in the trade of American industry, including restrictions of frequency alloca- are said to have sparked sponsor interest in the Paar show.

ions of network production granafternoon program line-up this deur on the part of agencies, advertisers and even broadcasting staffers themselves make it difficult for a network flagship here its news coverage and must utilto function properly on a local As a result, when Airwick goes level, according to Hamilton off December 17, Garry Moore's Shea, general manager of WNBT and WNBC.

> In line with this, he said an educational job is in order as part of his new program to put re-newed emphasis on the local identity of NBC's two Manhattan stations and go after local retail advertising.

Shea, who came here this fall from Cleveland, where he was general manager of WTAM and WNBK, said the delusions are apparent on all levels. Agency execs and sponsors, he said, find occupied by Todd Russell's it difficult to distinguish between "Wheel of Fortune" airer. Latter, the network and local operation. Consequently, they expect the facilities and production at local That" will move into the 11-11:30 rates - demanding five cameras where one would do, expensive props, etc.

Station employees also get the ment schedules - airline schedbug, he added, and try to emanate | ules, school bulletins, etc.

NEW YORK, Dec. 12.-Delus- network productions on localsized budgets. Even the network enters the picture, he said, in that the station is usually dependent upon the parent web for much of ize production facilities that are essentially designed for network

Shea is bucking to change all this and eventually hopes to have WNBT set up with its own production crews and studios. Right now, he's working on a plan whereby WNBC and WNBT will operate its own news bureau independent of the web's news department, thereby stepping up the local flavor of the station's news broadcasts and special events.

Shea also plans to expand the station's coverage of local sports events and hopes to sign an exclusive contract with a local college football team by the end of flagship to provide network-type 1954. Increased participation in local politics and business civic groups and schools is on the agenda, along with a variety of regular public service announce-

Copyrighted material

## Seek Spectrum Space For Industrial Radio

Heavy opposition is expected to develop against a bid filed this week by 56 manufacturing companies asking the Federal Communications Commission to add spectrum space to industrial radio by taking many of the frequencies reserved for the citizens' radio Motor Company, Goodyear Tire & service, an area reserved for noncommercial groups which don't have space elsewhere. The proposal implies that citizens' loss could be made up by a reallocation of unused space from the FM broadcast band.

FCC staffers candidly view the proposal as a highly delicate one since FM broadcasters are likely to oppose the petition. Seriousness of the manufacturers' intent to push the proposal is pointed up by the fact that many of the companies joining in the request are heavy buyers of radio and TV half of the 56 manufacturers by time, have interests in the media the Committee on Manufacturers' or manufacture media equipment. Radio Use, organized last Febru-The list reads like a blue book ary to guard industrialists from such industrial powers as General tions.

WASHINGTON, Dec .12.- | Electric Company, General Foods Corporation, Procter & Gamble Corporation, Phileo Corporation, General Tire & Rubber Company, Aluminum Company of America, Allis Chalmers Manufacturing Company, Bethelehem Steel Company, Chrysler Corporation, Ford Rubber Company and Timken Roller Bearing Company.

Requesting that 40 of the 100 frequencies reserved for the citizens' radio service be reassigned to the manufacturers' radio service, the petition said that industrial radio is so vital that in wartime maintenance of the swiftly expanding industrial service would probably be more important than continuation of TV and broadcasting operations.

The petition was filed on be-

## 'Fortune' Loses As CBS Plays Musical Chairs

2-2:15 on Thursdays.

Meanwhile, beginning Friday, p.m. slot on Fridays.

## 2 Jobs Face TV to Meet NARTB's Code

WASHINGTON, Dec. 12 .- TV dicated that they will make a broadcasters face the dual task of cleaning up "bad commercials" and cutting down the length of advertising copy in order to bring the television code of the National Association of Radio and Television Broadcasters, according to NARTB's TV Code Review Board. Altho the majority of code subscribers are abiding by the standards, the two areas of noncompliance were spotlighted this week by the board.

To get compliance with the code, the NARTB will inform code subscribers of the findings of a two-month monitoring of ing activities and distribute copies of the "monitoring logs" used by their programs, expand monitormonitoring operations are expected some time in January, according to NARTB, after the next week adopted regulations under meeting of the Review Board. The continuing surveys will concentrate more and more on local programing, confining network listening to new programs, NARTB indicated.

this week after a two-day meeting to bring members up to date on monitoring activities authorized in September, covering both network and local programs. John E. Fetzer, board chairman, said: "We find that the majority of the subscribers to the code are abiding by the standards which they have adopted. This is particularly true in the area of general programing. There is every evidence that a sincere effort is being made to to code subscribers who have in-





special effort to control their operations according to tenets to which they themselves have their programing into line with voluntarily subscribed." Fetzer went on to say:

"The main task we face as television broadcasters on the network and local level is to clean up bad commercials and restore length of copy to the sensible limits contained in the code."

## **Excess Profits** Tax Rule for

WASHINGTON, Dec. 12.-The Internal Revenue Service this which TV station operators may figure their base period and comof excess profits tax. The IRS Nix of School has had the new rules under consideration for more than a year. The Review Board reported The 1951 act provided an alternative method for computing the base period for excess profits tax purposes, as well as reducing the impact of TV station losses during the infancy of the medium.

Under the new ruling, stations will not suffer because of their under way, guided by the National low earnings in the early cays of TV, when the industry's experience was not representative of determine the extent of restrictive its normal profits as it later de- practices in those classes of veloped. This led to tax inequities schools is being made by the program the medium in confor- when TV and radio station oper- NARTB. mance with the general provisions, ators later had to compute their governing good taste prescribed excess profits tax on the basis of general manager of WWDC, in a in the code. There is too much 1946-1949 figures. The new rules talk before the annual meeting of imposed on all broadcast applicommercialism-our finding indi- are designed to relieve the the Maryland-District of Columbia cants. The size of the fee has not cates-in the sense that advertis- inequity, by providing that Radio and Television Broading messages in too many in- stations in operation before Jan- casters' Association, said that the will allow ample time for oral stances are exceeding the maxi- uary 1, 1951, may figure their base question is being explored as to argument after the fees are form- for the channel after an agreemum lengths contained in the period on a different basis. Since whether it is proper for tax-sup- ally proposed. code. Our survey was restricted each case under the new rules will be decided individually, the effect of the regulations will not be known for some time.

#### Big 10 Execs Nix Football Telecasts Proposed by NCAA

CHICAGO, Dec. 12.-Athletic directors of the Big 10 univer- E. Fellows, NARTB president, will contribution toward support of its sities, meeting here this week, open the meeting with a 15-minute budget, currently figured at \$7,opposed the plan of limited tele- statement, which will be followed 500,000 a year. The Commission casts of college football under the by a panel discussion. Panel will impose fees on other services National Collegiate Athletic members will include: George J. under its jurisdiction. The admini-Association rules.

regional control, so that they could get together and draw up a full schedule of football telecasts taking in only the Big 10 schools and the major independents such as Notre Dame and Marquette.

In spite of their recommendation, however, no change is expected in the NCAA rules. The NCAA officials, who have a reputation in this area of doing everything the hardest way possible, are satisfied with the present program of one game a week from different parts of the nation and no team appearing more than



#### ADAMS LENDS TRADE ASSIST

WASHINGTON, Dec. 12.— A young lady named Stanley (that's right) Bright, who works for Mutual Broadcasting System's office in Washington, went to the National Airport to pick up a tape recording sent from the Big Three Conference in Bermuda. After getting the re-cording, Stanley couldn't find a cab to get her back into town. A man who had just gotten off a plane noted her distress, offered her a lift as far as he went and suggested it might be easier for her to get a cab after she got into town. The two rode in silence until the cab stopped in front of the White House. "This is as far as I go," the man said. Stanley got out of the car and asked, "To whom am I indebted for the lift?

"Adams is the name," replied presidential assistant Sherman Adams.

## Move to Halt Sport Casts

WASHINGTON, Dec. 12. - A new move to head off restrictive practices in broadcasting and telecasting of high school and Statesupported university sports is Association of Radio and Television Broadcasters. A study to

Ben Strouse, vice-president and ported universities to charge exhorbitant rates to TV and radio raised in connection with high dary schools are supported by

Athletic Association Conference of this." of Coaches and Athletic Directors

## Politz Sums It: Radio's Vitality Stays Constant

radio, and what they think of it. listening. This is the study commissioned a little over a year ago by the 11 radio stations represented by The Henry I. Christal Company. They originally hoped to have findings ready for the April meeting of the National Association of Radio and TV Broadcasters. But the first report was not made until July.

The final report again points up that radio has a continuing vitality in the TV era due to one main characteristic, its capability of "serving in multiple attention situations." This, it is claimed, is a characteristic that TV does not have, and presents a unique challenge to creative personnel in radio.

The survey was made in December, 1952, and January, 1953, in 28 separate areas, in which 72 per cent of the people had TV

The report shows that the percentage of people reached by radio is fairly uniform thruout the day, with the peaks before breakfast and after supper, 29 per cent.

#### Applicants at FCC To Ante Up \$1 1/2 Mil

WASHINGTON, Dec. 12.-The Federal Communications Commission will issue rule-making procedure early in February to set in motion the Budget Bureau's policy to raise about \$1,500,000 a year in revenue from fees to be yet been determined. The FCC

Charging license fees is planned as part of an administration effort stations for broadcasting of sports, to "recover" about \$30,000,000 in He said the same question is being yearly revenue in return for all types of services to business. school sports, inasmuch as secon- David E. Cohn, an assistant to the director of the budget, said that the federal government is Meanwhile, the NARTB has supposed to collect about \$50,000,accepted an invitation to partici- 000 a year in such fees, but has pate in the National Collegiate been collecting "only \$20,000,000

The FCC will raise considerably in Cincinnati January 5. Harold more than \$1,500,000 in fees as its Higgins, KMBC, KMBC-TV, stration's avowed objective is to The Big 10 directors want Kansas City, Mo., chairman of the ease the pressure on taxpayers NARTB Sports Committee; Thad and obtain revenue more directly H. Brown Jr., vice-president in from business for the special charge of television, and Robert services it gets from the govern-(Continued on page 26) ment.

NEW YORK, Dec. 12.-Alfred | However, it was found that dur-Politz Research, Inc. this week ing the day people listen while released its final report on where, doing other things, while after when and why people listen to supper they concentrate solely on

As to why people listen to radio, 70 per cent said it was for entertainment, 66 per cent said it was for information. Interest in information features rises gener ally with age and education, it was found.

Radio was found to outrank all other household appliances in distribution. Sets are owned by 94.5 per cent. The next widest distributed item were refrigerators, 93.1 per cent, with bathtubs next,

### FCC Hearing On 'Strike' Application

WASHINGTON, Dec. 12. - In ... the first case of its kind, the Federal Communications Commission this week sent into hearing a so-called "strike" application for a TV construction permit. "Strike" applications, according to FCC, are those not filed in good faith with the ultimate intention of operating a TV station.

Object of the hearing will be to determine whether an application filed by Enterprise Transmission. Inc., for Channel 2 in Buffalo-Niagara Falls, N. Y., was made in good faith or in order to impede FCC consideration of an application for the same channel by Niagara Frontier Amusement Corpoartion. The FCC will aso try to find out whether consideration was involved in enterprise's dropping its application, and whether the applicant was qualified.

Niagara was the sole applicant (Continued on page 26

#### LOST FALCON TURNS ACTOR

GRAND JUNCTION, Colo., Dec. 12.-KFXJ, the Mutual Broadcasting System affiliate here, got an unlooked for one of the network's shows this week. The gardner found an odd bird perched in a tree in the station's garden. It turned out to be a valuable hunting falcon. By on-theair announcements, the station managed to track down a lead the bird's owner who allowed them to take pictures of it. mugging in front of the KFXJ microphone. The station is using the shots as promotion for—you guessed it—

## The Billboard 16th Annual Radio & TV Promotion Competition ENTRY FORM

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1564 Broadway

THE BILLBOARD PROMOTION COMPETITION

New York 36, N. Y.

## **Du Mont Names** John Bachem to Bergmann Post

NEW YORK, Dec. 12. - John Bachem this week was named general manager of the Du Mont network effective January 1. He will fill the post being vacated by Ted Bergmann, who on that date moves up to be managing director of the entire broadcast division of Allen B. Du Mont Laboratories,

Since Bergmann was promoted to general manager, Bachem has had the title of national sales manager, which actually made him administrative topper of the sales staff. He reported directly to Bergmann, as did Gerry Martin, sales director. It is expected that as general manager, Bachem will absorb his previous funtions into this job.

Bachem has been in broadcast sales since 1932. He was with NBC five years, with CBS 12 years, and he joined Du Mont in

### Double or O' In New Hands

NEW YORK, Dec. 12.-Masterson, Reddy & Nelson will take over production on the CBS-TV show "Double or Nothing" begin-ning January 4. Walt Framer, present producer, bows out on that date. The package is owned by the Ward Wheelock Company and sponsor Campbell Soup.

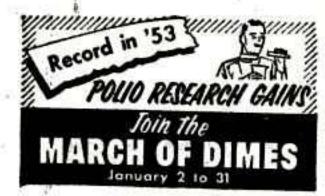
In addition to the new show, Masterson, Reddy & Nelson produce "Bride and Groom" on NBC-TV and "Know Your NBCs" on NBC-Radio.

Parks as emsee, is aired over of WDSU-TV, New Orleans, and CBS-TV on Monday, Wednesday KDUB-TV, Lubbock, Tex., has and Friday afternoons from 2 to joined KCEB-TV as executive as-2:30 p.m.

## Geritol Buys Rocky King'

NEW YORK, Dec. 12.-Pharmaceuticals, Inc., this week signed to co-sponsor "Rocky King, Detective," on Du Mont beginning January 3. It will fill the gap made by the cancellation of Jacques Kreisler (watchbands), which bows off next Sunday (20). Meanwhile, the show's other cosponsor, American Chicle, renewed this show, which is going into its fifth year, as well as "Colonel Humphrey Flack." Both are Stark-Layton packages.

Pharmaceuticals signed a twoyear deal, and will plug RX and Geritol. Its agency is Edward Kletter Associates.



Announcing

## RESTLESS PEOPLE,

Nat Kahn, formerly managing editor of The Hollywood Reporter, is the latest member to join the newly organized ABC-TV network publicity department in Hollywood. Dan Bagott, a previous Los Angeles Mirror radio-TV staffer, also has joined the ABC-TV publicity set-up. . . . Ray Connors has joined the staff of Stromberger, Levene & McKenzie, Los Angeles advertising agency, in a public relations capacity for General Petroleum Corporation. He formerly was with Carl Byoir & Associates. . . . Barr Sheets. director of guest relations for CBS, Hollywood, has assumed a new position as an account executive in CBS-TV film sales.

David Lasley has been named an account executive with CBS Radio's San Francisco office. . . Charles M. Wilmarth, Palo Alto, Calif., has been appointed by Stromberger, LaVene & McKenzie, Los Angeles, to supervise public relations, publicity and advertising for the Northern California division of General Petroleum Corporation.

Charles E. Smith, WTBO, Cumberland, Md., was elected presi-dent of the Maryland-District of Columbia Radio and Television Broadcasters' Association. Other officers: Joseph L. Breckner, WGAY, Silver Springs, Md., vice-president, and Leslie H. Peard Jr., WBAL-TV, Baltimore, secretarytreasurer. Charles J. Truitt. WBOC, Salisbury, Md., retiring president, was named to the board. . . . Dick Lawrence has been upped to promotion manager of Washington radio Station WPIK, in addition to his disk jockey duties.

W. G. McLaren, for 25 years production man for KLAC-TV, CBS, NBC and Warner Bros. on the Coast, has been appointed pro- the current survey reveals that "Double or Nothing," with Bert Tulsa, Okla. Jack Starr, formerly live within a 25-mile radius of sistant in the program depart-

Ad Schneider, TV producer and former head of news and special events for NBC-TV, will direct all TV and film production for Hack Swain Productions in Sarasota, Fla., effective Tuesday (15).

.. Brig. Gen. David Sarnoff was honored by the American Legion, Department of New York, for most effective service in the interests of a strong and positive Americanism."

H. Malcolm Stuart, recently an account exec with ABC radio net, has moved to the sales department of the Du Mont TV net in the same capacity. . . . Lloyd George Venard, O. L. Taylor Company prexy, has announced his resignation effective January 1. . . . Miss Linnea Nelson has joined the Kudner Agency in a newly-created post of television analyst. . . . Doug Brown, for-merly of The Biow Company, has joined the New York sales staff of Headley-Reed, station reps.

Edward M. Roberts, former airlines executive, has been appointed an assistant operations manager of TV station WPIX, New York. . . . Fred Bethel, for many years exec producer and director at CBS, has been named (Continued on page 26)

## **REVOLVING DOORS**

Federal Communications Commiscompetition sittation with VHF is no worse, and in fact is somewhat more favorable, than VHF faced in its pioneering amid radio's domination. The FCC's restudy and in effect will be the agency's answer to complaints from UHF telecasters that they face a freezeout in several VHFdominated areas.

FCC Commissioner John C Doerfer, who aired major conclusions of the upcoming report in the course of a luncheon talk yesterday (11) before the Maryland-District of Columbia Radio and Television Broadcasters' Association, warned that the broadcast-

37.2 %

## FM Sets in Philly Area On Upswing

PHILADELPHIA, Dec. 12. -Audience Analyists, Inc., a local research firm, following its recent mail survey sampling of 4,000 households in that area reports a decided increase in FM ownership in the Philadelphia market. Of the radio homes in the 12-county Philadelphia area, 37.2 per cent now own FM, which is more than double the survey figures of two years ago.

A further significant finding in Philadelphia listen to their radios as much or more than they did a year ago. Audience Analysts noted that of the listeners who reported listening to WFLN, Philadelphia's only exclusively FM station, the daily average listentime was four to five hours. This is interpreted as an indication of the influence of good music programing.

The mail survey was conducted by a strict random sampling of telephone names in the various Philadelphia market counties.

#### CBS Seg Stresses **Highway Safety**

NEW YORK, Dec. 12. — In a move to curb traffic fatalities over the holidays, CBS-Radio will air hour public service program, "Dead Stop," on Wednesday, De-cember 23, from 9 to 10 p.m. Airer is the eighth in a series of full - hour feature projects planned by the web's public affairs department.

Narrator on the show will be Red Barber. A poignant angle behind Barber being on the program is the fact that his motherin-law was killed in a traffic accident three years ago, just days before Christmas.

## WANTED 4-F00T

Must be exactly 48" in stocking feet. Male. Phone

MR. QUATRO Circle 7-6546 (NYC)

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Common Stock Price 50c a Share

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## Sees UHF Position No Worse Than Early VHF Vs. AM Days

sion will advise the broadcasting industry that UHF television's port will climax a three-month

WASHINGTON, Dec. 12.-In a ing industry should avoid running | cerned. Business mortality tables report soon to be released, the to the government for help in "individual" competitive situations. He declared that this sort of recourse to the government for help can only lead to "an excess industry of regulatory power," which, he described as an "evil" to be scrusaid. pulously avoided.

> If the difficulty is "too much competition" for an individual or a group of broadcasters, said Doerfer, the FCC can't be con-

#### TALENT NOTES ON AIR AND SCREEN

Edward R. Murrow will spend Christmas in Korea and Japan to bring CBS radio listeners firsthand reports of American men and outposts there. . . . Bretaigne Windust, stage and screen director, has been signed by CBS-TV as staff producer-director. . . Jack Palance, Hollywood film

star, has been set for CBS' "Suspense" show on Tuesday (15). . . . Gene Autry will tour 50 cities with his "Western Stage Show" after the first of the year.

Nelson Case, announcer, will handle the good-will messages for Socony on the NBC Symphony program every Sunday. . . . Florence Chadwick, record-breaking swimmer, will guest on Bill Leonard's WCBS radio show "This Is (Continued on page 26)

### FCC Issues 6 Video Grants

WASHINGTON, Dec. 12.—The Shifts 3 Execs Federal Communications Commission this week issued six TV grants, bringing total authorizations to 618, of which 510 are postfreeze grants, including 28 non-commercial, educational grants. With 26 construction permits canceled, outstanding authorizations now total 592.

This week's construction permits went to Plains Empire Broadeasting Co., Channel 7, Amarillo, Tex.; Red River Broadcasting Co., Inc., Channel 3, Duluth, Minn.; Miami-Biscayne TV Corporation, Channel 33, Miami; United Broadcasting Company of Eastern Maryland, Inc., Channel 18, Baltimore; H. L. Hunt, Channel 43, Corpus Christi, Tex., and Skyway Broadcasting Company, Channel 13, Ashville, N. C.

#### FREE TIME QUIZ SNAGS NEW BIZ

HOLLYWOOD, Dec. 12.— Radio Station KVOE, Santa Ana, Calif., has hit on a novel scheme to attract additional local business. Prospective clients are asked questions concerning the station by telephone calls. If questions are answered correctly station awards a prize of a week's saturation campaign of KVOE production announcements. Station reports increased interest in its promotional material.

show that there must be some who have to fall by the wayside, he said. "You are expected to invoke our jurisdiction when the entire industry is affected-when the public interest is affected," he

The Commission will make no categorical prediction on UHF, he indicated, but he implied that the agency has no fear about the industry's future. Disclosing figures filed by the Radio-Electronics-Television Manufacturers' Association and individual manufacturers, he said that in the first nine months this year, of five million TV sets produced, 16.7 per cent were equipped for UHF as well as VHF. Radio Corporation of America alone is building in UHF in about 45 per cent of its sets, he said.

Doerfer said that the profit and loss situation in UHF broadcasting industry is far from serious, compared with VHF's in its early days. As of November 8, he said, of 42 VHF stations and 41 UHF stations which reported on their revenue to the FCC, eight VHF's and eight UHF's reported profits. He issued a reminder that, of 108 pre-freeze VHF stations last year, 14 showed losses that year, and four of these were in seven-market cities. "If you've got money to go into TV broadcast-ing," said Doerfer, "don't go where the competition is heaviest -don't go where there are seven or eight stations."

The answer, said Doerfer, eventually will be "programing and intelligent managerial oper-

## McCann-Erickson

NEW YORK, Dec. 12.-Three major executive changes were effected here this week at McCann-Erickson, Inc. Veepee Robert E. Healy, formerly treasurer of the company, was named general manager of the New York office. Veepee William E. Berchtold was appointed general manager of the Midwestern region; veepee Wilbert G. Stilson was elected to the board of directors. Stilson, formerly in charge of administrative service for the agency, was also tagged for the treasurer post vacated by Healy.

## WANTED

#### FOR 2 TO 7 P.M. DAILY PROGRAM

Aggressive, know music and artists, clever ad lib. Must have personalized sell ability. Terrific opportunity right man. Self-promotion ideas a must. Eager to attack competition. Million and one-half Eastern market. 5000 ABC affiliate. Send tape, picture, ideas, salary expected to

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## big sales prospect

Bethlehem • Allentown • Easton

Pre-planned coverage reaches the homes - the people-in this rich market. Write for information.

Steinman Station

Sales Representative

MEEKER TV, Incorporated New York & Chicago . Los Angeles . San Francisco

TV ATTEMATE 

1564 Broadway

THE BILLBOARD'S

SERVICE AWARDS

Winners determined by industry-wide ballot

on the basis of outstanding merit in 1953.

This is an all-industry poll. Any member or individual

who produces, sells, buys, uses or services TV films

If you have not already received your ballot, write today to:

TV FILM SERVICE AWARDS

The Billboard

(series, commercial or feature) is eligible to vote.

TV FILM

New York 36, N. Y.

#### THIS WEEK'S SPOTLIGHT FEATURE

## Distribution, Sales & Marketing

## TV Film Sales by Distribs Near \$50 Million in '53

'54 Volume Expected to Top '53 by 50%, Economic Condition Aside

Continued from page 1

tion of TV film series. group of Eagle - Lion pictures, rather than outright sales.

cess Pictures. Tele-Pictures will film shows today are heavily release 20 new films, mostly Lip- capitalized, have their own propert productions. Other than that, duction facilities or invest in proin view of the heavy padlock on duction, and are specialists in the vaults of the major studios, syndication sales. Most of the plished by film syndication. the only hope for more feature new companies that emerged in films is in foreign-made pictures 1953 had one main characteristic, such as the English-dubbed Ital- bigness. ian features being distributed by Specialty Television and the new British features of American-British TV Movies.

titles, feature film distributors expect that the continued expansion of the market will carry syndication division and will them thru a hyped 1954. The come up with a half dozen new firms that dominated feature film distribution in the beginning

## May Syndicate 15-Min. Laine Musical Series

HOLLYWOOD, Dec. 12.—Syndication of a series of 15-minute musical telefilms starring Frankie Laine is a distinct possibility early next year if a national sponsor is not obtained for a half-hour package now being edited and peddled starring the singer in footage made in Europe. Max Fink, Hollywood attorney

who is a partner with Laine in the project, said he is aiming to market the 30-minute segments of 39 to a national sponsor as a show replacement, starting in February. General Artists Corporation has two clients interested in the property whose format consists of a world tour and featuring various European vaudeville acts. Inability to land a national sponsor, Fink said, would be the "go" sign for cutting the film down to a quarter hour, following similar format of Perry Como's present offering, but would include footage made in Europe plus material that would be shot here.

All of the musical dubbing was done in Hollywood, Fink empha-sized, and utilized the services of Laine's regular piano accompan-

ist, Carl Fisher.

Until definite plans are formulated for syndication, Fink said, the question of distribution is being held in abeyance.

## **British Shoot** Karloff Films

been hired by Panda Productions host. of New York to screen a series of 26 241/2-minute TV films, to be syndicated in America by Official

The films, which will show screen villian Boris Karloff in a new role as "a kindly, erudite de-tective," are being shot at Southall Studios with both British and the trade. American directors.

on a John Dickson Carr thriller have screened 345 half-hour TV with Lee Bowman in the title novel, "The Department of Queer dramas in an attempt to get the role, will produce the film series Complaints," with the film series top product. Of the batch, they under Arrow Productions, which

using the same title. May, 1954.

so thru 1954. Of the new titles In addition, there is in the coming in, the trend is increas-

Major distributor developments in 1953 were as follows: United Television Programs was bought up entirely by Gross-Krasne Pro-Despite the freeze up of new ductions. Motion Pictures for television, the leading feature film distributor, set up a separate series in the beginning of 1954. Television Programs of America, of this year still do today and in formed by Edward Small, Milton Gordon and Michael Sillerman, bought up Arrow Productions and "Ramar of the Jungle" and is set to bring out a new show every three months in 1954.

ABC Film

ABC set up its film syndication division under George Shupert, and opened sales on "Racket Squad," to be followed by "The Playhouse." Official Films went into syndication with "My Hero," Color Tests "Terry and the Pirates" and "In-spector March."

Guild Films rose from obscurity on the wave of Liberace, bought out two more shows in 1953, and is due to bring up four more in the beginning of next year. Ely Landau bought up PSI-TV and its six packages, to which he will add at least four more, in what may constitute a major syndication operation in

With the exception of Columbia Pictures' Screen Gems, the TV subsidiaries of the theatrical motion picture companies faded from prominence during 1953. Screen Gems itself, seeing the need for syndication specializasales to the General Artists Corporation.

Re-Run Value

proven by experience in 1953. An film shows came into syndication. Official and Screen Gems.

Aside from the expansion of "The Joe Palooka Story."

same time may go into produc- all likelihood will continue to do the market itself, syndicators see general economic conditions in 1954 redounding in their favor. hands of Pathe Labs, a small ingly toward percentage deals An end to the excess profits tax, they believe, will mean that adwhich may find its way to TV in 1954; at least distributors are actively bidding for it.

For the program distributors, vertising appropriations will be controlled more by sales needs and less by tax considerations.

Vitapix Corporation will be the boys. The weeding out pro-distributing 26 feature films cur-cess may be just about over. The recession, will bring in a trend rently being produced by Prin- firms that handle most of the toward hard sell. The desire for an economic advertising dollar will mean pinpointing advertising on the company's distribution, a feat most conveniently accom-

Prestige Factor

Distributors believe the product they will have to offer, top budgeted because of the sharper competition among distributors and the increasing number of markets over which the cost can be amortized, will offer prestige comparable with the best network showcases.

The one problem which has all distributors singing the blues is the tightness of time in the prime evening hours. Nearly every distributor is firmly convinced he could triple his sales if only stations had vacant time slots to house his products.

## Guild Films to

NEW YORK, Dec. 12.-Guild Films will go into an extensive program of color production next

The next 13 segments of Liberace, which begins shooting in Hollywood on January 9, will first to experiment with both Technicolor and Kodachrome. And "Life With Elizabeth" will be made in color after completion of the first 13. Color production will be done in addition to mono-

Guild will be the recipient of an unusual promotion next week for its new "Joe Palooka" show. The Honor League of New York tion, turned over its national City's Police Department will present a special award to Palooka at a party at the Savoy-Plaza Hotel here on Tuesday (15) The value of re-runs was night, the first time they have so honored a fictional character. increasing number of network Guild has prepared a special-film film shows came into syndication. clip of Joe Kirkwood, as Palooka, Handling the major part of this acknowledging the award, to be type of product were NBC, ABC, flashed at the party. They will also show one of the segments of

## TPA to Kick Off Drive On New 'Star Showcase'

getting set this week to push off a sales drive on its next show, a LONDON, Dec. 12.—Foundation Films, a British company, has been titled "Your Star Show-case." It has Edward Arnold as O'Brien, McDonald Carey, Mark half-hour dramatic anthology that

> Arnold himself will give an extra push to syndication sales via a filmed pitch tagged on to the end of the audition prints. The actor will come into New York at the end of this month for a big promotion kick-off in

"Showcase" will consist of 52 18 were produced by Stuart Rey- of next month.

NEW YORK, Dec. 12.-Televi- | nolds, 19 by Gil Ralston, four by sion Programs of America was Arthur Ripley and four by Clarence Greene and Russell Rouse.

Stevens, Dennis Morgan, Celeste Holm and Jack Carson. Several of the segments were first run in "Jeweler's Showcase" in several markets. Nevertheless, the entire series will be first-run in over 150 markets.

After "Showcase," TPA's next show, according to reports, will be "Ellery Queen." Norman and The whole series, which stars segments, made by five different Irving Pincus, who produced the Karloff as Colonel March, is based producers. TPA execs claim to show when it was live on ABCpicked out 45. The last seven is mostly owned by TPA. Hugh The films are understood to be segments will be produced in Marlowe, who was the original working on an economic budget. Hollywood by Edward Small, Ellery Queen in radio, will star Five are already in the can, and who is board chairman of TPA. in the film show. Shooting is the rest have to be completed by Of the 45 segments now ready, due to begin in the latter part

Billboard TV FILM SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES

plus, rotated weekly,

FEATURE TREATMENT OF THE FOUR MAIN ELEMENTS OF THE TY FILM INDUSTRY:

NETWORK & STATION BUYING & PROGRAMING ADVERTISER & AGENCY FILM BUYING TV FILM PRODUCTION DISTRIBUTION SALES & MARKETING

## **Gross-Krasne Into** Filmed Commercials

expansion, indicated the new division would be prepared to make commercials on a "large production basis," utilizing both the facilities of its huge California studios and its recently acquired United Television Programs, Inc., The finished Crosby GE TV Show Readied

named by Krasne as the New York liaison and Eastern rep for the new department. Krasne also announced that Vernon E. Clark, a G-K president, would head the commercial department in Holly- shot by Ozzie Nelson's Stage 5

Gross-Krasne thus becomes the first major firm of its kind set up for mass production of telefilms be filmed in color. Guild plans at combined with production of first to experiment with both filmed commercials and also having its own distributing organization. It joins such major filmland TV film producers as the Hal production an important part of its activities.

Howard has an extensive background as a creator, producer and writer of filmed commercials. He resigned as director of sales of Transamerican Television and Broadcasting Corporation to join

## Sisson Joins **NBC Film Unit**

NEW YORK, Dec. 12. — Ted Sisson, formerly radio-TV program chief for N. W. Ayer, has joined the NBC Film Division as associate director, reporting direct to Carl M. Stanton. Latter Sarnoff's spot as head man of the Division, when Sarnoff was tagged for his new executive veepee post with the web.

Another new exec addition to the NBC Film Division is John F. Halloran, who has left NBC unlimited use thru New Years. radio's advertising department to The package was in over 70 marjoin the advertising section.

HOLLYWOOD, Dec. 12.—Gross- G-K. Clark for many years was Krasne, Inc., has joined the ranks active in motion picture producof major Hollywood telefilm pro-ducers to enter production of filmed commercials. G-K Veepee Bros.' products and other spon-Philip Krasne, in announcing the sors whose shows are distributed expansion, indicated the new di-

HOLLYWOOD, Dec. 12.—Bing Hampton W. Howard was Crosby's first TV show for General Electric Company goes be-fore the cameras at General Service Studios Friday (19). The filmed half-hour show, packaged by CBS-TV for airing January 3, will be

In general the format will be similar to Crosby's radio show, a relaxed informal offering featuring a guest appearance by Jack Benny, announcer Ken Carpenter, blond dancer Sheree North and a specialty song number of the Groaner's Western hit, "Y'All Roach Studios and Desilu Produc-tions to make film commercial Boys with whom Crosby originally recorded the tune. Also to be featured will be Perry Botking, guitarist. A dance sequence also is slated.

There'll be no commercial in the 30-minute stint, Crosby promised this week. "A slug at the start and the end of the show will identify the sponsor (General Electric), but we won't sell anything," he

## **Dynamic Sets** 'Woolley' Pitch

NEW YORK, Dec. 12.-Dynamic Films, Inc., will begin pitching its "On Stage With Monte Woolley" series to ad agencies here next week. Dynamic has completed production on 10 of the exec recently moved into Bob the first 13 finished January 15.

Dynamic is again distributing its package of two-minute Christmas carols, featuring the Sue Hastings Marionettes. The group of 12 subjects has been sold into 22 markets so far this year for kets last Christmas.

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

## Consolidated Cashes In On H'wood Half Hour, Detective Re-Runs

played an important part in the 10:30-11 p.m.) runs in Philadel first year history of Consolidated phia, topping all other competi-TV Sales, Inc., since the firm tion on its second run in July, piled up most of its multi-million August and September of 1952 dollar sales record on the and on its third run in July and strength of the re-run shows it August of 1953. took over from Producer Jerry Fairbanks last August, 1952.

former ran in The Billboard earlier this fall, and a chart run-

"Front Page Detective" show Schlitz during May and June. clearly that re-runs not only hold Consolidated Series their own, but often pull higher

showing there at the same time, altho not in the same time period.

10.2; "Douglas Fairbanks Presents," 10.4; Terry and the Pirates," 8.6; Jane Froman, 8.8; Abbott and Costello, 12.0, and "Twenty Questions," 6.2.
"Detective" Story

also the top-rated show in its own time period (WTOP-TV, Sunday, been using the survey informa-7-7:30 p.m.) during its second run tion as special sales ammunition in Washington, placing first in in markets where their product July, August and September of has already been screened.

rating honors during its second kets to date, and "Front Page (WCAU-TV, Monday, 7-7:30 p.m.) Detective" in 110.

NEW YORK, Dec. 12.-Re-runs and third (WCAU-TV, Friday

In New York, the series has been sold to WABD for a third Standout grossers for Consoli-dated were "Hollywood Half Hour" and "Front Page Detec-its second run over WABC last tive," both of which have played as many as four times in some der Rayco TV sponsorship, "Front markets. A re-run history on the Page Detective" pulled a higher Nielsen rating than its opposing programs. These were the firstdown on the latter appears in this issue.

As with "Hollywood Half Aldrich Family" and "It's News Hour," Telepulse figures on to Me." The latter show replaced

The Consolidated series (aired ratings than competitive first-run over Du Mont on Fridays, 9:30-10 film series and live shows.

For instance, in September, 1953, the second run of the Edmund Lowe series chalked up a 12.4 Telepulse rating in Washington, topping many first-run film shows and live programs showing there at the same time. here last February.

Consolidated pioneered in the The Consolidated package ran ahead of Liberace, 6.6; "My Little Margie," 10.8; "Private Secretary," 11.4; "Lux Video Theater," ager, Halsey Barrett, that re-runs would play an important role in the TV film distribution field this

bbott and Costello, 12.0, and ratings (chalked up by "Hollywood Half Hour" and "Front Page Detective" was tive" have since proved him right, and Consolidated salesmen have

"Hollywood Half Hour" has The series captured first place been sold in more than 130 mar-

## TV FILM PURCHASES

sold in 52 markets to date. Sales still pending. "Daily News Servthis past week include: KOB, Albuquerque, N. M.; WTPA, Harrisburg, Pa.; Spokane; KCEB, Tulsa, Okla.; WJTV, Johnson, Miss.; Buffalo; KYTV, Springfield, Mo.; KFAZ, Monroe, La. miered November 11. INS-Tele-"Badge 714," formerly "Dragnet," news "Weekly Service" was sold to the following markets this past week: KOB, Albuquer-que, N. M.; WBAY, Green Bay, WSTV in Steubenville, O. has Wis.; KCEB, Tulsa, Okla.; KVOS, Bellingham, Wash.; KCME, Tex-arkana, Ark. for Towles Drug; WFAM, Lafayette, Ind.; KVTV. Sioux City, Ia. for National in Paris" and "Files of Jeffrey Furniture Company.

"Life of Riley," another NBC Film Division property, was sold Sales business this past week into KHSL, Chico, Calif. for Currier clude: "Amos 'n' Andy to WKJG, Brothers Market, and to the Spo-kane market for alternating Shirmeyer Prefab Homes, and weeks sponsorship by Brown & Haley and Nalley's. "Hopalong Cassidy" has been inked by the following markets: KOB, Albuquerque, N. M.; KCED, Tulsa, Okla.; WJTV, Jackson, Miss.; WWOR, Worcester, Mass.; KVOS, Bellingham, Wash.; KHOL, Holdrege, Neb.; WEAU, Eau Claire, Wis.; WCOV, Montgomery, Ala.,

Official Films has made the following sales of their new series, "My Hero": Dayton, O. for the Miami Valley Milk Company; WXYZ, Detroit; Greenville, N. C.; WKNB, New Britain, Conn.; WHJL, Johnson City Tenn.; Norfolk, Va. for Smithfield Bakers: WETV, Macon, Ga., and WJDX, Jackson, Miss.

Latest sales of "Life With Elizabeth," a Guild Films property, have been made to WALA. Mobile, Ala., for Delchants Grocery Chain; and KCEB, Tulsa, Okla., bringing the total markets atrical films for showing begin-to date to 56. "Liberace" has been ning January 1, 1954. Contract set in London, Ont. on CFPL for is for 18 months and was negoti-the Household Finance Company, ated with Fortune Films, distribraising its total markets to 140.

"Inner Sanctum," NBC Film regional sale deal on their other Division's new series has been property, (Schlitz) "Playhouse" ice," INS-Telenews property, has been placed in Greenville, N. C. on WFBC scheduled for a January 1 debut, and in Havana to Television Caribe, which pre-

WSTV in Steubenville, O. has purchased the following shows from CBS Television Film Sales: "Gene Autry," "Crown Theater," "Cases of Eddie Drake," "Holiday

Jones." Other CBS Television Film WNCT, Greenville, N. C., for Carolina Sales, Inc.; "Case of Eddie Drake" to KZTV, Reno, Nev., for Farmers Exchange Market, and "Files of Jeffrey Jones" to KMJ, Fresno, Calif., and WSYR, Syracuse, N. Y.

"The Little Story Shop" series of five 15-minute Christmas season films has been sold by Louis and to Columbia, S. C. for Cobel's Weiss & Company, Los Angeles distributor, to KATV, Pine Bluff, Ark.; KABI, Bangor, Me.; KHOL, Kearney, Neb.; WTPA, Harris-burg, Pa.; KPIX, San Francisco; WBAY, Green Bay, Wis.; KTXL, San Angelo, Tex.; KRTV, Little Rock; WSTV, Steubenville, O.; WMCT, Memphis; WCPO, Cincinnati, and KROD, El Paso.

Guild Films sold Liberace to CFPL, London, Ontario, where it will be sponsored by the Canadian branch of Household Finance Company. This is the show's debut in Canada.

KECA-TV, Hollywood, last week bought 26 Italian-made theutor of theatrical films for TV re-TV Screen Productions solds its lease. All of the films involved

## Re-Run Case History

'Front-Page Detective'

(Half-Hour Mystery)

Producer: Jerry Fairbanks Distributor: Consolidated Sales, Inc.

The following chart, based on all local Telepulse rating reports available, tabulates the re-run history of "Front-Page Detective" in two major TV markets. The series was produced in 1951 and sponsored on a limited network by the Wine Growers' Guild. Fairbanks later syndicated the series in local markets for a short while until Official Films took over in 1952. Consolidated assumed distribution control of the 39-episode package when it started in business in August, 1952.

#### PHILADELPHIA SUMMARY

	1st Run		3d Run
	(1951)	(1952)	(1953)
April	13.7		
May	18.2		
June		6.5	
July	15.2	5.0	13.4
August			
September	13.7	7.0	9.8
October	12.0		
November			
December	8.7		
	ALFED CORPOR	-	-
AVERAGE	12.7	5.8	13.1
PHILADE	LDHIA	ICT D	IIII

#### PHILADELPHIA-151 KUN 1951

(WCAU-TV, Saturday	
200.00	Av. Rtgs
April	(Telepulse
Front Page Detective .	
WFIL: Film	
WPTZ: Show of Shows	35.0
May	Chair Backet Decomposition
Front Page Detective .	18.2
WFIL: Film	3.7
WPTZ: Show of Shows	34.0
June	
Front Page Detective .	17.7
WFIL: Cavalcade of St	ars 7.5
WPTZ: Show of Shows	30.0
Tale (Bietes)	
August	
Front Page Detective	152
WFIL: P.A.L. Boxing	9.5
WPTZ: BOXING	
September	
Front Page Detective .	13.7
WFIL	11.2
WPTZ: Boxing	
October	
Front Page Detective .	12.0
WFIL: Cavalcade of St	110
WPTZ: Boxing	21.7
November	
Front Page Detective .	***
WFIL: Cavalcade of Si	12.2
WFIL: Cavalcade of Si	24.7
WPTZ: Boxing December	29.1
Front Page Detective .	8.7
WFIL: Cavalcade of St	ars 13.7
WPTZ: Boxing	26.5
PHILADELPHIA-	–2D KUN

#### 1952

(WCAU-TV, Monday, 7-7:30 p.n.	1
OBSERVED RESERVED TO THE STATE OF THE STATE	
Front Page Detective 6.5	ś
WFIL: Walsh Looks It Over 5.3	3
WPTZ: Kukla Fran & Ollie-The	
Goldbergs	
July	
Front Page Detective 5.0	0
WFIL: Walsh Looks It Over 4.5	5
WPTZ: Songs 5.0	٥
August	
Front Page Detective 5.0	ð
WFIL: Walsh Looks It Over 3.5	3
WPTZ: Up to Poor 4.6	0
September	
Front Page Detective 7.6	0
WFIL: Walsh Looks It Over 3.3	3
WPTZ: Up to Poor 4.0	0

#### PHILADELPHIA—3D RUN 1953

(WCAU-TV, Friday, 10:30-1	1 p.m
July	
Front Page Detective	. 13.4
WFIL: Down You Go	. 8.2
WPTZ: Greatest Fights	. 8.2
Front Page Detective	16 2
From Fage Detective	

#### WPTZ: Greatest Fights ..... 7.4 In New Time September (Sat. 6-6:30 p.m.) Front Page Detective ...... 9.8 WFIL: Guild Theater ..... 4.4 WPTZ: Frontier Playhouse ..... 13.0 WASHINGTON SUMMARY

WFIL: Down You Go ...... 11.4

	1st Run (1952)	2d Run (1953)
January	9.8	
February	8.2	
March	9.2	
April	10.0	
May	11.5	
June	10.0	
July	8.3	11.6
The same of the sa		
September		12.4
AVERAGE	8.57	12.4

#### WASHINGTON-1ST RUN

		1,7	32			
((WMA January	20		1052		(Te	. Rtgs. lepulse
Front P	age I	eleci	tive.			. 9.8
WNBW:						
WTOP:	Songs	for	Sal	e		.14.5
WTTG:	Baseb	ali				. 7.0
February						
Front Pa	ge D	etect	ive			. 8.2
WNBW:	Safev	vay	The	ater		.22.0
WTOP:	Songs	for	S	ıle		.18.3
WITG:	Basch	all			7	. 8.8
March	ATTACK (TAKE)					
Front Pa	see D	etect	ive		0.0527.00	. 9.2
WNBW:	Safev	vay '	Thea	ter		. 18.5
WTOP:	Rebou	nd				.11.8
WTTG:	Wrest	ling				.11.8
April	0000000	11012	1000		5555	APPEND.
Front P	age D	etect	ive	~~~		10.0
WNBW:	Safev	vav '	The	ter	• • • • • • • • • • • • • • • • • • • •	17.5
WTOP:	Rebou	nd			••••	17.3
WITG:	Wrest	ling				.10.8
	IN	NE	W	TIM	E	

(WMAL-TV, Friday, 8-8:30 p	n
May	
Front Page Detective	1.5
WNBW: RCA Show1	1.3
WTOP: Mama2	6.0
WTTG: Pre-Baseball1	
June	
Front Page Detective	0.0
WNBW: RCA Show1	
WTOP: Mama2	5.
WTTG: Pre-Baseball10	0.0
July	
Front Page Detective	8.
WNBW: Curtain Call	7.1
WTOP: Mama	0.
WTTG: 20 Questions1	4.0

#### WASHINGTON-2D RUN 1953

(WTOP-TV, Sunday, 7-7:30 p.m
July
Front Page Detective
WMAL-TV: You Asked for It., 9.4
WNBW: Operation Neptune 7.6
WTTG: University Forum 1.0
Front Page Detective13.2
WMAL-TV: You Asked for It 5.8
WNBW: Operation Neptune 7.0
WTTG: University Forum 1.4 September
Front Page Detective12.4
WMAL-TV: You Asked for It 6.4
WNBW: Paul Winchell 8.6
WITG: University Forum 1.2

#### Comet Adds 2 Pix To Roach Package

NEW YORK, Dec. 12.—Comet Television Films added two more feature films to its Hal Roach package this week. Both are British comedies produced in the last two years. They are "Mr. Peek - a - Boo," starring Joan Greenwood and Bourvil, and "The Galloping Major." The addition of these two pictures puts a total of 13 in the Roach package.

Comet has sold "The Lamb in the Manger," half-hour religious film made by Roach, to 37 sta-tions already on its special Christmas promotion. Comet plans to take the film out of circulation after New Year's and push it again for Easter.

#### EXPLOITATION

## Potato Chip Bags Plug Film Series

NEW YORK, Dec. 12.-Fortune Merchandising Corporation has developed a new gimmick for potato chip manufacturers which will give them a new means of exploiting TV film characters in their merchandising. The new gimmick is a triplex transparent bag. The middle layer consists of a strip containing colored pictures of the TV show.

Fortune has signed Bell brand potato chips in California for a five-minute animated cartoon se- were made between 1949 and 1952 ton Advertising Company. New Fortune has also signed Fritos for ries, "Jim and Judy in Teleland," and feature names well known to the Los Angeles market. "Racket Squad," distributed by the new ABC Film Division, has been sold in 56 markets with the Proctor & Gamble, thru Compton 193 and 193 an



# goes Hollywood

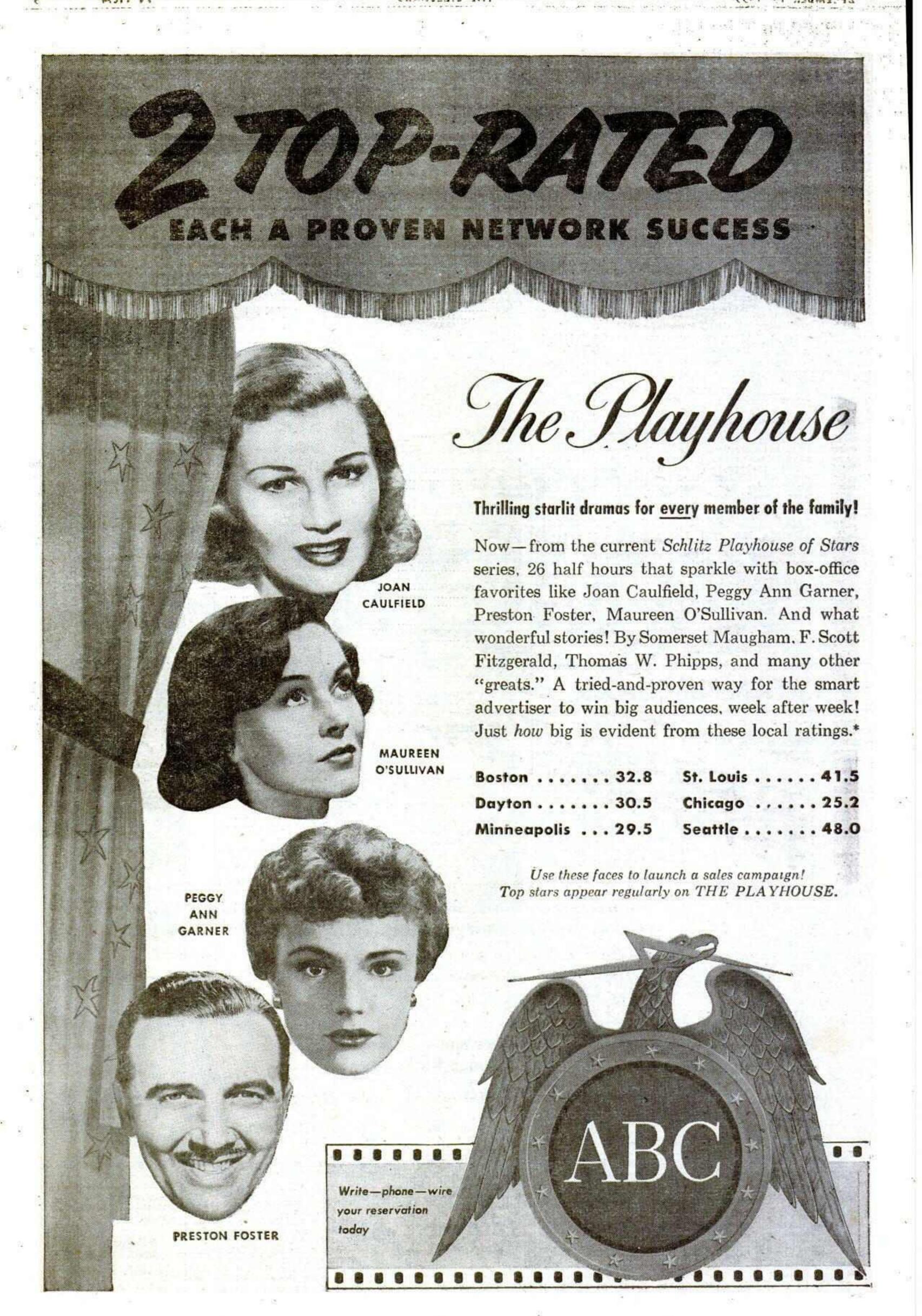
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This is the TV film series that zoomed into a 45.3 Nielsen rating (Aug. 1953) - the nation's Number One show! It's based on actual cases from the files of police confidence and racket squads. Each half-hour show is an actionpacked chapter in the annals of rackets and "confidence games" that could victimize you. Big public-service appeal . . . a real buy for advertisers looking for quick, profitable sales. Here's how RACKET SQUAD rates locally:\*

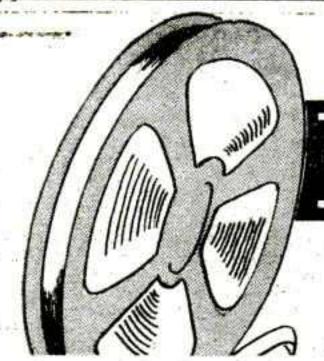
> Cleveland . . . . . . . 37.5 Chicago . . . . . . . . 30.4 New York . . . . . . 28.5 Toledo . . . . . . . . . 56.0 New Orleans . . . . 42.5 Pittsburgh ..... 46.3

\*Rating Source: Telepulse, December 1952

## SYNDICATION

In New York: Don L. Kearney, 7 West 66th St., SU 7-5000; in Chicago: John Burns, 20 North Wacker Drive, ANdover 3-0800





## Washington and Philadelphia

The following chart contains a listing of feature-film programs shown in Washington and Philadelphia along with their American Research Bureau ratings for October. The ARB October ratings were taken the week of October 15 thru 21. Ratings here are averages of the quarterhour ratings in the periods indicated. This feature appears in the Distribution, Sales and Marketing issue each month.

#### WASHINGTON

and the	4		Oct.	Set
Title	StaTime-Day		Rig.	UM
Sunday Matinee	WMAL-2:30-4:30	Su	. 3.6	. 12.
Circle 4 Ranch	WNBW-12:30-2:0	o S	. 1.5	10.
Suaday Movie	WTOP-10:30-11:3	0 Su	. 2.4	3.6
Sunday Theater	WTOP-1:00-2:30	Su	. 5.7	. 9.0
Pop Corn Playhouse	WTOP-3:00-4:00	S	. 2.0 , .	19.
Frontier Playhouse .	WTOP-10:00-11:0	0 S	. 5.2	. 10.2
Modera Matince	WTTG-2:00-3:15	Su	. 2.5	. 9.1
Sunday Show	WTTG-3:15-4:30	Su	. 2.5	14.2

Authorities and Authorities and Management	HH6 (T.4)
G. E. TheaterWMAL-9:00-10:30	Th 1.755.8
TV PlaybouseWNBW-9:00-10:00	Su24.762.0
Spotlight TheaterWNBW-11:15-12:30	Su 4.3 9.1
Safeway TheaterWNBW-10:30-12:30	S30.3
Channel 5 PlayhouseWTTG—8:00-9:00 Statementional PlayhouseWTTG—11:00-12:00  Bar 5 Round-upWTTG—7:30-8:30 S.	Su 2.113.9

Weekly Shows-Nighttime

-	Multi	Weekly Shows—Da	ytime	
Mollywood	Matinee	WMAL-2:00-3:15	м	1.3 7.7
		WMAL-2:00-3:15		2.1 9.2
	£137 TH			1.3 7.9
123	200	WMAL-2:00-3:15	The state of the s	1.2 7.4
Service personnel of the	Tall on	WMAL-2:00-3:15		
Bandstand	Matinee	WMAL-4:00-5:00		
n= n/ 85		WMAL-4:00-5:00		2.712.9
Peoples Pi	ay bouse	WNBW-1:00-2:00		3.0 5.2
		WNBW1:00-2:00		
	- C	WNBW-1:00-2:00		4.2 4.4
Feature P	layhouse	WNBW-1:00-2:00		
-		WNBW-1:00-2:00	w	4.3 5.3
Movietime		WTTG-11:30-1:00	M	0.211.0
2.63	100	WTTG-11:30-1:00		0.6 9.9
		WTTG-11:30-1:00		12 116

Den stand		100.		. W 1 1 0 -4:00-3:00		1.7 13.3	
	121			WTTG-4:00-5:00	w	0.6 11.8	
				WTTG-4:00-5:00	Th	0.7 14.1-	
				WTTG-4:00-5:00	F	1.112.9	
Early	Bird	Theater		.WTTG-10:30-12:00	M	0.613.2	
1000000		The second second		WTTG-10:30-12:00	) T	1.413.8	
93				WTTG-10:30-12:00	W	1.214.2	
	25			WTTG-10:30-12:00	Th	0.713.6	
	6		4	WTTG-10:30-12:00			
		- 404		North Control of the			

Multi-W	eekly Shows-Nighttime	*
I O'Clock Thouser	WMAL-5:00-6:30 M 1.8	19.5
	WMAL-5:00-6:30 T 1.7	
	WMAL-5:00-6:00 W 2.9	
E 68	WMAL-5:00-6:30 Th 2.9	
VOLUME THE STATE OF THE	WMAL-5:00-6:30 F 2.9	7 4 1 7 1 7 1 7 1
Chooms Playbours	WNBW-11:30-1:00 M 1.6	
	WNBW-11:30-12:45 T 1.9	
	WNBW-11:30-12:45 W 2.0	
S S N	WNBW-11:30-1:00 Tb1.2	
	WNBW-11:30-12:45 F 2.5	
	WNBW-12:30-1:30 S 0.9	
Late Show	WTOP-11:45-1:00 Su 2.7	
	WTOP-11:15-12:45 M 4,7	
8 50	WTOP-11:15-12:45 T 2.3	
	WTOP-11:15-12:45 W 3.1	
B 100 mm	WTOP-11:15-12:45 Th 5.4	
1	WTOP-11:15-12:45 F 4.4	
and the same	WTOP-11:15-12:45 S 1.9	
Night Owl Thesier .	WTTG-11.15-12:30 M 0.4	4
	WTTG-11:15-12:30 T 1.7	
	WTTG-11:15-12:15 W 1.6	
	WITG-11:15-12:30 Th 0.9	
8	WTTG-11:15-12:30 F 3.0	
100000000000000000000000000000000000000		

39	85	100	Weekl	Shows-Dayti	me		
	n in	enE enE	F E E	w 8	2.5	Oct.	Set
	Title Sunday (	Cinema	70000000000000000000000000000000000000	Sta.—Time—Day .WCAU—2:30-3:30	Su	Rtg.	Use 28.
	Armchair	Then	er	-WCAU-2:15-4:00	S	5.2	15.5

Guild Western Theater...WFIL-4:00-6:00 S...... 1.3.....20.5

Rindin' the Trail ...... WPTZ-9:30-10:30 S..... 4.4.... 6.3

Academy Theater ...... WPTZ-1:00-2:30 Su..... 5.8.... 20.3

PHILADELPHIA

Weekl	y Shows—Nighttime
Channel Six Theater	WFIL-11:45-12:45 M 1.8"
Ford Film Playhouse .	하시다 하는 사람이 전하는 것이다. 그리는 사람이 없는 사람이 없다면 보다 보다는 사람이 되었다면 하지만 바쁜데 사람이 없어 모든 모든 모든 것이다면 되었다면 살아보다면 살
Tacoday Night	Market - The same of the same same same same same same same sam
	WPTZ-11:15-12:30 T 25
Raytheon Thenier	WPTZ-11:15-12:15 F \$.1
Popular Demand	
Thenier	WPTZ-11:00-12:00 S 6.57
Multi-W	eekly Shows—Daytime
Hellywood Playhouse	WPTZ-1:00-2:00 M11.51
	WPTZ-1:00-2:00 T 8.51
	WPTZ-1:00-2:00 W 8.5,
	WPTZ-1:00-2:00 Th 9.21 WPTZ-1:00-2:00 F 9.41
Multi-We	ckly Shows—Nighttime
Harly Show	WCAU-6:00-7:00 M 9.43
N Si e	WCAU-6:00-7:00 T 7.33 WCAU-6:00-7:00 W 8.63
	WCAU-6:00-7:00 Th10.43
n H 1994	WCAU-6:00-7:00 F10.73
Feature Theater	WCAU-11:30-12:30 Su 8.21
Socialist Consultation (Consultation)	WCAU-11:30-12:45 M 5.7
	WCAU-11:30-12:45 T 5.01
	WCAU-11:30-1:00 W 3.61 WCAU-11:30-12:30 Th 4.4
0 "1 2	WCAU-11:30-12:30 Th 4.4 WCAU-11:30-12:45 F 5.91
	WCAU-12:15-1:15 S 4.1
Morie Matinee	WFIL-5:15-6:30 - M 2.62
	WFIL-5:30-6:30 T 3.62
1000	WFIL-5:15-6:30 W 3.43
4.4	WFIL-5:15-6:30 Th 3.73
2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	WFIL-5:15-6:30 F 3.62
Propéles Plankause	WPT7-6:00-7:00 M 17.5 3

WPTZ-6:00-7:00

T..... 16.6.... 30.5

WPTZ-6:00-7:00 W.....18.5....33.9

WPTZ-6:00-7:00 Th.....18.7....34.8 -6:00-7:00 F.....1

WPTZ-5:45-7:00 S.....13.2....27.1

#### 'JAUDI DUDI' QUITS

## Kagran Gives Up In Spanish Market

for U. S. TV film producers in the the mail. Latin-American countries is strictly for the burros, The Kagran Corporation has suspended production on its daily half-hour The "manana" philosophy was Spanish film version of "Howdy Doody." On paper, said exec Martin Stone, a film series can be produced in Mexico for about a third of what it would cost here. In actuality, he added, myriad production obstacles brings the cost well up to U. S. levels, and the producer is usually stuck with an inferior film package.

Consequently Stone is pulling out of the Latin-American market entirely, and will wait it out for a couple of years until he decides the market is ready. Meanwhile, he will concentrate on the TV film syndication field at home, pushing Kagran's new film package, "Johnny Jupiter," and readying a half-hour film version of "Howdy Doody" for local markets where the kid show isn't carried live on the NBC-TV network.

City last March, with high hopes of expanding Kagran's "Howdy Doody" TV merchandising empire thruout South America and Cuba. The daily series, tagged "La Hora de Jaudi Dudi," was sponsored over XEW-TV, Mexico City, and was also carried by CMQ-TV, Havana. Since then Kagran's Mexican production outfit turned out 96 half-hour films. These will for its film syndication division. be shelved until Stone decides the Charles Alsup, formerly a sales market is ready for another try. rep for Arrow Productions, will

ties south of the border are nil, ac- port to Maurie Gresham, the outcording to Stone. For instance, he fit's Western sales manager. points out, all the shopping in Gordon Wiggin, who has been Cuba is handled by maids. Chil- selling feature films for MPTV dren never go into the stores since out of its Boston office, is moving groceries are usually set up as over to the film syndication divipart of a bar. The supermarket, sion, covering the same territory as we know it here, he said, is He will report to Herb Jaffe, unknown there, thus ruling out Eastern sales manager. Earl any of the obvious display mer- Donegan Jr., formerly a space chandise tie-ups for sponsors, salesman for Everywoman's Mag-Premiums are out, too, because azine, will also have an Eastern the postal services there are con- territory and will also report to sidered unreliable and people Jaffe.

NEW YORK, Dec. 12. - Con- won't take a chance on sending or vinced that the current market receiving money and goods thru

> Kagran's six-month production run in Mexico, said Stone, was a "trial" in both senses of the word. thoroly endorsed by actors who thought nothing of not showing up for work without notice. The replacement and proper maintenance of equipment was another headache, along with general incompetence on the part of production staffers and lab technicians. Prints were apt to come out on the wrong side, said Stone, often garnished with sticky finger prints, scratches, and other marks of careless handling.

> A union strike in Mexico was the deciding factor this fall, after which Kagran turned over production control of a couple of live Spanish TV shows to its Mexican representatives there and suspended production for good on the "Jaudi" series.

## Stone set up his own TV film MPTV Hires 3 Salesmen

NEW YORK, Dec. 12.-Motion Pictures for Television, Inc., hired three more salesmen this week Merchandising opportuni- cover a Western territory and re-

## Nationally Spot-Booked Films and American Research Bureau Ratings

The following chart which appears in the Billboard's TV Film Distribution issue each month lists the latest city-by-city rating of TV film series which are nationally spot booked by their sponsors and which are not available at present on a syndication basis. The ratings are based on findings of the American Research Bureau and covers those cities now

Sponsor & Show !	Station	Day	Time		Nov. ARB Rating
Canada Dry Ginger TERRY AND TH	The second secon	ES		E	
. Chicago	WGN	s	11:00-1	1:30 p.m	4.6
Minneapolis	KSTP	s	5:30-	6:00 p.n	1 1.8
New York	WPIX.	Su	6:00-	6:30 p.n	1 2.6
The Coca-Cola Co. KIT CARSON			= 5		
Atlanta	WLW-A.	Su	6:00-	6:30 p.n	18.8
Baltimore	WMAR.	т	6:00-	6:30 p.n	7.9
Boston					
Cleveland		STATE OF THE PARTY	The state of the s	- 10 to 1 to 1 to 1 to 1	THE RESERVE TO SHARE THE PARTY OF THE PARTY
Columbus			Property and the second of the second		
Dayton				100	
	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		A 500 000 000		
Detroit	10 10 10 10 10 10 10 10 10 10 10 10 10 1		The second of the		The state of the s
Los Angeles		The second secon	CONTRACTOR DESIGNATION OF THE PARTY OF THE P	William Co. Line Co., State Line	POST CONTRACTOR OF THE PARTY OF
New York		Charles No. 1 and Chill	to a little of the little of the		
Philadelphia				(C) (A) (C) (C) (E) (A) (A) (A)	
Portland					
San Francisco .	.KRON.	Su	4:00-	4:30 p.n	125.4
The Kellogg Co. WILD BILL HICK	(OK	20. Š			
Atlanta	WSB	\$	5:30-	6:00 p.n	116.3
Baltimore	.WBAL	s	7:00-	7:30 p.n	22.8
Boston	WNAC	w	5:00-	5:30 p.n	114.1
Chicago					
Cincinnati				The second second	
Cleveland	The fact of the control of the same	Mar. 10.	100		1 2 2 2 2
Columbus					
Dayton	WLW-D.	w	6:00-	6:30 p.n	121.2
Los Angeles Minneapolis					
New York		The state of the s	CONTRACTOR OF THE PROPERTY OF	The second secon	
Philadelphia					
Phoenix	KPHO.	Th	6:30-	7:00 p.n	20.0
Portland					
San Francisco	KGO.	т	6:30-	7:00 p.n	124.8
The Kellogg Co. SUPERMAN			STANT AND S		
					134.4
Baltimore					
Boston					
Chicago					
Cleveland					
Columbus	.WBNS.	w	6:00-	6:30 p.n	118.7
					118.7
Detroit	.WXYZ.	w	6:30-	7:00 p.n	127.4

Minneapolis ... WCCO....T ..... 5:00- 5:30 p.m.....15.6

New York .... WNBT.... M ..... 6:00- 6:30 p.m......14.8

Philadelphia ... WCAU....M ..... 7:00- 7:30 p.m.....36.9

Portland ...... KPTV....S ..... 5:30- 6:00 p.m.....41.5

ich are not available at present on a syndication b Research Bureau and covers those cities now	asis. The ratings are based on findings of the Ameri- being surveyed.
asor & Show Station   Day   Time   Nov. ARB	Sponsor & Show Station Day Time   Nov. ARE Rating
nda Dry Ginger Ale Co.	San Francisco KGOW 6:30- 7:00 p.m 23.5
ERRY AND THE PIRATES	Pacific Coast Borax Co.
Chicago WGN S11:00-11:30 p.m 4.6	DEATH VALLEY DAYS
MinneapolisKSTPS 5:30- 6:00 p.m 1.8	Atlanta WAGAT 10:30-11:00 p.m \$,1
New YorkWPIXSu 6:00- 6:30 p.m 2.6	Baltimore WBALTh 10:30-11:00 p.m 15.8
Coca-Cola Co.	BostonWNACF10:30-11:00 p.m22.7
IT CARSON	ClevelandWXELSu10:00-10:30 p.m11.0
AtlantaWLW-ASu 6:00- 6:30 p.m18.8	Columbus WBNSSu 9:30-10:00 p.m22.6
Baltimore WMART 6:00- 6:30 p.m 7.9	[25] 이 회사 전문
Boston WNACM 6:00- 6:30 p.m18.1	DaytonWLW-DF10:30-11:00 p.m18.9
ClevelandWNBKTh 6:00- 6:30 p.m17.2	Detroit
Columbus WBNSTh 6:00- 6:30 p.m17.1	Mpls-St. PaulWTCNS10:00-10:30 p.m 6.7
DaytonWLW-DSu 6:00- 6:30 p.m27.4	New YorkWABDT10:30-11:00 p.m 4.6
Detroit	PortlandKPTVW10:30-11:00 p.m15.4
Los Angeles KECA M 7:30- 8:00 p.m20.2	San Francisco KPIX M 10:00-10:30 p.m 13.6
New York WNBTT 6:00- 6:30 p.m 6:7	Washington WTTG Su 10:00-10:30 p.m 5.8
Philadelphia WPTZS 6:30- 7:00 p.m20.2	Wander Co. (Ovaltine)
PortlandKOIN 5:30- 6:00 p.m32.3	CAPTAIN MIDNIGHT
San Francisco KRON Su 4:00- 4:30 p.m 25.4	AtlantaWSBS 5:15- 5:45 p.m 10.6
Control of the Contro	BaltimoreWBALSu11:30-12:00 p.m12.3
Kellogg Co.	Boston
ILD BILL HICKOK	Chicago WBKBSu 3:00- 3:30 p.m 4.6
AtlantaWSB\$ 5:30- 6:00 p.m16.3	Cincinnati WCPOSu 1:00- 1:30 p.m 8.3
BaltimoreWBALS 7:00- 7:30 p.m22.8	Cleveland WNBK Su 12:00-12:30 p.m 11.0
BostonWNACW 5:00- 5:30 p.m14.1 -	Columbus w bix3311,00-11,30 p.m 6.7
ChicagoWBKBSu 1:30- 2:00 p.m14.9	DaytonWHIOS10:00-10:30 p.m 8.9
Cincinnati WKRC Su 6:30- 7:00 p.m 9.1	DetroitWXYZSu11:00-11:30 p.m11.9
Cleveland WNBK W 6:00- 6:30 p.m 18.4 Columbus WBNS S 6:00- 6:30 p.m 26.8	Los AngelesKHJSu 5:30- 6:00 p.m 3.Z Los AngelesKNXTS 5:00- 5:30 p.m 2.5
DaytonWLW-DW 6:00- 6:30 p.m21.2	Minneapolis KSTP Su 12:00-12:30 p.m 9.1
Los AngelesKTLASu 6:00- 6:30 p.m18.5	New YorkWABCSu 6:00- 6:30 p.m13.6
Minneapolis WCCO, S 5:30- 6:00 p.m27.9	New York WORS 6:30- 7:00 p.m 2.3
New York WABDS 7:00- 7:30 p.m 7.1	Philadelphia WPTZSu12:00-12:30 p.m 8.2 PortlandKPTVS 4:30- 5:00 p.m32.3
Philadelphia	San Francisco KPIXS11:30-12:00 p.m 3.3
PortlandKPTVM 6:00- 6:30 p.m30.8	Washington WTOPS11:00-11:30 p.m 3.3
San Francisco KGOT 6:30- 7:00 p.m24.8	Hamber & Hanne Co. (M. & M. Conde)
Kellogg Co.	Hawley & Hoops Co. (M & M Candy) JOHNNY JUPITER
UPERMAN	Boston WNACS 1:30-2:00 p.m13.2
Atlanta	Chicago WBKB, Su 12:00-12:30 p.m 0.9
BaltimoreWBALW 7:00- 7:30 p.m19.4	Los AngelesKNXTS 5:30- 6:00 p.m 1.3
BostonWNACF 6:30- 7:00 p.m27.1	Minneapolis KSTP Su 11:30-12:00 p.m 6.7
Chicago WBKBS 5:00- 5:30 p.m12.5 Cincinnati WKRCW 6:30- 7:00 p.m12.2	New YorkWABCS 5:30- 6:00 p.m 2.9 PortlandKPTVS 4:00- 4:30 p.m25.2
Cleveland WNBKM 6:00- 6:30 p.m25.8	San Francisco KPIXS 1:30- 2:00 p.m 2.5
ColumbusWBNSW 6:00- 6:30 p.m18.7	CONTRACTOR OF SOME SECURIOR CONTRACTOR OF SECURIOR OF
DaytonWLW-DF 6:00- 6:30 p.m18.7	Hamilton Watch Co. JEWELERS SHOWCASE
DetroitWXYZW 6:30- 7:00 p.m27.4  Los AngelesKECAM 8:30- 9:00 p.m22.8	Chicago WBKB Th 9:30-10:00 p.m 7.9
Minnespelie WCCO T 5:00 5:30 p.m. 15.6	Cincinnati WVPC T 10:30-10:00 p.m. 10.4

Cincinnati ..... WKRC....T .....10:30-11:00 p.m......10.4

Columbus ...: .WBNS....F .....10:00-10:30 p.m.....13.1 Minneapolis ... WCCO....Th ....10:00-10:30 p.m.....14.2

Philadelphia ... WCAU....F ..... 10:30-11:00 p.m...... 14.0

#### BILLBOARD FILM GUIDE

## Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the first week of November in onehalf of the cities surveyed individually by ARB. The complete study listing all cities surveyed is published over a two-week period appearing in the Distribution and Station-Network issues of The Billboard.

The program titles are "rranged 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 in the Agency-Advertiser and Production issues of The Billboard.

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 22.

#### ATLANTA 3 STATIONS

772 * 1		11 14	October
- Title of Show	Category	Station-Days-Time	ARB RIE
		WLW-A-Th10;30-11:00 .	
Life of Riley	Comedy	WSB-F8:30-9:00	
		WAGA-T7:00-7:30	
		WLW-A-W8:00-8:30	
		WLW-A-W9:30-10:00	
		WSB-M. to F6:45-7:00 .	
		WSB-Th,6:00-6:30	
		WSB-F6:00-6:30	
		WAGA-F7:00-7:30	
Clsco Kid			19.1

## BALTIMORE

3 STATIONS

I.Me With ElizabethComedyWMAR-M11:00-11:30 2.1
Life of Riley
Abbott and Cosettle
Favorite Story
D. Fairbanks Presents Drama WBAL-S10;30-11:00 9.7
City Detective
Boston Blackle
Telenews Daily
Movie Quick QuizQuizWBAL-M. T. W. F10:30-10:456.3
Cisco Kid
Gene Autry

Led Three Lives	dv	WNAC-M7:00-7:3	0
I'm the Law			
Foreign Intrigue	dv	WBZ-Th10:30-11:0	0018.
Ramar of the Jungle			
Badge 714			
Time for Beany			
Life of Riley			
Abbott and Costello			
Kings Crossroads			
Victory at Sea	Ocum	WBZ-F11:15-11:4:	5 9.
Favorite Story			
Stranger Than Fiction			
Heart of the City			
Boston Blackie	dystery	WNAC-S2:30-3:00	1
U. P. News	lews	WBZ-M. to F6:15	5-6:30 6.
Telenews Daily			
Gene Antry			
Cisco Kid			
Cowboy G-Men			

City Desk	2.
Foreign Intrigue	1.
Dangerous Assignment Adv WBKB-F9:00-9:30	
Dick Tracy	
Junior Crossroads	
Adventure of BlinkeyChildWGN-S10:00-10:15 a.m	
Junior Crossroads	
Amos 'n' Andy	
Abbott and CostelloComedyWBKB—Su.—5:00-5:30	*
Life of Riley	
Life With ElizabethComedyWBKB-W9:30-10:00	
Abbott and CostelloComedyWNBQ-S6:00-6:30	•
Victory at Sea	
Fatorite Story	
Play of the Week	
Crows Theater	
Balige 714	0.
I'm the Law	8.
Front Page Detective Mystery WBKB-W7:00-7:30	2.
Boston Blackie	4.
U. P. Movietone News News WGN-M. to F6:30-6:45	2.
U. P. Movietone News News WBKB-M10:00-11:15	
Cisco Kid	
Gene Autry Time	
Hopalong Cassidy	
Gene Autry	
The state of the s	

#### CINCINNATI 3 STATIONS

THE REAL PROPERTY OF THE PERSON NAMED IN	THE REAL PROPERTY.	AND DESIGNATION OF THE PARTY OF	The Real Property lies	
Ballge 714	WLW-T	-M9:00-9:30		11.2
Dangerous Assignment Adv.	WLW-T-	-T10:30-11:00		8.3
I bed Three Lives				
Foreign Intrigue				
Life of Riley	yWLW-T	-F8:30-9:00		27.1
Favorite Story				
Heart of the City				
Moston Blackie				
TelenewsNews				
Cowboy G-MenWest.				
Cisco Kid				
Hopalong CassidyWest.				

#### CLEVELAND 3 STATIONS

Foreign Intrigue
I Led Three Lives
Life of Riley
Kings Crossroads Docum WEWS-W10:30-11:00 5.5
Favorite StoryDramaWEWS-Th10:30-11:0018.6
I'm the Law
City Detective
U. P. Movietone News News WXEL-M. to F11:00-11:15 6.8
Range Rider
Gene Autry
Cisco Kid

#### COLUMBUS 3 STATIONS

	Dauge /14
	Boston Blackie
	Dangerous AssignmentMysteryWOR-W10:30-11:00 4.2
Badge 714	Front Page DetectiveMysteryWABD-F8:00-8:30
I Led Three Lives	Pulse of the City
Foreign Intrigue	U. P. Movietone NewsNewsWPIX-M. to F7:00-7:15 2.4
Dangerous AssignmentAdvWTVN-Th10:30-11:00	Movie Quick QuizQuizWABD-M. to F12:30-1:00 0.5-
Life of Riley	Gene Autry
Orient Express	Hopalong Cassidy

## V Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributors and original release date of the film has been added where available. For address of television distributor write The Billboard, TV Film Department.

#### THEATRICAL

FOUR DAYS' LEAVE (Film Classics 1950)
DRAMA
BEHIND LOCKED DOORS (Eagle Lion 1948)
WINTERSET (RKO 1936)Standard TV
D.O.A. (United Artists 1949)
NESTERN
MONTANA MIKE

#### Non-Theatrical Free Films

EDUCATIONAL	24 III
ANIMALS IN ROCKET FLIGHT	U. S. Army
IT'S YOUR SERVE	The Christophers, New York
THE ROK SOLDIER	
INDUSTRIAL	
WOODS TO COOPS	Non Marata Bradustians Disminsham

Boston Blackie	Mystery	WLW-C-W10:30-11	:00
Gene Autry		WBNS-T8:00-8:30	23.3
		WBNSS6:30-7:00	
Cisco Kid			

#### DAYTON 2 STATIONS

	Badge 7.14
	1 Led Three Lives
	Foreign Intrigue
	Life of Riley
ļ	The Visitor
	Boston Blackie
	U. P. Movietone News News WHIO-M. to F11:00-11:15 8,2
	Range Rider

#### DETROIT

3	5	T	A	T	1	0	N	S	À
1347									

THE RESIDENCE OF THE PROPERTY
Dangerous Assignment Adv WWJ-Su6:00-6:30 17.9
Badge 714
Foreign Intrigue
China Smith
I Led Three Lives
Ramar of the JungleAdvWXYZ-F,-6:30-7:00
Dick Tracy
Life With Elizabeth
Life of Riley
Victory at Sea
Favorite Story
D. Fairbanks PresentsDramaWWJ-W7:00-7:30
Boston Blackie
I'm the Law
Craig Kennedy
Heart of the City
City Detective
Telenews Daily
Telenews Daily
U. P. Movietone News News WWJ-M. to F6:15-6:30 6.1
U. P. Movietone News News WWJ-M. to F11:00-11:15 4.6
Gene Autry
Wild Bill Hickock
Cisco Kid
Range Riders
Cowboy G-Men

#### MINNEAPOLIS-ST. PAUL 3 STATIONS

	and the same
Foreign Intrigue	
Life of Riley	33.5
Favorite Story	
Pulse of the CityDramaKSTP-F10:45-11:00	
Front Page DetectiveMysteryWMIN-W,-9:30-10:00	
I'm the Law	
	14.5
Gene Autry	
Cisco KidWestWCCO-S5:00-5:30	
Hopalong Cassidy	

#### YORK

www.americanradiohistory.com

#### 7 STATIONS

•	1 Led Three Lives Adv WNBT-Su,-10:36-I1:00 9.5
	Unexpected
	Foreign Intrigue
	China Smith
ı	Ramar of the Jungle
ı	Unexpected
	Dangerous AssignmentAdvWOR-S9:00-9:30
	Amos 'n' Andy
8	Life With ElizabethComedyWABD-Su7:00-7:30
9	Life With Elizabeth
5	Life of Riley
6	Abbott and Costello
6	Victory at Sea
4	Orient Express
8	Favorite StoryDramaWNBT-M10:30-11:0011.0
•	D. Fairbanks PresentsDramaWNBT-W10:30-11:0021.5
1	Orient ExpressDramaWABC-S8:30-9:00 1.4
3	City Detective
	I'm the Law
	Pulse of the City
ı	Boston Blackie
ı	Badge 714
	Boston Blackie
0	Principal and an arrangement of the state of
0	Manager   Mana
8	
6	U. P. Movietone NewsNewsWPIX-M. to F7:00-7:15 2.4
8	Movie Quick QuizQuizWABD-M. to F12:30-1:00 0,5-

## and NEW TV CHAMPION



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## JOE **PALOOKA**

dramatic half hour series available to local and regional sponsors

A GUILD Films Production



## Gross-Krasne Aids Help Sponsors Sell

By PHILIP N. KRASNE vice-president and co-producer of Gross-Krasne Productions, president of United Television Programs, Inc.

Mr. Smith, who owns a bread company in Lovelytown, O., buys a half-hour syndicated show for 13 weeks. He gets his ad agency to prepare some commercials. He TV screen as well as on it. sends out some publicity releases of the show have sent him.

He has now become a sponsor, and he sits back in anticipation of the first show and how much increased business he should get. When the show goes on the air, viewers thanking him for a great billings. show and complimenting him on his commercials.

Many of his customers call assuring him of their appreciation of his efforts toward sales promotion. After a couple of months he starts to worry. His sales have not increased materially since the start of his sponsorship of the show.

What was wrong? He bought a good show. Everybody seemed to like it. The commercials were good-he backed the show with standard merchandising procedure. Wasn't that enough?

The answer is "NO." You have to do more to get dollar results for the local advertiser.

#### Merchandise Plan

Now that I have taken over the reins of United Television Pro-

#### TV Film Guest of the Week



#### PHILIP N. KRASNE

Philip Krasne was first lured by law. He studied at the University of Michigan (LLB-1927), and in 1929 he graduated from the University of Southern California Law School and was admitted to the bar. The flare of films caught his fancy and he was soon specializing in motion picture matters.

In 1936 he tried his hand at production. As an independent he started production on the Charlie Chan movies. Successful with these, he started production on "The Falcon" series of movies. In association with Fred Ziv, he acquired the rights to O. Henry's "The Cisco Kid" and launched production of a third movie series.

In 1950 Krasne turned his production activities exclusively to TV film. As president of Cisco Kid Pictures, Inc., Krasne filmed 39 halfhour "Cisco" shows in color with an eye to tomorrow's color TV. He later sold his interest in Cisco Kid Pictures, Inc., to Ziv Television.

Krasne joined Jack Gross in 1952 to form Gross-Krasne, Inc. This firm produces the "Big Town" series of Lever Brothers, has produced films for "Lux Video Theater" and is currently producing numerous other shows for sales and syndication by United Television Programs, Inc. When Gross-Krasne bought out UTP, Krasne became president of the distribution firm. While he is concentrating most of his efforts on UTP's activities, he still remains a vicepresident and co-producer in the Gross-Krasne firm.

1168 MARCH DIMES

grams, Inc., I have a planned merchandising campaign for all the shows we distribute.

- 1. We intend to offer the public some product or service it can't get elsewhere.
- 2. Make sure the product or service has prestige value.
- 3. Make the star or stars of the show work for the sponsor off the

As an example, for our "Heart and a few pictures the producers of the City" show we prepared a complete advertising and exploitation kit. In addition, we also in order to get dollar results. compiled a press book giving the sponsor a short synopsis of each the local sponsors with everyshow, biographies of the producers and stars, feature stories, preadvance stories, station breaks, opening-day story, program rehe gets calls and letters from view, shorts and fillers and of the retail field in a UTP

know-how and showmanship of "showmandising."

the motion picture industry and FORD THEATER make it available to each sponsor, for each of our shows. Must Sell Show

Television is show business. The sponsor has his product to sell. It is just as important to sell the show itself. The viewing audience can effectively be sold their entertainment fare as the sponsor sells his products or services.

The motion picture industry made stars for box-office value after a year or so of picture presentations and publicity. Television makes stars in a matter of weeks. The stars belong to you in your local market. Tell the people about them constantly.

A television sponsor must stimulate interest in his program and weeks but for 26, 39 or 52 weeks print of the show being aired via

Our plans at UTP are to supply thing he needs for successful merchandising. Showmanship is necessary for profitable sponsorship. Combine this with merchandising planned combination to give We attempt to blend all the every local sponsor our efforts of Montreal and Toronto for all new

DIVE W

## Screen Gems Series Set on Canada Loop

NEW YORK, Dec. 12. - All seven current Canadian TV markets now have been set to carry Screen Gems' "All Star Theater," bankrolled by the Ford Dealers of Canada. Six of the seven outlets will be linked, with but a single a micro-wave relay web begin-ning December 23. Only Van-couver, B. C., on the West Coast, remains unconnected and must be supplied with a separate print.

The series, which in its initial U.S. run airs as "Ford Theater" via NBC-TV, also has been set by the Cockfield-Brown agency of

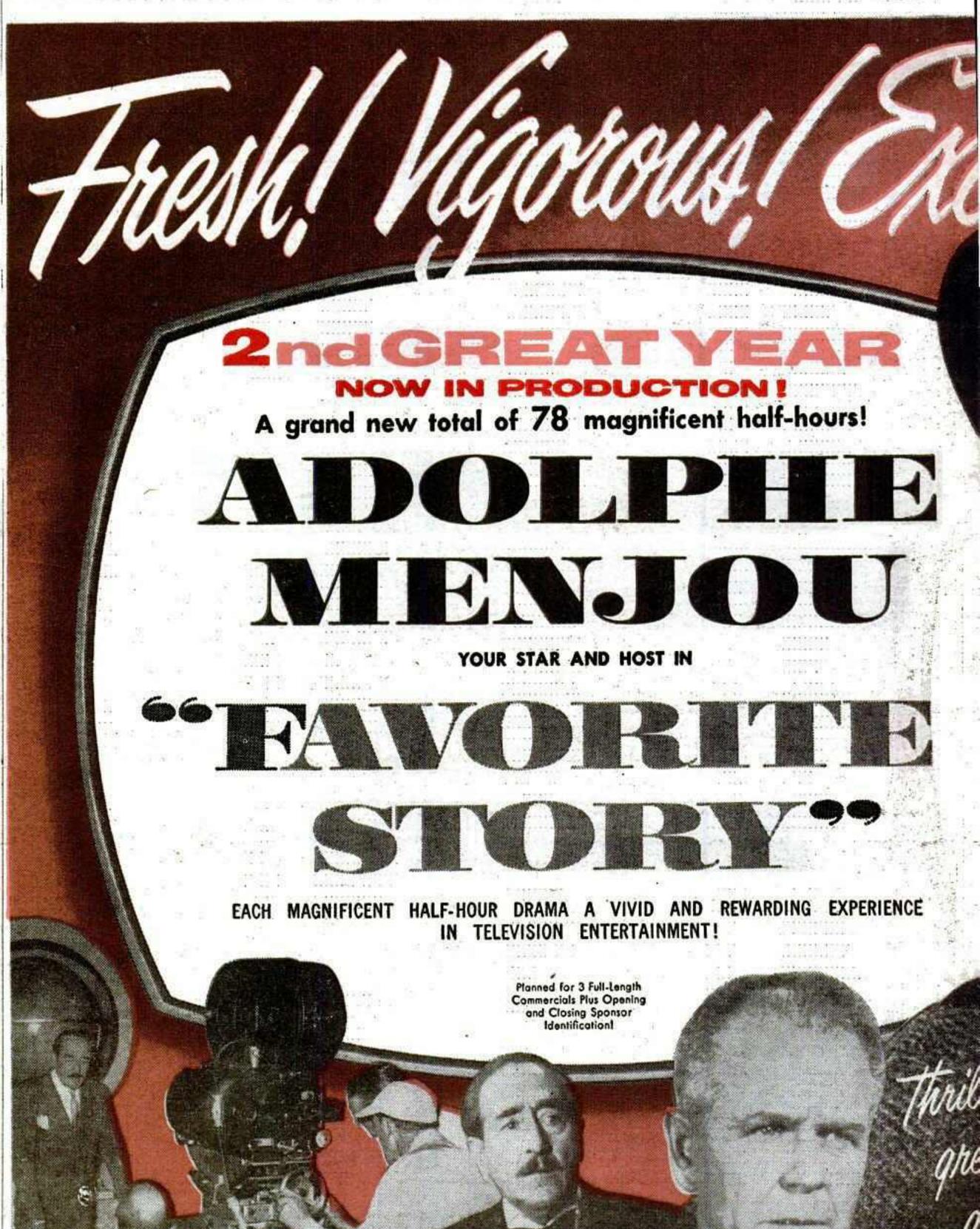
#### **BUYS ONE-YEAR** 'HEART' SERIES

HOLLYWOOD, Dec. 12.-What is termed by United Television Programs, Inc., as an unprecedented sale of a telefilm series was made here this week when a department store bought "Heart of the City" for a 52-week run in Sacramento. UTP sold the Pat McVey starrer to the Federal department store, according to UTP Sales Manager Wynn Nathan, who observed:

"While 'Heart of the City' has been used by department stores before, this is the first time to my knowledge that any of them have ever bought a show on so long a basis. Department stores are usually very cautious and don't make any long-term advertising commitments, so we consider this quite a feather in our

take the air, with about seven more expected to become air-Canadian video outlets as they borne before the middle of 1954.

. Copyrighted material.



## Plugs and Premiums

By GENE PLOTNIK

marily responsible for Ziv-TV's which was launched last January. success in the syndicated film Planning on the show set a patfield, according to leading agency tern for exploitation on the rest and station execs across the of Ziv's properties, most recent country.

other distributors have begun to Lives," Ziv's newest TV film place stronger emphasis on ex- package. ploitation and promotion followthru-notably the NBC Film Division-but Ziv was there first, and its merchandising know-how is still generally rated No. 1 in tion staff was concentrated on the the trade.

However, stepped - up merchan- first went on the air last January. dising activity on the part of other most of its shows and set up a special TV exploitation department with an expanded staff.

department was Adolphe Men-

Astute merchandising is pri- jou's film series, "Favorite Story, example being the sock sales and During the past year a few exploitation job on "I Led Three

One at a Time

Following Ziv's one-show-at-atime policy, the full power of the organization's sales and promo-Menjou series before, during and ety Workshop meeting. In the beginning, Ziv's film after the time the series actually merchandising was part of a hit the nation's TV screens. As a was tagged "Color TV and All pooled operation servicing the result, the series was sold in 27 Its Glory," the NBC execs were the color film equipment pattern firm's radio and TV properties, markets two months before it

distributors this year prompted the top 20 TV film series showing regard to standards for color film working on the problem, but, as Ziv to up the 1953 budgets on in 10 or more markets the first projection on TV. time it was surveyed by Telepulse. In the next month it hemmed and hawed about anjumped from 12th to second posi- swering, was a request for them The first project for the new tion, and the most recent Tele- to name "a stable 12-mm. color NBC crew was a producer's

## Lack of Workable Standards Stymies Color Commercials

spite of rosy-hued hopes, film point out that the quality of commercial plans of agencies and 16-mm, color prints is alarmingly producers continue to be stymied inconsistent, with a ratio of about by a lack of workable standards 50 bad prints to every good one. for color film production. The lack of know-how in this field was spotlighted here Thursday night (10), when a corps of NBC color experts addressed a group of TV film producers at a Radio and Television Executives' Soci-

Altho the topic for the meeting unable to respond to a number of queries when pressed for specifics "Favorite Story" was among on the progress made to date in

Among the questions the boys (Continued on page 26) film stock," Altho 35-mm. color query for information on how

NEW YORK, Dec. 12. - In prints project well, producers

Local and Regional

This, of course, is a blow to the TV film spot field, both on a local and regional basis, since only about 12 stations (network outlets here, and in Hollywood and Chicago) will have 35-mm. projectors. The rest of the country's TV stations will make do with 16-mm, projectors if, as expected, follows that set by black and white.

Eastman Kodak is said to be it stands now, a stable 16-mm. color film stock isn't on the market.

Another puzzler tossed at the

color film will reproduce on black and white sets. Specifically, the producer asked "What is the actual grey scale reproduction relationship in color gradation in black and white?"

Same Message

In view of the industry's expectation that black and white sets will be in the majority for some time to come, the producers think it is vital that the networks be sure a color film commercial will convey the same message on a black and white set.

Altho the industry has been wrestling with the problem for some time, it has yet to arrive at any definite conclusions. For instance, a 16-mm. Technicolor print, produced in England, was shown here recently in a test run by NBC. The picture came thru beautifully on color (albeit reportedly low on contrast values). The title card at the finish with "The End" in salmon pink letters reportedly came thru on the black-and-white set with the letters virtually unreadable and melted into the background.

The producers point out that if the salmon-pink letters had referred to the sponsor's product, or if the product were actually colored salmon pink, the results would have been catastrophic.

**Variations Cited** Meanwhile, Ralph Cohn, Screen Gems topper, told The Billboard he did not think it likely that there ever would be a set of color film standards, but that like black and white, each producer would use the method of his own choice from a selection of eight or 10 sets of possible standards. He said that not only will there be variations between the way the same film will be received from different networks, but even between different studios of the same net-

Screen Gems, in its black and white films, extracted the best information from all sources before setting production standards, and Cohn said the same would be done for color. He predicted that there would be an interchange of knowledge about color film among trade and scientific organizations, film manufacturers and labs, which would be pooled into a common body of accepted methodology.

The problems inherent in setting up color film standards are so great, Cohn added, because (Continued on page 26)

### QUICK **TAKES**

Paul Masterson, ABC Radio's Hollywood early morning deejay, and Norman Sper Jr. last week formed their own organization to film 15-minute sports shows for TV. Masterson will co-produce and narrate films covering such sports as swimming, tennis, golf, baseball, football and basketball. Each sport will be filmed individually as a series, according to Sper, who will be executive producer. . . . "Johnny Ringo," fifth in Studio City Television Productions' series, "Outlaws of the Century," last week went before the cameras. . . . With color TV in the news, M-G-M cartoon producer Fred Quimby is releasing "TV of Tomorrow," a humorous take-off on the subject of tinted TV. . . . Marc Daniels will direct "Backbone of America," first teleplay by Robert E. Sherwood to be presented by NBC-TV December 29 from the net's Burbank, Calif., studios.

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When De Wolfe is paired with Miss G. in a wonderful frolic about a dowager and her butler, in a hilarious lampoon of two tippling ladies in a British railway carriage, and when he is doing a sexy muscle boy in a satire on "Picnic," matters in "Almanac" are at their best. Fine, too, are the moments when Miss G. is describing an audition with Jose Ferrer, and when Orson Bean and assistants give a reading from Mickey Spillane in the manner of "John Brown's Body."

There is talent, and to spare, among the rest of the participants. Carlton Carpenter teams up with Elaine Dunn for ingenuous and beguiling song-and-dance results. Polly Bergen has a singing style to make several numbers sound much better than they are. James Jewell also contributes stoutly on the vocal side, and Harry Belafonte, likewise, is highly effective songwise.

But on "Almanac's" debit side is the fact that its score is far from distinguished and, save for a remarkable tour de force by Nanci Compton in the second act, Donald Saddler's dance patterns are equally far from sensational.

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delivery but who is far from shy A reporter would willingly do without such items-as the "Tin Pan Alley" number, and a ballet fable about a nightingale and a rose verges on the embarrassing. Also, a small production number with a Trinidad flavor seems over-long and hardly inspired. Obviously, matters of this kind leave considerable to be desired in the over-all picture.

But with its faults "Almanac" has pace and verve and its players give it everything they have. Raoul Pene Du Bois has dreamed up a handsome framing for it, a deceptively glittering simplicity, and Thomas Becher has designed some truly eye-filling costumes. Its good moments even up for its Bob Francis. let-downs.

#### RICHARD III (Opened Wednesday, December 9) New York City Center

A tragedy by William Shakespeare. Staged by Margaret Webster. Settings by Richard Whorf. Costumes by Emeline Roche. Company manager, Gilman Haskell. Stage manager, Buford Armitage, Press representative, Reginald Dennenholz, Presented by the New York City Theater Company.

	RichardJose Ferrer
7	GeorgeStaats Cotsworth
	Brackenbury Paul Ballantyne
١.	Lord Hastings William Post Jr.
ø	Anne
	Tressel
ı	Berkeley Benedict MacQuarrie
ı	Berkeley Deneuict MacQuartte
ı	A priest
ı	Queen Elizabeth Jessie Royce Landis
l	Earl Rivers
ı	Lord GreyBert Whitley
ı	Duke of Buckingham Vincent Price
ı	Lord StanleyJohn Straub
ı	Marguis of Dorset Robert Lansing
ı	Queen Margaret Florence Recd
ı	Catesby Eugene Stuckmann
ł	1 1st murderer
۱	2nd murderer Jack Bittner
ı	Edward IV Norman Roland
1	Voune ClarenceJohn Glennon
ı	Downger Duchess of York
ı	Margaret Wycherly
ı	1st citizen Stanley Carlson
ı	2d citizenJack Fietcher
ı	3d citizen
1	Richard, Duke of York Charles Taylor
1	Edward, Prince of Wales
ı	John Connoughton
ı	John Connoughton

The Lord Mayor of London. Leopold Badia Bishop of Ely ......James Arenton Another bishop ..... Wallace Widdecombe A messenger Duke of Norfolk Charles Summers
Sir Richard Ratelif Jay Barney A scrivener Bill Butter
A page Sandy Campbill
Sir James Tyrell Kendall Clark 2nd messenger ...... Richard Cowdery 

The Earl of Oxford ......John Glennon

Shakespeare's most gory play is getting the best treatment it has received in recent years, via a most fluent and imaginative staging stint from Margaret Webster, a most ingenious background and lighting chore from Richard Whorf and, of course, a gifted and at moments brilliant performance of the monster king by Jose Ferrer. Add to this an assisting cast that no commercial producer could possibly pay for, and the City Center has another big draw.

"Richard III" has never been a favorite Shakespearean exercise with this reporter. It has always seemed a muddled and sprawling play. However, the Webster treatment has certainly brought clarity to what has often been considerable chaos, and the final battle scenes, which on occasion can be melodramatically ridiculous, have a real, spine-tingling bite, It is a very difficult play to put on. Miss Webster deserves to take a whole set of bows on her achievement.

In any event, the character of the scoundrelly Richard offers a tour de force which has been essayed over the years by great stars of the theater. So there is no good reason why Jose Ferrer should not hang up his portrait in the gallery. His malevolent monster is as twisted in mind as in body, sardonically humorous in maliciousness, and he plays him for the most part for slyness and cunning, rather than the melo bombast to which the part has often been treated in the past. His Richard is always vivid and stimulating. Ferrer has racked up another fine job of acting.

On the somewhat confusing distaff sideof the bloody doings, Jessie Royce Landis is outstanding as the widowed Queen Elizabeth, and Margaret Wycherly and Florence Reed contribute likewise ably. It seemed, however, to this reporter that Maureen Stapelton's Anne leans toward over-shrillness. Vincent Price's Buckingham is excellent, and other fine support stems from Staats Cots-Stuckman, Kendall Clark and Douglas Watson.

Both Ferrer and the City Center

Bob Francis.



## NIGHT CLUB-

#### Sands Hotel, Las Vegas, Nev.

VAUDE

Capacity, 444. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Operator, Jake Freedman. Booker-producer, Jack Entratter. Publicity, Al Preeman. Estimated budget, \$12,500.

First tab musical to play the Sands, Romberg's "Student Prince," lays an egg and is pulled after the first week. Two male singers in operetta do good jobs in brief displays.

Jack Entratter last week presented a trial balloon as a forerunner to several contemplated tailored operettas next year. The idea was good, even if the trial balloon, "The Student Prince," was punctured before it gained any altitude.

It demonstrated one thing, it is folly to reach out for names of the past in staging a production. This is one of those times. Jan Kiepura and Marta Eggerth might have been famous in this beloved operetta 25 years ago, but that was 25 years ago. Besides appearing ridiculous as romantic young lovers, the pair-particularly Kiepura-no longer are up to the vocal efforts required.

As a contrast, a talented group of young singers were assembled behind the stars. Particularly fine in all-too-brief displays were Robert Grandin and William Olvis, baritone and tenor, respec-

tively. If the trial proves nothing else, it demonstrates by audience reaction that the voice - not the name-makes the difference between success and failure in a musical production such as this. It also demonstrated that a night club orchestra after only a couple of rehearsals, cannot furnish proper background music for a show of this type. It is too much to expect of Ray Sinatra, or any other band.

The production was conceived and staged by John Kennedy, and choregraphy was by Val Roset, according to the program.

Also on the show between acts, was the proficient acrobatic dance team of Walter Dare Wahl and a Mutt and Jeff pair of deadpan acrobats, Harrison and Fisher. Altho entertaining, they hardly help sustain the mood of Old Heidelberg as costumes are being changed backstage.

Ed Oncken.

#### Palace, New York (Wednesday, December 9)

Capacity, 1,650. Price range 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Played by Jo Lombardi and his house ork.

Current bill generally good, with Archie Robbins in key slot. Good contributions from most other acts add up to pleasant entertainment.

Possibly because Archie Robbins is such a favorite with this reporter over the years, the current bill may register better than it is. For this reviewer's money, Robbins can do five minutes or an hour and a half and still sustain the sock register. It's too bad that the Palace can't book his sort of talent regularly in next-to-

However, with a single exception, the current bill gives Robbins a gallant assist. Matters get under way pleasantly via tapping combo of Tom Kenney, Billy Parsons and Bill Drew (The Fleetwoods). Trio gets the show off to a fast start. Follows Senor Cortez with his banjo-mandolin picking. When Cortez gets a big hand on his opener, he'll really slays himself on the strings. This time he gets it and consequently is a show stopper.

Back after a lengthy USO tour are the knockabout acro team of McFarland and Brown. Pair scores much better than on previous Palace date. McFarland's monkey bit, etc., are top drawer. What the act needs is a tonedown on the boot-in-the-behind slapstick treatment. This manand-wife team has too much vaude savvy to keep this up indefinitely. The Martin Brothers, Al and Carl, offer their good marionette routines - not the most novel or the run-of-the-mill, worth, William Post Jr., Eugene but expertly presented. The Zoris, Parisian adagio duo, which this reporter remembers from Ken Murray's "Blackouts" revue, conare to be congratulated on adding trib their sexy leopard-Tarzan another piece of fine theater to routine, which is solid all over the current series.

And for a finale, the Misses Dalton and Bailey give

big time.

Pic: "Thunder Over the Plains."

. Bob Francis.

#### Chez Paree, Chicago (Friday, December 4)

Capacity, 650. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 9:30 and 12. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-

A weak paper bill turns in a surprisingly fine show. The De-Castro Sisters, the Kirby Stone quartet and the Johnny Conrad dancers pull top hands.

On paper this show looked like a fill-in between names, but it turned out to be a real sleeper. The headliners, the DeCastro Sisters, the Kirby Stone quartet and the terp work of the Johnny Conrad dancers, did such performances that it had the smaller than usual first night crowd clapping like the house was jammed. If there's enough word of mouth bill could do as well at the door as it's doing on the floor.

The Conrad dancers turn in well-executed three routines which display an accent on interpretive dancing to the rhythms of blues, beguine, and calypso. Costumes are gorgeous and the dancers bow out on a good response.

The Kirby Stone quartet displays good talent in both the comedy and the music depart-ments. Following a special Chez opening number, the team does a comedy bit on "Balling the Jack" and "Sugar Foot Rag." Top reception greets their routine on 'Ole Man River," complete with British accent and mannerisms. The crowd really ate this up. The group encores with a comic version of "Birth of the Blues."

The DeCastro Sisters took the house over for a fast set of comedy bits and singing much of which is flavored with a slight Cuban touch. Their segment starts fast with "I Want to Be Happy" and stays fast clear thru, with one exception. This is a serious bit done in French, "Passing By." The girls also do "Alexander's Ragtime Band," "Jealousy," and get top reception for their version of "Smooth Sailing" which is anything but smooth.

Accompanying the sisters is Herbie Dell. Brian Farnom and the house band back the show, while the Latin rhythms of Chamaco fill in for the dancing.

Steve Schickel.

#### Hotel Last Frontier, Las Vegas, Nev.

(Friday, December 5)

Capacity 300. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Operator, Jake Kozloff. Booker, Herman Hover. Publicity, Harvey Diederich.

Dorothy Shay is better than ever this time around. A new team, Marty Allen and Mitch DeWolfe, do a standout comedy

Dorothy Shay is back, with a MOSS PHOTO SERVICE 350 W. 50, N. Y. 19

the show a customary fine wind- | mixture of new material and up with acro rope and trapeze some of the old things and, as always, has the audience at her Single let-down on the bill is mercy from the first. She gives the spotting of young George out in her casual manner with Hopkins. Lad looks as tho he might develop something, but Palace bow-in impresses as badly advised materialwise. He needs Row Girls," "The Story of My to get and to take a lot of advice Life" and "Uncle Fud." Of course before he is ready to click on the the "story of her life" necessarily includes a delivery of "Feudin', Fussin' and Fightin'.

Supporting the star is the comedy act of Allen and DeWolfe, whose last appearance in Las Vegas won raves.

Very funny is Jerry Lewis-ish Marty Allen, even tho straight man, Mitch DeWolfe, gets little chance to display whatever talent he might have. Highlights are three hilarious routines, "Dragnet," "King Farouk" and "Hipsters' Haven."

The Radio Rogues, do okay in a mimic procession of the same old group of stars imitated far and wide, with John L. Lewis

thrown in.

Chorus numbers are by the vocalist Bob Peoples and a vigorous, talented young dancer, Dick Gregory. The latter shows plenty-in fact enough to do a single.

Music is by Garwood Van and Ed Oncken. his orchestra.

#### Persian Room, Plaza Hotel, N. Y.

Thursday, December 10)

Capacity, 285. Price policy, cover \$2-\$2.50. Shows at 9:30 and 12:30. Owners, Hilton Hotel chain. Exclusive booker, Merriel Abbott. Publicity, Ed Seay. Esti-mated talent cost, \$2,700.

Mary McCarty doubled them up with a solid commercial act, living up to a potential that was spotted years ago.

Mary McCarty showed excellent possibilities as a comedienne when first caught years ago in a joint that has since folded. Since then she's been around the circuit a few times, has had a legit show and has a picture in the can. But her cafe act took on a sameness which at times made it drab. For this opening she came in with an act that just about doubled up the jammed room. And even if much of her new material was broken in here for the first time it looked as if she finally has approached the commercial cafe status.

She started off with her old material, then went into her first new routine, "The Lady in the Ladies' Powder Room." That one set back the posh customers for a minute but as she developed it, they loosened up and yocked. Then came a pace-changer, a song out of her forthcoming flick, and then right back to comedy-this (Continued on page 53)

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F. Karristanite

## Montreal Ops Told Of AFM Ban on All AGVA Acts

#### Suggest Cafes Get Talent From AFM; Irving Scores Petrillo

fuel to the fire now smouldering cafe ops that AFM had plenty of between the American Guild of performers and indicated that Variety Artists and the American AGVA people who would join Federation of Musicians was AFM could get in for \$2 initiation added last week when the AFM fees. Customary AFM initiation Montreal local notified all cafe fees in most locals is around \$100. operators in that city that it will not permit its musicians to play acterized James C. Petrillo, as "a

Montreal, sent letters to most of ment entered into by Petrillo and that city's talent buyers notifying Gus Van, AGVA's president, in them in view of the "impending 1950, where all differences bedevelopments involving our rela- tween the two unions would be tions with AGVA, may we sug- resolved on the highest level. gest you refrain from entering any agreements with its members." "In any event," added the way, said Irving. "But the Charene, "we will not permit our captive locals, those that Petrillo members to play for AGVA performers after January 5, 1954." Subsequently, Charene sug-

gested that talent buyers look to AFM for talent, adding "we have suitable talent for your premises." Plenty of Performers

Boston's AFM head, Burt Nick-

## Philly's Locust Plans Big-Time Vauder Policy

NEW YORK, Dec. 12. - The Locust Theater, Philadelphia, may have the first big-time vaudeville in years if the present deal, now in the dickering stage, comes to a head.

The Locust, a former straight picture house once owned by Warner Brothers, is being sought by a New York group, represented in Philadelphia by Irving and Manny Romm. The house is now under a lease which expires September, 1957. The Romm brothers have offered to take a year's lease on the house or take over the entire unexpired portion.

The chief trouble is getting a show which will pull business. Danny Kaye is due to play Philadelphia's Shubert on a

straight percentage deal starting February 22. The Romm's would like to open just before Christmas and keep running but are hesitant about bucking Kaye.

They have feelers out for Eddie Fisher, but he's trying to make arrangements to fly to Korea to be with his brother over the holidays.

If the Romm's come up with strong names, they will do two a day and probably run benefit shows Sundays. The Locust, a 1,580-seat house, will be scaled from \$2.50 to \$4.50, including tax.

## Nevada Hotel License Denied

LAS VEGAS, Nev., Dec. 12.-A license for the contemplated "Nevada Royal" Hotel - eighth luxury resort scheduled for Las Vegas' fabulous strip—was can-celed last week by the Nevada Tax Commission.

A spokesman of the agency, which licenses all legal Nevada gambling operations, said, "The Commission has been slickered" by Frank Fishman, wealthy Beverly Hills investor, who was granted his coveted permit less than two months ago.

on Fishman's sale of 35 per cent of week. The pair did about \$85,000 wife, is breaking in her act at the singing lessons from Artie Singer. brain lesion, were not encouraghis project to four Miami Beach in Chicago two weeks ago. The Pittsburgh Copa.

-NEW YORK, Dec. 12 .- More erson, was quoted as having told

Jack Irving, AGVA head, charfor AGVA acts after January 5. Hitler who wants to conquer Ed Charene, head of Local 406, everybody." He cited an agree-

> The locals that have complete autonomy co-operated with us all thinks he has in his pocket, started to snipe at us. When we asked Petrillo to discuss it, we heard nothing from him. If that isn't breaking an agreement, I don't know what Petrillo calls it."

Accuses Petrillo

Irving also charged Petrillo with designs for taking over entire show business. "Most of his musicians are out of work. If he wants to throw more of his members out, that's his business. But he's not going to tell us that vocal chords and dancing feet are musical instruments."

Officials of the Associated Actors and Artistes of America pointed to strong resolutions it had passed where it would come to the aid of any talent union member embroiled in a battle with AFM. "We've licked him on two occasions. We'll lick him again," an official said. "Furthermore, if he gets away with this, the next thing he'll do is say picture people and legit performers belong to him."

Petrillo spokesmen denied that AFM had breached any contract and said AGVA had violated it by demanding AFM card holders is being transformed into a cabalso be AGVA members. It was also pointed out that the Federation stood ready to pay the salaries of all members who may lose work because of any jurisdic-

tional dispute. "No Pushover"

George Meany, head of the American Federation of Labor (both AGVA and AFM are AFL unions), was not able to be reached by phone. He was quoted elsewhere as saying that he doubted the battle between the two talent unions would reach the courts. A high AFL official, however, said that "Meany isn't the pushover for Petrillo that Bill Green was, and the chances are things will work out."

In the meantime, operators in Boston and Montreal, caught between the two factions, admitted themselves confused. In some cases, they said people would come in so long as there was dance music. In others, they said that without shows they might as

well close up. An AGVA delegation headed by Jack Irving, Jackie Bright, AGVA prexy and national counsel, plus Larry Rio from the West Coast office, is scheduled to address cafe operators and members' meetings in Boston Monday (14)

## Grable, James Gross 60G

DETROIT, Dec. 12.—The first stageshow at the Michigan Thelined by Betty Grable and the at Latin musical combos to be-In rescinding its approval of the Harry James orchestra, grossed license, the commission frowned an estimated \$60,000 the past

BYE-BYE PANTS

NEW YORK, Dec. 14. -George Hopkins, currently at the Palace, was onstage doing his act. Backstage, another guy was doing an act - in Hopkins' dressing room. In any event when Hopkins got back to his dressing room, he discovered that not only was he out \$40, but also his pants. Somebody sneaked in and lifted 'em while Hopkins was trying to get the extra bow.

COPENHAGEN

## Danes Give Face-Lift to **Nitery Row**

COPENHAGEN, Denmark, Dec. side-street buildings have been taken over by cabaret and restaurant operators here for alteration into cabaret and dine and dance spots. Also some older clubs have been taken over by new owners for modernization. In most cases the new owners already have similar spots in other parts of the

The first new room to get going is the Harlem, cabaret-vaudedance spot, which is now in its er, rushed around to get other place opened with a Negro ule. (French) troupe which stayed six weeks. The current show has Laly Patrick, dove-dancer; Elinor Sylvest, singer, Babette Sabina, and

The second spot to open was the Tabu, a day-time restaurantbar, with a three-piece combo and entertainment at night. This place has been doing okay since open-

Directly opposite the Tabu the former Kakadu has been acquired by a new group for alterations. The ground floor is being fitted out as a restaurant, with table space for 80, while the first floor (Continued on page 53)

## Paris Tabarin **Up for Auction**

PARIS, Dec. 12. — The Bal Tabarin, one of the most widely Sutton records for Victor. known of the Montmartre night spots, will go on the auction block on December 22, at a starting price of \$41,800. The equipment inventory is appraised at \$3,654stock not included.

the end of the war it began slip- three days pro-rata. ping, and the eventual closing

ANOTHER BOW & Tab Shows Fail to Make Vegas Grade

> emphasized the inability of musi- and some obvious comedy. cal comedy packages to make it in this town. Cutting a two-andhalf-hour musical or operetta to an hour has yet to prove successful here.

Your Gun" played here. missed. Then came a couple of other tab shows with plenty of all, is the reason for the show. rehearsals behind them; they also missed. In fact, the deals for two more tab shows, "Gentlemen Prefer Blondes" and "Ziegfeld Follies," which were to play here, are now being reconsidered and may be canceled.

The Paul Small version of Sigmund Romberg's operetta, "Student Prince," was in rehearsal about a month before it came into the Sands. The deal was for about 12. — Many vacancies in older \$20,000 a week. Opening night everybody concerned realized it wasn't it. The understanding is that an effort was made to pay off Small for a sum less than the contracted price, but Jan Kiepura and Marta Eggerth objected. The final price was a full payoff for the contract period. Eckstine Replacement

Billy Eckstine was grabbed as a last-minute replacement, while Jack Entratter, Sands talent buythird month and doing well. This people to fill in the show sched-

Oddly enough, the only package shows that have done business here are those booked by Frank Sennes into the Desert Inn. using none but Danish acts during a nine-girl unit of musicians, His Minsky show was big; the the month of December in favor singers and dancers. Lot Walters' shows which also of these acts recently working in play the Desert Inn were equally America. big. Reasons for their success is

## Jersey Carlo **Hikes Policy**

NEW YORK, Dec. 12. - The Monte Carlo, outside of Hackensack, N. J., in a small town called Little Ferry, started off with a semi-name policy Friday (11) in an effort to compete with the Stage Coach, a neighboring spot which has been doing fairly well with record names.

The first show, set by the Morris office, will have Dagmar, Danny Sutton and the Birk Twins. The last named is an acro group.

The Monte Carlo, a 500-seat room with a big lounge, has been operating on a week-end basis. But with the Stage Coach success, Monte Carlo operator Mickey Gerard decided to go with semi-The Bal Tabarin for a great names on a full-week stand. If many years was one of the most the policy pays off, it may be popular of the big Montmartre continued. The first show, in for paratively moderate prices. Since includes a full-week stand plus

The room operates on a \$2.50followed. A recent attempt at a \$4 minimum basis, doing two comeback petered out after a few shows nightly with three shows on week-ends.

## Extra Added

New York

Bill Taub, manager of Chicquita and Johnson, is feuding with his act. He wants assignment of their salaries. They don't.
... Lauritz Melchior will have done 251-performances in over 100 U. S. cities next week. When he started on tour last January, it was to be only for six weeks. ... Jose Greco comes back to the Waldorf Thursday (17) after play-

ters. TV and radio shows in the

A wire from Ben Blue to Berle said, "So that's who Cosgrove is!"

#### Philadelphia

organ trio at Gene's-on-the-Boulevard, has joined the booking a long illness. staff of the Ben Vinci Theatrical Agency here. . . . The downstairs booking small combos. Later he room of Ciro's, midtown nitery took over the band department. ater in a year and a half, head- ing 34 cities. . . . Estelita is looking under new ownership, will be He became ill about a year ago, set apart with the new year to shortly after setting a show at the come part of her act.... Martha be operated as a private club. ... Pierre Hotel. Daniels, Billy Daniels' estranged Terry Graham, dancer, is taking Surgeons, after operating on a

. . . Kay Karlton brings a line of ing. Nevertheless, he recovered investors, Herman D. Kohen, Joseph Liebman, Howard I. Engel and Barnett Rosenthal.

Commission members said Fishman had assured them in seaking a license that he intended (Continued on page 53)

In Chicago two weeks ago. The previous was all the more satisfying because of the prediction because of the p

LAS VEGAS, Nev., Dec. 12. - either because there's no book to The cancellation of Paul Small's clutter up an hour show, or the "Student Prince" at the Sands book is given only a token nod, Hotel here after a week of the tab plus the fact that the pattern is show's scheduled three-week run girls and more girls, then flash

Whether this format would be successful elsewhere is a matter of speculation. In Las Vegas, it sells. It doesn't run more than an hour and it puts dining room Some time ago "Annie Get occupants in a good enough frame of mind so they stop off in the casino to gamble. And that, after

DANES' TASTE

## Foreign Acts, **Natives Who** Play Abroad

COPENHAGEN, Denmark, Dec. 12.—There is an unusually large number of European acts, after working for two or more years in the United States and Canada, that have recently returned to Europe and are cashing in on the fact that their long sojourns abroad have placed them in the "new" category for Europe. A few seem to be commuting between the two continents.

Several clubs in town have dropped the traditional custom of

The Ambassadeur has only two acts, both imported. The Two Half Brothers, jugglers, hail from South America, while Lelo and Mane, ballroom team, are French. The Atlantic Palace has two acts that probably are Danish - Miamar and Shermon, dance team, and Dane and Baxsen, musical clowns-while Borra, a pickpocket act, is an import.

Hollaenderbyen has an English duo, Dorothy Neal and Paul Newington, strip and plastic poses; Tamara and Valery, Spanish dance duo, and Lott and Joe Anders, jugglers on bikes. The last is a Danish pair who are well-known in America. The Lorry's bill is headed by Roth and Shay, American acro-comics, and includes Eric Zidla, juggler; the Two Wilsons, aerial, and Gaby and Courth, paper-tearing

The Prater has Jasmine Joy, a Hawaiian-type torso waver, from Trinidad; the Two Regiles, handto-hand, and the Three Indriksens, who do a second number as

the Rubys.

The National-Scala has two Danish acts that recently returned from America: The Five spots, offering big shows at com- 10 days, costs about \$7,000, which Amandis, tumblers, and Tommy and Milleur, acro-comics. Also on the bill are Gitte Pyskov, child xylophonist; Paddy, a juggler, and The Little White Rabbit, moppet contortionist.

The Valencia offers Jack Meyand and Jeanette, unicycle novelty, returned from America; the Glower Brothers, hand-to-hand; Gurli Gilda, vocalist; Lander and Leanna, dance duo, and the Skating Rikos, two fems.

## MCA's Wintz Dies at 53

NEW YORK, Dec. 12. - Julie Wintz, 53, head of Music Cor-Adele Allen, who heads the poration of America's band department, died Tuesday (8) after

Wintz joined MCA in 1943,

featuring-

a comprehensive

outstanding new

selected by

on the basis of

1953 performances

presentation of the

and comeback artists,

The Billboard's editors

acts and attractions

## **Box-Office Hits**

The ultimate talent buyer faced with a wealth of talent from all fields is primarily interested in box office. Naturally he wants and expects a polished performer. But performance alone is not the final 'ardstic't. It is the marquee lure, the box-office appeal, that is the determining factor.

assume, however, that the majority will grow in importance.

branch of shov business was not an easy one. Each department editor submitted names. These were fine-combed and the remainders were then

Those finally chosen were placed in the Talent

There are numerous performers who belong in

The Billboard expects to present an Annual Talent Showcase starting with this issue. We believe it will prove valuable to all talent buyers in all

the following pages.

## of 1953

#### Point to 1954 Headliners

In 1953, there were a number of performers who achieved that double-barrelled stature box office and talent. In some cases these may fade before the end of 1954. It is reasonable to

The choice of these performers from every surveyed from every commercial angle.

Showcase for 1954.

any well-rounded show, even tho they are not yet box office. Some of them are mentioned here. But there are so many that space didn't permit listing more than a handful.

branches of show business.

Those finally chosen are listed below and in

## Yardstick of Success

by BILL SMITH

We have carefully considered performers from every branch of show business covered by The Billboard before finally determining those who in our opinion deserve the accolade of having "Made It" in 1953.

Talent

Showcase

for 1954

An ability to make the transition from one field to another, e.g., records to personal appearances, cafes to TV and vice versa, with marked box-office success was a basic factor in deciding on the award winners.

"Making it" doesn't mean the performers have reached the top. If that were true, the only direction they could move would be down. These are performers who have been recognized not only in the trade but by the public as well. It is exemplified thru higher salaries obtained, not thru overzealous sales pressure but on proven box-office value on repeat exposures, higher TV ratings or profitable merchandising tie-ins.

We have passed over the established headliners for obvious reasons; they have already . enjoyed great years. People like Milton Berle, Sophie Tucker, Bankhead, Danny Tallulah Thomas, Perry Como, Jimmy Durante, Frankie Laine, Lucille Ball and Desi Arnaz, Sid Ceasar and Imogene Coca, Paul Winchell, Jack Benny, Bob Hope, Bing Crosby, etc., have made it long ago and from present indications will remain in that rarified atmosphere.

#### Newcomers

There are a number of newcomers who give signs of making it after some more seasoning. Dick Shawn is one. June Valli, who made a little splash with some records, could do it. Felicia Sanders gives signs, and Pat Carroll has the potentiality. Then there are Steve Allen, Eddie Albert, Joan Caulfield, Loretta Young, Ann Sothern, Art Carney, Rusty Draper, the Ames Brothers, Gwyn Verdon, Joan McCracken, Edith Adams, Bill Hayes and others.

Many of these people have been recognized in the trade but have not been fully accepted by the public. The legit performers, while having made a nice splash in their respective shows, haven't received exposures in other show business fields and in most cases aren't available.

The freak acts like Christine Jorgensen have box-office value based on publicity. Sugar Ray Robinson also has a value built on his reputation in another field. But until such people prove themselves in repeated exposures, they cannot be considered as having "made it."

It is interesting to note that radio has contributed very little to a personal appearance boxoffice. Such stations as WSM with its "Grand Ole Opry," WLS's "National Barn Dance," WWVA's "Jamboree" and other stations in the Southwest have been and are prime movers of talent developers and proven box-office winners in frequent exposures and are the exceptions.

Radio Exception

Strangely enough Robert Q. Lewis is the only attraction to come out of radio, and subsequently TV, to make it in the personal appearance field. He has been exposed to cafe audiences in Pittsburgh, in the Midwest and Southwest and has proved his value. In some cases radio performers are ill at ease with live audiences; in other cases they have nothing salable for live audiences.

Television is a different medium. Practically all the top stars in TV came out of some branch of the personal appearance field. If they're interested or available, they can cash in on

their TV ratings.

Who the record stars of tomorrow will be is a matter of conjecture. One or two or even three hot disks aren't enough to establish a singer in the personal appearance field. Occasionally they're good for one or two times around, and then the demand disappears. A record star to be a star must have an act, poise and appearance to become established in a field where the returns are so large.

#### **REX ALLEN**

Tho long known via Western chase pictures for Republic, Rex Allen achieved national prominence with his Decca disk of "Crying in the Chapel," which to date has sold 928,000 copies. Allen is a particularly hot



rodeo attraction. He gets anywhere from \$4,500 to \$10,000 a week for playing the big rings at the Illinois State Fair, the Chicago World's Championship Rodeo, etc.

His theater dates are limited to one-nighters. He did two weeks at the Thunderbird, Las Vegas, Nev., at \$7,500 a week. He's an unknown quantity on TV, because he does guest shots only in connection with personal appearances in an area. He can't do TV unless okayed by Herb Yates of Republic Pictures.

He's booked for return dates in a Las Vegas club, also for dates in Reno, Nev.; New Orleans, Chicago, Miami, and New York for about \$5,000 in the nongambling spots.

He also gets an additional chunk of dough via a quarterly comic book tie-in with Dell Publishing.

#### HARRY BELAFONTE

The tall, slim, good-looking Negro studied acting at the New School for Social Research in the same class with Marlon Brando and Tony Curtis. But after



finishing school, he couldn't land a job. Being married and des-

perate, he took a job pushing a hand truck in New York's garment center.

Singing wasn't his forte, but when he heard that a small cellar club, The Royal Roost, was auditioning singers in 1951 he tried for it. He was given a week's work at \$75 and stayed 22 weeks. The boy worked a great deal like Billy Eckstine, and an effort was made to plug him as

the "Cinderella Man." But after his first job, nothing happened. So he quit the business, opened a hamburger stand in the village and went broke.

While in the hamburger business he met Jack Rollins, his present manager, who talked him into trying folk singing. Both worked hard for three months. At the end of that time they showed the act to Max Gordon of the Village Vanguard. Bela-fonte worked with a guitar player, Millard Thomas. His first salary as folk singer was \$300. Folk Singer

Folk singing caught on, and an RCA Victor deal came up. His records did okay, never smash, but they gave him added exposure. He got TV guest shots and bigger cafe salaries. His biggest salary in 1952 was \$600; his cafe salary is now \$3,500 and

His best TV price in 1952 was \$600 for "Chance of a Lifetime." In 1953 Ed Sullivan's "Toast of the Town" gave him \$1,500.

Belafonte is currently unavailable because he is in John Murray Anderson's "Almanac." But bids are coming in for one show a night in clubs for around \$2,500. NBC is supposed to have a deal for him, but so far its in

the talking stage.

Belafonte's personal manager is Jack Rollins. His booking office is the Music Corporation of America.

#### **VICTOR BORGE**

In 1953 Victor Borge, the Danish pianist-comedian, grossed over \$200,000 from one-man shows done all over the country. In 1940, when he came to this



country on the last Danish ship to leave Denmark before the Nazis moved in, he didn't have

Copyrighted material

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TALENT SHOWCASE

Borge got his first chance on the Rudy Vallee radio show originating from the West Coast. As a result of this show, offers started coming in, and he climbed steadily. The Music Corporation of America handled him for some time, but later he switched over to Harry Squires for booking and Silverstone & Rosenthal for personal management.

"His salary in class hotel rooms varied. In some rooms he got \$2,000, others more. His appeal, however, was limited—except to those who caught him.

His big break came in 1953 when he started off a tour of one-man shows which began on the West Coast and ended in New York. Despite the fact he was virtually unknown in the hinterlands, his shows drew such raves that business zoomed. For example, he did two weeks at the Curran Theater, San Francisco. During his first week (10 shows), he drew \$23,000. For the second week the gross jumped to \$38,000. Success in the rest of the country varied, but in each case it was either good or sensational.

Grosses 200G

In any event, from February, 1952, when he left the Los Angeles Statler until he opened his one-man show in New York (still running), he did \$200,000 in grosses.

As a result of his record at the box office, his TV salary also went up. Recent TV shows were old commitments for around \$3,500, but new ones are for \$7,500. His club date price is now \$10,000, with two dates tentatively set for this money.

Headlining at the Canadian National Fair last August, Borge got \$30,000 for two weeks.

Borge has since gone back to MCA, tho Squires is still with him. His managers continue to be Silverstone & Rosenthal.

#### RUTH BROWN

Sulky Ruth Brown has developed, in a few short years, into one of the top rhythm and blues attractions in the business. Starting her singing career via amateur appearances, she first came to public attention via her waxings for Atlantic Records.

Her record hits read like a roll of honor in the rhythm and blues field, including "Teardrops From My Eyes," "So Long"; "Five Ten, Fifteen Hours"; "Daddy, Daddy" and "Mama, He Treats Your Daughter Mean." "Teardrops" and "Mama" each sold over 400,-000 copies, a sensational sale for the r.&b. field.

The year 1953 has been the thrush's greatest to date in her short career. Last year she was getting about \$750 for a week's club date; now she receives \$1,500. On one-nighter dates a year ago she received \$250 and a percentage; now she is paid \$500 against a percentage.

On her tour with Billy Eckstine this year she received a flat \$3,500 per week, plus transportation and expenses.

Her bookings are handled by the Shaw Artists Corporation, and she records for Atlantic Records.

#### **RED BUTTONS**

Red Buttons has long been known in the trade as a good club date performer. The Catskills were his meat. His single job salary in that field gradually arose until it averaged \$200 a



date. He also did theaters and occasional night clubs at salaries ranging from \$750 to \$1,250.

ranging from \$750 to \$1,250.

A likable lad, there was little to set him apart from the other comics in the same price range. His background of burlesque, Yiddish and Broadway stages

gave him plenty on the ball but little cash in value.

His major tag used to be "Joe and Paul," a kind of ribbing talmudic chanting rib of a radio announcer on a Yiddish program doing a commercial. His chief beef some years back was that another act recorded the "Joe and Paul" as own.

Nevertheless, the Joe and Paul label was Button's identifying song. As a matter of fact, the sight bits he now uses in his TV show stem from that song. Even his "Ho-Ho" song with tag lines is a switcheroo on the Joe and Paul.

Almost Lost

Actually, Buttons started to make it in 1952, but he didn't arrive until 1953. On his test kine early in 1952 a tobacco company was interested but wanted one more show. On his second show, however, Buttons fainted, and the show went on without him. For a time it looked as if it were all over.

The third show, however, got results. CBS made a deal, and Maxwell House grabbed him.

Since then he has been on TV each Monday night and has racked up a terrific rating. He's now telecast live on 63 stations, has live kines on 23 stations and delayed time kines on 34 stations, making it one of the largest exposures on the CBS network.

Since he has made it on TV, he has had only one cafe job—two weeks at The Sands, Las Vegas, Nev., for \$10,000 a week. Repeat offers up to \$20,000 have been made, but he's not available. Bookers claim he can get \$10,000 anywhere today.

His two sides for RCA Victor are "Ho-Ho" song and "Strange Things Are Happening." Shrewd management got him to form his own publishing firms. He has two, each with one song.

Buttons is managed by Silvertone & Rosenthal. He is booked by the William Morris office.

## MARGE & GOWER CHAMPION

The Champions teamed up about six years ago. In fact, their first New York job at the Persian Room was shortly after they became man and wife. In a field where dance teams sel-



dom hit any sustained working or earning streak, the Champions gave every indication of getting up to the top and staying there.

Their original choreography put them in a class by themselves. It was good enough to get them a bid to do the choreography for "Lend an Ear," which opened on Broadway about 1947-'48. After their first legit hit (they didn't work in the show), they went back to clubs and hotel rooms.

Their salary for personals was seldom more than \$600 a week. Occasionally they got \$750. They were considered a class hotel act and worked the Hilton chain for the above figures.

Working their way West (they live in Hollywood), they got a job at the Mocambo for \$700, and out of it they got a bid for their first picture, "Showboat," for M-G-M. Then came seven or eight more pictures, some good, some bad. There was "Lovely to Look At," "Everything I Have Is Yours" and others. The year 1952 was largely confined to pictures. They did no personal appearances or TV.

Jate in 1953, they went back into the appearance field, and their price jumped to \$7,500 in cafes to \$10,000 in Las Vegas, Nev. They played off a couple of dates on old option prices, e.g. Persian Room, \$1,800, then jumped into the big money, grossing \$90,000 for 15 weeks.

They did two two-weekers in Las Vegas; two weeks at the Fairmont, San Francisco; three weeks at the Ambassador, Los Angeles, and Bill Miller's Riviera and the Persian Room, New York.

The team played the Fairmont and the Ambassador on percent-

ages. They broke the 18-yearold house record at the Ambassador and established a new record at the Fairmont. Their 18 shows at the Ambassador's Cocoanut Grove drew 14,282 covers.

While in New York last summer a guest shot on Ed Sullivan's "Toast of the Town" paid
\$7,500, the highest price paid on
that show for any act. They are
tentatively set for another shot
for the Christmas show and will
do a straight dramatic role on
"The Lux Video Theater" on
December 17 over the CBS network in "A Bouquet for Millie."

The Champions got away from M-G-M in 1953 and will start shooting for Columbia, December 28, in "The Pleasure's All Mine," a rewrite of "My Sister Eileen." Their 1954 schedule includes two pix, one for Columbia and one for Paramount, with no term contract at any studio.

They will do 12 weeks with a Paul Gregory concert, "A Night With the Champions," in which they have 50 per cent interest. Because of their proximity to Los Angeles and their picture commitments, they plan no cafe dates with the possible exception of the Grove and Las Vegas.

The team will make about \$150,000 in 1953 and possibly \$200,000 in 1954. Their personal management is the Louis Shurrr office, which also does their booking.

#### THE CLOVERS

SECURITY OF THE PROPERTY OF TH

The Clovers, one of the hottest vocal groups in the rhythm and blues field, have the rare distinction of having had, over the past two years, seven successive record hits in a row on Atlantic. Every record they have ever released, including "One Mint Julep," "Hey Miss Fannie"; "Fool, Fool, Fool" and "Good Lovin'," has passed 300,000 in sales.

The boys not only know their way around records, but they also can hold their own on the night club floor, as well as in arenas and auditoriums. They are considered one of the top sight acts in the business.

In earnings, the boys have almost doubled their income in less than a year, jumping from \$350 against percentage in 1952 to \$450 against percentage for one-nighter dates and from \$1,250 to \$1,750 for location engagements in 1953. Right now they are on a one-nighter tour thru the South and West and grabbing percentage on almost every date.

The Shaw Artists Corporation books the boys. Their manager is Lou Krefitz, and their diskery is Atlantic.

#### WALLY COX

Five years ago or so Cox, recommended by friends, walked in to the Village Vanguard for an audition. Max Gordon, Vanguard owner, said, "I didn't understand what he did, but it



was funny. He sang, whistled and looked so woe begone and lonesome that he intrigued me."

That became his first job at \$75. He still kept on as a silver-smith during the day. A year later the Blue Angel paid him \$125, and out of it came Dwight Wyman's "Dance Me Song" for \$250. The show was so-so, but Cox was a smash.

Gloria Safier, manager, made a new deal for him on the notices for \$500. His next was a oneshow-a-night deal at the Persian Room for \$500. Then he went back to the Angel for \$300.

A deal was started at NBC to develop a formula, but mean-while the net used him as a summer replacement on the old Ford show. When the winter show came back, he was thru. His fan mail, however, was so big he was brought back. NBC again promised to create a show but couldn't. Finally Miss Safier came up with an idea, and NBC put him bai. Reynolds Metal, which had Eddie

Mayhoff set, canceled and took Cox instead.

Miss Safier negotiated a new deal for Cox last September with NBC—a straight eight-year pact, no options. Cox will make \$100,-000 in 1953.

Cox' agent is William Morris. His manager is Gloria Safier.

#### DARVAS AND JULIA

Darvas and Julia are probably the only other dance team besides the Champions who made a splash big enough in 1953 to put them into the top money. Based on the fact that the



team does about a seven-minute act, it probably gets the highest rate per minute for any act today. The team gets around \$6,000 in Las Vegas, Nev., and between \$3,500 and \$4,500 in the rest of the country.

Basically, the team is very promotion minded. A buyer who takes them on can count on a personal campaign, usually cleverly devised, that means business. Last year they were on the Danny Kaye bill at the Palace and booked themselves into the Shoreham Hotel, Washington, for the publicity and promotion value.

The Shoreham job didn't pay much, but the publicity was tremendous. The team finished the first half of the Palace show, rushed out dressed in costume, changed clothes in the plane and landed in Washington in time to do one show a night.

Newspaper space for the stunt was international and got them offers from places all over the world. The gimmick was good enough that the team is now booked solidly for a year and a half at money the pair only dreamed of when they first came to the U. S. about three years ago.

#### Shrewd Business

The business life of the team is shrewdly managed. Nick Darvas handles all the business and has become a surprisingly good real estate operator.

Julia Darvas, the social butterfly of the team, is equally shrewd but stays in the background. She's a lavish dresser offstage, with a personal following that means big business to

Their first TV guest was on the Ed Sullivan show at \$3,500. They have another commitment for the same price, the show to be played within the next few months.

The team's business is handled by Nick Darvas. Booking is thru the William Morris office.

#### **EDDIE FISHER**

It was a wag who said, "Of course Eddie Fisher made it in 1953. Who can make it in the Army?" And altho Fisher has been around for longer than a year, it was only in 1953 that he



was able really to cash in on the furor created on records for RCA Victor.

The story of Fisher's rise has been rehashed by press agents and fan mags too many times to retell it here. But what isn't known is that a small agent, Val Irving, had him the first time but couldn't arouse any interest. Subsequently, Irving talked Milton Blackstone into giving the kid a job at Gros-

singer's on the Catskill hotel's entertainment staff.

Actually Fisher's first big-time cafe date occurred in 1950. He was put into Bill Miller's Riviera when Fran Warren, previously booked, fell out. His salary was \$600. The next time he went in September, 1953, it was on an involved deal calling for extra

ished his Army hitch. His salary then was estimated at \$10,000. Records accounted for much of Fisher's success. Even the he was out of action from 1950 to 1952, his disks were all, big sellers.

musicians, Hugo Winterhalter as

conductor, etc. The kid had fin-

Victor Audition
Joe Csida, music publisher and former Billboard editor, tells the story of Fisher's first audition

story of Fisher's first audition for Victor when Csida was director of that label's artists and repertoire. "The thin kid leaned against the office wall, stuck his hands in his pockets and sang out with a tremendous voice. It was hard to believe that such a big voice could come out of this kid. I had to sign him."

The teen-agers of America decided the same way from the minute they heard Fisher on records. The boy's singing, good material and the lush backing of Hugo Winterhalter gave Victor hit after hit.

Fisher's Army life, including the TV guest shots he did for the military, endeared him to the public, management and future

His first date after the Army was already mentioned above. His Paramount theater date was another smasheroo. Since then he's become unavailable for outside work because of his Coca-Cola TV show.

The General Artists Corporation, his booker, has been trying to set him for weekend dates, but odds are against it even at the \$4,000 and \$5,000 offers received from potential buyers.

Fisher's personal manager is Milton Blackstone. His booking office is the General Artists Corporation.

#### JACKIE GLEASON

Always regarded as one of the best sketch men in the business, Jackie Gleason's also a fine ad libber. It was as an ad libber that he held down a key spot in Jack White's famed Club 18



when that room was hot. His money in those days seldom averaged more than \$150 a week.

Gleason had a few roles in flop shows, e.g. "Duchess Misbehaves" tho his best was "Follow the Girls" which ran a long time, and he got almost as good notices as did Gertrude Nieson who has since left the business.

Actually Gleason didn't start to roll until about December, 1949, when Bullets Durgom began managing him. He did about six months in "Along Fifth Avenue" for \$600 a week then went to the Coast to film "Life of Riley"—26 TV pix. At that time Durgam tried to sell him for pictures but couldn't get more than \$1,000 a picture and that was "if" money.

During the summer of 1950 Gleason went on Du Mont. His first price was \$1,250. Later he got \$1,500. CBS came along with a better offer, and Durgam made a deal starting with CBS September, 1952. Gleason now owns the package of the show which guarantees him \$10,000 weekly for himself. The CBS deal calls for a three-year contract with two one-year options. He buys the show.

#### Fifth Place

In 1952 he wasn't included in any ratings (Trendex). In November, 1953, he was in fifth position.

His one cafe appearance, a favor deal at the La Vie en Rose, wasn't anything to boast about, but it gave him a chance to front a band. And from it came records (Capitol). As a result he sold over 1,000,000 records, albums and singles, in 1953. For

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THOMAS

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And you nuthin' yet! a while he had the hottest pop album in the country. His income from records alone is estimated for 1953 to be in excess of \$40,000.

Gleason is now offered up to \$150,000 per motion picture. He is planning his own production

Gleason is managed by Bullets Durgom. His agent is the Music Corporation of America.

#### FRANCIS HORWICH

Mrs. Frances Horwich was a child psychologist on the staff of Roosevelt College here when NBC decided to build a show for pre-school children. Reinald Werrenrath, just back from a



Navy tour of duty, was assigned to produce. Mrs. Horwich was selected in auditions.

"Ding Dong School" came on the air locally in Chicago on October 3, 1952, in the 9-9:30 a.m. spot Monday thru Friday for the pre-school kid audience. It went on the NBC network a month later. The first merchandising tie-in went on sale in July of this year. By January 1, "Ding Dong School" products will have grossed about \$2,000,000. The cost of the show is \$5,000 a week.

Next year the gross may be double or more. This year's sales were made in spite of missing the New York Toy Fair in March and most of the toy cata-

Television merchandising, Inc., handles business arrangements for merchandising. It deals with NBC, which owns the show, takes a percentage and pays Dr. Frances Horwich, the one-woman cast of the show. "Ding Dong" has licenses with 22 firms for 30 products.

According to Henry Saperstein, of Television Merchandising, 370 products were turned down, largely because Mrs. Horwich has retained veto rights and sets a high standard. She made one manufacturer submit 22 sample products before she was satisfied with the quality.

Book Sales
Since the first 25-cent book
went on sale in September, over
3,000,000 books have been sold.
Another 125,000 \$1 books were
sold. Rand McNally publishes

Other products include four RCA Victor records, dolls, paint sticks, pipe cleaners, drawing paper, a tom tom, xylophone, scrap books, puzzles, blocks and play material.

- The only sponsor now is General Mills, on Fridays. The production bill is \$5,000 a week.

However, the merchandising tie-in has created a unique situation. With NBC getting a percentage of the sales and the gross running into the millions, a situation is approaching when it might be almost as profitable to leave the show unsponsored and take the profits from the merchandising.

#### PEE WEE HUNT

For many years now—practically since his days with the Glen Gray Casa Loma band—Pee Wee Hunt has been working around the country with a small group, large band or as a single.

A talented entertainer and musician, Hunt purveys a semi-Dixieland style of music which doesn't fade, despite the fads like boogie-woogie, be bop or mambos. And for many of these years, Hunt has been turning out some fine records for Capitol.

In the early history of Capitol, Hunt came thru with a disk of the oldie "Twelfth Street Rag" which topped the 1,000,000 mark and re-established him as a top attraction in his field. Since that record. Hunt's disk items have sold well, but not spectaculary.

Late in 1953 he came thru with another oldie, "Oh," and it, too, topped the 1,000,000 mark in disk sales. As a result, Hunt's six-piece combo has become one

of the hottest small jazz groups in the business. His location and one-nighter prices have doubled for the General Artists Corporation.

#### Prices Double

For example, a year ago the combo played about a dozen one-nighters all thru the year. In the last four months of 1953, it will wind up with over 80 one-nighters. Prices went from an average of \$350 a night to promotion dates at \$1,000 and with a percentage deal, too.

Last year the combo averaged about \$1,000 a week for location dates, tho it did grab off a few at \$1,250 and many more at only \$750. Since the Capitol record of "Oh," they're demanding and getting \$2,000 a week. More than that, they're working a lot more consistently and making money for the location owners and promoters.

#### JONI JAMES

Four or more years ago Joni James broke into showbiz around Chicago, using special material and getting up to \$250 a week but seldom working. She was first caught by The



Billboard at Leon and Eddie's where she worked as a singing comedienne. Our opinion at that time (she was getting around \$100) was that she had a voice but her comedy was poor. We suggested she stick to singing.

About November, 1952, she cut her first record, paying for the studio, musicians, etc. No major label was interested or would handle the distribution. And when M-G-M was finally prevailed upon to release it, the record did only so-so.

Then came a disk, "Why Don't You Believe?" a James-staged and a James-paid-for session, which sold over 1,000,000 copies. From then on every one of her single M-G-M records has made the best-seller lists.

Since she's made it on records, the gal has done a flock of personal appearances from coast-tocoast. On one-nighters she's averaged \$1,500 against a 50 per cent. She's now asking \$4,000 for a TV shot and has movie bids.

It is estimated that for the entire 1953 year Joni James will gross about \$750,000 for personal, guest shots and record royalties.

Her personal manager is Tony Aquiviva. The General Artists Corporation books her.

#### EARTHA KITT

Four years ago the ex-Katherine Dunham dancer, laying off in Paris, couldn't get a \$30-a-week job working Army camp shows in Europe. She came to U. S. after working all over the world



and was booked into La Vie en Rose by Mary Chase for \$500 in the fall of 1952. This was her biggest money up to then. Chances are she was oversold. In any case she was canceled after four days.

The girl was then handled by the William Morris office who partially shared Proser's opinion of her. She was just another singer on the availibility list. After La Vie's cancellation there was a long lay-off followed by a job at the Village Vanguard for \$150. From there operators moved her uptown to the Blue Angel. (Max Gordon is owner of

the Vanguard and partner in the Blue Angel.)

Her salary at the Blue Angel was \$300. It was there that she was caught by Leonard Silliman and But into his "New Faces"

was \$300. It was there that she was caught by Leonard Silliman and put into his "New Faces." Later she doubled. Her "New Faces" salary was \$350, later raised by degrees to \$750.

"Uska Darra" which made the best-seller lists; her second was "C'est Si Bon" (out of her cafe act), and her most recent one is "Santa Baby." All were top sellers. She headed west for the flick "New Faces" and began doubling into the Mocambo for around \$2,500, her first Coast job

To say that she caught on would be an understatement. She now has signed contracts for \$5,000 and \$6,000 and one for \$10,000 at the Sahara Hotel, Las Vegas, Nev. Her act hasn't changed much since originally caught at the La Vie, tho she's acquired much more assurance. Her records helped considerably.

#### **JULIUS LA ROSA**

The meteoric rise of Julius La Rosa is a matter of record. His firing from the Arthur Godfrey show has been in so many newspapers that it needn't be gone into here. In any event, this kick



upstairs has catapulted him into the big money class with a vengeance. Based on bookings already set, La Rosa will make over \$100,000 before the end of the year.

That La Rosa was a potentially hot attraction was demonstrated on a couple of week-end dates he did some months ago within flying distance of New York. The fact that promoters were aware of his potential was proved by the money given him—\$3,000 a show—and demonstrated by the kind of business he did.

On the Godfrey show the lad got about \$900 a week, which was based on scale plus \$20 a show. His biggest smash was at the Chicago Theater, a two-weeker, recently concluded. La Rosa went in for \$7,500 plus a percentage. He took out close to \$25,000 which included a \$9,000 overage. His concert dates were all equally profitable with the exception of a Milwaukee date that really laid an egg.

Where Godfrey paid the kid scale plus \$20 a show, Ed Sullivan paid him \$3,000 a shot, and he has several commitments for that show at that price.

The boy made it equally big on records. His first for the Cadence label, "Anywhere I Wander," sold about 700,000 copies. His "Lady Loves to Dance" was a small hit. His "Eh Cumpari" is now rapidly approaching the 1,000,000 mark.

Where he'll go from here is a matter of conjecture. There are picture deals in the talking stage and more personals. In any event, he has already made it big.

La Rosa's personal manager is Frank Barrone. His booking office is the General Artists Corporation.

#### ROBERT Q. LEWIS

Strictly an Arthur Godfrey and William Paley product, Robert Q. Lewis came up the hard



way via disk jockey chores on radio into TV.

Lewis came out of University of Michigan early in the 1940's where he majored in radio production and got his first job on a local radio station. Then came WNEW in 1943. He was then with the William Morris office when Ted Ashley, then with the agency, got him a NBC morning show in 1944. After some night shows, both Paley and Godfrey asked him to move to CBS to be a summer replacement for Godfrey. That was seven years

Lewis went to CBS, did various shows, was pleasant but not outstanding. In 1952-'53 he started to do night clubs and became an instant hit. His first Las Vegas, Nev., date (Thunderbird) in April, 1952, for \$7,500 led to other clubs. This in turn led to a season in summer stock which gained him new poise to deal with TV audiences.

While it isn't strictly true that he has now made it, he is one of the few performers who was able to make a successful transposition from a studio to a cafe. In 1953 the trade suddenly became aware of Lewis thru the business he was doing in cafes, and bids started to come in.

He now gets about \$4,000 as a replacement for Godfrey on his morning show and about \$2,000 a shot on his night show. Has his own CBS series set up to start soon.

#### LIBERACE

The explanation the trade gives for Liberace's sensational rise in the past year is his appeal to the middle-aged women. . . ." But whatever the appeal is, the fact remains that



for 33 concerts in 1953, he grossed \$410,000. Besides this, he makes TV films. And only 18 months ago, he worked in the Waldorf-Astoria for \$1,250.

Liberace was picked up in Milwaukee by the Music Corporation of America about seven years ago. His first job for that office was in a cocktail lounge for \$75 a week," . . . and he did the same act then, plus the candelabra. . . ," said MCA.

It was in January, 1952, when Liberace was on the West Coast laying off, that he tied up with Gabbe, Lutz & Heller. They arranged a deal for the pianist to appear locally on KLAC. His first show was sustaining. Right after that, he got his first sponsor, the Citizens' National Bank.

Three months later his managers, thru International Artists, Ltd., started promotion of concerts. The first was at the Philharmonic Auditorium in Los Angeles. It was a complete sellout. From then on sell-outs became commonplace, up and down the Coast.

Guild Films was formed to produce the Liberace show on a national basis. The first film came out January, 1953. By September it was in over 93 markets. As of November 10 it was in over 130 markets. Gross sales are estimated at about \$1,000,000.

The success of the Liberace films increased his concert potential. He played Phoenix, Ariz., and sold out. Six weeks later he played the town again, hiring an outdoor arena, and again sold out. In Colorado, at the Open Air Theater in Denver, he broke every record; he played to over 4,000 people in a driving rain storm in Pueblo Fair Grounds.

In New Orleans, his first date, August 28 and 29, his concert was announced five weeks ahead. During the day of the announcement the box office sold \$11,000, and within three days the concerts were sold out. The capacity was 11,000 seats, and Liberace walked out with \$8,000 for his end. At the Kansas City (Mo.) Auditorium he played to 8,820. His Carnegie Hall concert in New York was another SRO.

Most of the concerts are for a \$4.80 top. They consist usually of six musicians, augmented by 19 local men picked up in every town. The ork is batoned by George Liberace.

He has four albums with

Columbia Records, of which three have been top sellers. These are "Liberace at the Piano," "An Evening With Liberace" and "Concertos for You." His estimated record income (he's been on disks since April, 1953,) is \$25,000.

Liberace's personal manager is Gabbe, Lutz & Heller. His bookings are handled by the Music Corporation of America. Concerts are booked thru International Artists, Ltd.

#### RALPH MARTERIE

In April, 1952, the Chicago, office of the General Artists Corporation was booking the Ralph Marterie band on weekend dates and hoping to get \$1,000 for the band on the "fat ones."

In between lay-offs the band



would pick up some \$500 jobs and even grabbed off one weekend booking for \$1,650. And that was after Marterie had already got his name on Mercury Records.

Just a few months earlier, Marterie was known around Chicago as a fine studio trumpet player who belonged on the important dates because he cut anything right the first time he read it.

Naturally, like every other sideman, he was hoping for the big break when he could front his own band successfully. The trouble was, it seemed, that with the band business generally considered to be in the doldrums, no one was going to put up the money it takes to get a dance band rolling.

Anyhow, it did happen for Marterie. Just like the Ralph Flanagan, Buddy Morrow and Sauter-Finegan bands, his ork, too, got going on records before actually moving into the personal appearance field in a major way.

Now the band rarely works a one-nighter for less than \$1,250. The more usual price, according to the General Artists Corporation, is \$1,500 and \$1,600 for promotion dates. College date prices, naturally, are higher, since the band can't always route them into the one-nighter schedule.

The best example of a band's drawing power is said to be what the colleges will pay. Last year Marterie got \$1,000 at the University of Kentucky. This year he got \$1,750.

The band also picked up one of the lush week-end college dates of the year when it was signed to play two days at colleges for \$5,000.

In addition, the band has already played such top spots as
the Palladium, Steel Pier, etc.,
broke a record at Coney Island
in Cincinnati and worked a concert tour with Nat Cole. On
Mercury Records they've been
constant sellers, coming up every
once in a while with click items
like "Pretend."

Right now, Marterie is one of GAC'S top five bands—not a bad location for a band in the industry's top band booking office.

#### WILL MASTIN TRIO

This three-person act, sparked by Sammy Davis Jr., has been around for four or five years but



was known as an opening act.
At \$300 to \$500, the trio managed
to do a competent job. But as an
(Continued on page 26)

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## Music Hits Often Not Available to Cash In

By JOE MARTIN

The talent which manages to "make it" each year is all too often faced with the problem of not being able to take advantage of the opportunities presented to personal appearances, radio, television, etc.

This year, as in other years, some key attractions, developed on records for the most part, remain record attractions with little hope of cashing in on the furor created on wax.

Naturally the prime examples of talent in this frustrating position are the foreign artists who suddenly come up with bestselling records.

Examples currently are the English recording orchestras of Mantovani and Frank Chacksfield. Neither is available for appearances here. Eddie Calvert, English trumpet player who only now is getting his name around via the imported version of "Oh Mein Papa," may be faced with the same Atlantic Ocean and union barrier.

National Barriers

Until such time as the proposed or suggested exchange of musicians between the United States and England takes place, many English musicians and bands will not be able to cash in on their popularity here.

Mantovani, for example, with his big London Record of "Charmaine" and subsequent followups and Chacksfield with his London Records versions of "Limelight" and "Ebb Tide" could both draw well here. Calvert figures to have a readymade audience by the time his Essex Records has made the rounds.

In somewhat similar circumstance is the Hilltoppers Quartet, four boys who were headed for the big time from the moment their first Dot Record "Trying" hit the market in the middle of 1952.

Since then they have come thru with such successful sellers



as "Must I Cry Again?" "P. S.: I Love You" and their latest "To Be Alone." But from the first, the boys found it impossible to do more than a few week-end dates and holiday appearances because three of the four were in college. Even now, two are in college, and one is in the Army.

#### Army, Too

And with another batch of hits, the problem may be even aggravated, for it now seems sure that two more will enter the military service when they finish their schooling. It'll be some years before talent users will be able to buy the group with the frequency desired and at the times desired for the best boxoffice results?

In the same category are disk names who are actually employed full time as artists and repertoire directors for the various labels. These include Hugo Winterhalter, Richard Hayman, Percy Faith, Henri Rene, Mitch Miller, Tutti Camarata and others.

No matter their hit proclivities, their full-time employment in other work or their desire to remain at home rather than on the road precludes anything but a few rare and special dates. Winterhalter, for example, fronted a band at Bill Miller's Riviera and the Paramount Theater behind Eddie Fisher.

#### Stan Freberg

One of the most recent instances of a disk star hitting the wax jackpot but being unable to handle the offered bookings is Stan Freberg. As a regular on the "Time for Beany" daily TV show, Freberg just can't take the booking available. Except for a rare guest shot, Freberg sticks to disks and his regular video

Of course Perry Como and Eddie Fisher are near-perfect examples of "hot" performers who can not or will not take the personal appearance offers tossed at them. Both have regular TV shows which keep them busy.

The consumer gets to hear these people; he often gets a chance to see them on TV, but the talent buyers don't get the chance to parlay these potential box-office attractions into hefty box-office takes. And as the starmarking record industry continues to reach into other fields and other countries for its talent, this situation of "unavailable" names may be further aggra-

#### MR. MUGGS-AN ACTOR WITH NO BUSINESS SENSE

There's little doubt that J. Fred Muggs, the young chimpanzee on the Dave Garroway "Today" TV show, made it in 1953. He "made it" with the thousands upon thousands of viewers who impatiently await his appearance on the screen.

The fact is, as of Monday, December 7, he "made it" with



the National Broadcasting Company's new president and vice-president long before most other NBC performers. Who, among the talent, got to shake hands with Pat Weaver and Bob Sarnoff before J. Fred Muggs?

But Muggs has failed in one respect. The two young men who own him and raised him from infancy, Bud Manella (Continued on page 26)

## Comebacks, Debuts Brighten Radio-TV

By SAM CHASE

Talent-wise, in the radio, television and TV film fields, this has been an exciting year. Many newcomers have shown strongly, while a number of veterans made solid comebacks during 1953.

Altho only a small group can be said to have clicked solidly from every aspect—money, popularity and in terms of emerging in better positions for future successa considerable list is deserving of mention for coming close to the jackpot.

George Jessel, for example, is busier than ever before in his broadcasting career, with four separate radio and TV shows weekly via ABC. Fred Allen has made a stirring comeback via NBC-TV, with his "Judge for Yourself" talent show now outpulling the competition.

Of all the people on the air, few are more occupied than Dave Garroway, who is on the air for 16 hours and 45 minutes weekly. His "Today" morning strip via NBC-TV did a land-office business this year, he has his own weekly evening video show and he has a 15-minute afternoon radio strip.

Bishop Fulton J. Sheen is deserving of mention, for after a phenomenal season last year, he is doing even better this term

and boasts video's top station line-up via Du Mont. Eddie Albert has come back strong this year, working in all sorts of TV roles and bids fair to be a major figure in next year's video picture.

Jack Webb can hardly be called a success for 1953 alone, for his "Dragnet" film stanza was potent stuff even last year, but this season has seen the show climb to the No. 1 TV spot. Joan Caulfield and Barry Nelson certainly rate laurels for the way they have put over "My Favorite Husband" as one of the situation comedy clicks of the semester.

Betty White, until recently just a local figure in Hollywood TV, must be watched during the coming year on the basis of the strong showing of her "Life With Elizabeth" TV film series which has been placed on the market by Guild Films.

Gayla Peevey Gayla Peevey, moppet singer. has made strong headway on TV during 1953 and still har her career ahead of her. Orson Welles re-emerged as a broadcasting personality with his powerful one-time performance of "King Lear" on CBS-TV's "Omnibus" show. Steve Allen seems finally to have found the right format to present himself and has proved to be one of the brightest and fastest wits in TV via his lateevening WNBT strip.

Donald O'Connor, a potent box-office draw in pictures and a click from his start in TV. solidified his video position this year with a succession of sparkling appearances. Adolphe Menjou has made the jump from theatrical to TV film a solid one via his top-selling "Favorite Story" series for Ziv.

Burns and Allen, long-time comedy favorites in radio, are stronger than ever in TV with their film series airing on CBS-TV one of the most consistently amusing, high-level shows on the

Disk Jockeys

Among the disk jockeys, Hollywood's Peter Potter must be recognized for hitting the network TV irlanes via ABC-TV, while Freddie Robbins airs on the NBC radio web, and Martin Block tees off on January 1 for ABC. Ziv's transcribed deejay show, airing on an increased number of radio stations, features Tony Lartin, Ginger Rogers, Dick Powell and Peggy Lee, each introducing tunes on a quarterhour segment.

Space limitations makes this list far from complete, but these certainly must be considered among the brighter talent lights in radio-TV during 1953.

like "Me and Juliet" for ultrasolid results.

Gwen Verdon was practically unknown Stem-wise except as one of Jack Cole's dancing troupe. Last May she hit Broadway with something of the impact of a small atom bomb in the dancing lead of "Can-Can." Without her footwork, "Can-Can" would be just another musical. This is definitely Miss Verdon's year.

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## Legit Has Banner Yr. Of Stars, Newcomers

By BOB FRANCIS

for more than a few legit talents drawn the critical hat-tossing on the Stem. It has enhanced the standings of several wellknown stage personalities as well as introducing a-couple of new

This is the year that brought Shirley Booth practically every major acting award, an Oscar for her work in the film "Come Back Little Sheba," which made her the second highest money earner at the box offices, and the Donaldson Award as Broadway's best in the play "Time of the

It brought back Rosalind Russell from Hollywood to win a similar Donaldson Award as star of the current musical smash "Wonderful Town."

It established Tor. Ewell as the year's top actor in "The Seven-Year Itch," and it made him as hot as a dollar pistol for further pic commitments and an exclusive contract with NBC to head his own TV show.

Back also, and heftily in the Stem limelight, is Walter Slezak, who is scoring tremendously in "My Three Angels." And Joan McCracken has put herself back in the top bracket by practically running away with the show in 'M? and Juliet."

Hot Debut The season also boasted two

of the hottest debuts in years. This has been a banner year Seldom, if ever, has an actress which followed the first Stem appearance of Geraldine Page in "Mid-Summer." The play failed, but Miss Page has been in hot demand here and in Hollywood ever since, and is currently readying a new starring stage role.

Edith Adams has been a fixture for a couple of years on the "Kovacs Unlimited" TV program, but it took a set of rave notices for a debut in "Wonderful Town" to make the town Adams-conscious.

Miss Adams carried off the Donaldson Award palm not only as the year's best newcomer but also as the best supporting actress in a song-and-dancer. Result: Outside jobs and offers have been rolling in. Most recently she has been signed for the CBS-TV Jack Paar Show on Fridays at 10 a.m.

Hayes & Verdon

While not in the debut column, since both have had previous minor stints on Broadway, outstanding in the season's spotlight are two others. Bill Hayes' vocalizing has been familiar via radio and a three-year stint in TV's "Your Show of Shows," as well as niteries. This year he is proving that he can carry the juvenile lead of a big musical

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SWEET MAMA,

TREE TOP TALL

by Jerry Meacham

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THE LANCERS

## 'Is everybody happy?"



## Box-Office Hits of 1953

Continued from page 22

opening act it wasn't considered better or worse than similar openers. The only twist it had was young Davis' take-offs. Basically, however, it was a hoofing

The first big break came at Bill Miller's Riviera in 1951 when they were sold for \$1,500. At that time it looked as if they were oversold. But they did so well, they got TV guest shot bids that hyped their money still

Their first TV guest shots on the Eddie Cantor show won them acclaim, new audiences and new bids. Resulting from the TV guest shots were Las Vagas, Nev., bids of \$2,500. As they started to do business around the country and operators exchanged information, the Las Vegas bid was upped to \$7,500. Miami Beach paid them \$5,000.

So far they haven't made it in TV on their own show, but they have a deal with ABC that guarantees them \$150,000. They now have a show in the kine State which gives Sammy Jr., Sammy Sr. and uncle Will Mastin greater scope.

#### MARTHA RAYE

Martha Raye made in TV. a field that gave scope for her comedy talents. She came out of pictures in the mid-1940's, did some personals and subsequently developed an act.

But while her cafe act was



good, it seldom gave her the opportunity to display her ability to read comedy lines. In clubs her salary was near \$7,500 thruout the country. Some time ago she and Norman Schuyler made a deal for the Miami Beach 5 O'Clock Club which subsequently carried her name and where she worked almost exclusively.

Her first TV shot that meant anything was on the Milton Berle Texaco show in 1950. Subsequently, she did guest shots on other TV shows but nothing came out of it. It wasn't un'il she got dramatic roles with comedy lines that she made it.

Today she has her own show NBC-TV, doing one shot a month and getting for her own end about \$15,000.

Miss Raye's personal manager is Nick Condos. Booking is done thru the William Morris office.

#### THE FIVE ROYALES

The Five Royales zoomed from obscurity in 1952 to one of the top rhythra and blues vocal groups of 1953. Unknown until their Apollo waxing of "Baby, Don't Do It," the group was lifted



by the record into national prominence, and they were off. Today after such strong waxings as "Too Much Lovin'": "Crazy Crazy, Crazy" and "Help Me Somebody," the Apollo stars are in the front rank of hot r.&b. groups, with solid bookings on one-nighters and club dates lin-d

up from now until the spring. Less than a year ago, the group had a tough time getting engagements; today, they pull down as much as \$1,500 per week for a location job. On one-nighter

dates they get \$500 against a percentage. They have been extremely strong in the South, and their latest disk, "All Righty," appears to be another winner for the group.

They are booked by Universal Attractions. Carl LeBow is their personal manager, and Apollo Records releases their disks.

#### FRANK SINATRA

Frank Sinatra is rated as a comeback, even tho he's been in the big money class for years. It was his dramatic role in "From Here to Eternity" that increased his demand to a point



that he can today get anything the traffic will bear for cafe jobs or other personal appearances.

His first cafe date since his picture was at the 500 Club, Atlantic City, where he worked to s.r.o. for almost his entire week. He followed that up with a fourweeker at Bill Miller's Riviera, where he did almost as big. His salary was about \$10,000. He has showed the same flexibility as an actor in the TV guest shots in recent weeks, walking off with top notices.

In 1952, even tho he still got top money, the demand wasn't very strong. His major draw was based on his marriage and the publicity it pulled. Sinatra was almost a persona non grata with much of the press, but despite this important handicap, he was still in there in fair demand.

When he smashed thru with top notices in Columbia's "From Here to Eternity," the Peck's Bad Boy of showbiz took fire all over again.

His Capitol disk sales also took a healthy turn with his "From Here to Eternity" selling very handsomely.

Sinatra is now doing another picture; so he won't be immediately available. But as soon as he is, the roof is the limit.

Sinatra has no personal manager. His booking office is the William Morris agency.

#### HELEN TRAUBEL

A STATE OF THE STA

In 1953 Helen Traubel stepped lightly from Brunnhilde to "Bill Bailey," to surprise pop audiences, shock the Metropolitan Opera and establish herself on



the money side of a new facet of showbiz.

The Met's leading Wagnerian soprano long flirted with the idea of shedding opera's traditional dignity. In 1946, six years after her Met debut, she appeared on Ed Gardner's "Duffy Tavern" radio show cast as Nellie the Safecracker. Her natural flare for comedy was spotlighted for the first time.

Jimmie Durante heard an air check of the "Duffy" show earlier this year and decided "dis Traubel doll's for me." She guested on a number of his TV shows and clicked solidly in her duets with Durante, particularly "Bill Bailey" and "The Real Piano Player."

Nitery Bow On September 11 she took her initial step into the nitery feeling, opening at Chicago's Chez Paris for two weeks at

#### TALENT NOTES ON AIR AND SCREEN

Continued from page 5

New York," Monday (14). . . . Jimmy Lewis, night club entertainer, is being featured on his own TV show on KGUL-TV, Galveston, Tex.

Hank Sylvern, who acted as musical co-ordinator and conductor for the recent "Dinner With Eisenhower" TV show from Washington, came thru with that smooth production job on the hour-long telecast after only one and one-half hours of rehearsal.

. . . June Valli, former "Hit Parade" singer, begins a daily daytime half-hour variety show on WNBQ, Chicago, this week along with her fiance, Howard Miller, local deejay.

Duncan MacDonald, supervisor of women's and religious programing for WABD and the Du Mont TV net, has been named TV representative on the advisory board of the United Nations News for Women Broadcasters. . Helene Parker, artist's rep, has set Betty Sue Albert for Toni commercials on "Godfrey and His Friends." . . . Bob Herget will stage his 500th dance for TV when he does the choregraphy and staging for "Studio One" on December 21.

For the second consecutive year KTLA's telecast of Lawrence Welk and his orchestra has won the Terry Vernon Award, given annually in a popularity contest conducted by The Long Beach (Calif.) Independent. A bronze plaque will be awarded at the January 7 luncheon meeting of the Long Beach Advertising Club.

... Georgiann Johnson, TV actress and cast member of "Mr. Peepers," makes her screen debut in Paramount's "Conquest of Space." . . . Jack Kruschen, radio-TV

comic, gets a featured role in Republic's "The Hot Heiress.". . Mrs. Mitzie Gober, forty-sevenyear-old saleswoman of Beverly during the first eight months of Hills, will appear in a guest spot this year as compared to last, and on Eddie Cantor's "Colgate Comedy Hour" show over NBC-TV December 27. Mrs. Gober is winner of Harry Koplan's "Glamour Grandmother of 1953" talent campaign was the prominent part contest conducted on his "You're Too Old" show on KNXT, Hollywood.

#### RESTLESS PEOPLE, REVOLVING DOORS

• Continued from page 5

program director of WRNY, Rochester, N. Y. . . . Heyward Siddons, formerly with WNBW Washington, has joined KOA-TV, Denver, which will debut Christmas Eve. . . . Harold H. Meyer, president and general manager of WPOR, Portland, Me., was elected president of the Maine Radio-TV Broadcasters' Association. . . . Mary Lou Sanchez, radio-TV performer, has been appointed head of the women's department at KTTS-TV, Springfield, Mo.

The Edward John Noble Foundation this week was the recipient of a two million dollar gift from Edward J. Noble, Greenwich, Conn., chairman of the finance committee of the American Broadcasting - Paramount Theaters, Inc., and chairman of the board of Life Savers Corporation. . . . CBS placed first among the networks, with eight of the 13 winners of Look Magazine's Fourth Annual TV Awards. NBC followed with four, and Du Mont

\$4,500 per week. She offered a few arias, as well as "St. Louis Blues," "No Other Love" and a healthy share of pop tunes.

was represented by one.

Her break with tradition prompted the Met's director, Rudolf Bing, to demand that she choose between the Met or the nitery ringside. On September 28 Miss Traubel wrote Bing explaining that artistic dignity is not necessarily restricted to the Met. She refused to accept Bing's terms, claiming this would force her to surrender artistic freedom.

She would also surrender \$20-000 per week for two weeks at Las Vegas (Nev.) Sahara Hotel, lucrative bookings at the Statler Hotels in Washington (October 2) and Detroit (November 28), in addition to a healthy weekly take at the New York Copa.

## Patty Bross, 16, Is Wurlitzer's First Winner

The massed promotional power of the nation's juke boxes, or at least that portion bearing the Wurlitzer emblem, will hand young Patty Bross a strong boost toward national prominence in 1954.

The 16-year-old thrush, as winner of the first Wurlitzer-Frankie Laine talent contest. will follow up a debut appearance on the Ed Sullivan show with a record to be cut by Columbia's Mitch Miller. Her voice, unknown today, will be heard under the most favorable auspices by thousands.

Since contestants - there were 4,000 in all - were processed by some 40 disk jockeys around the country, the platter spinners can also be expected to lend their support to the youthful



Union, N. J., songstress. Exposure is the prime career requisite for any new artist, and Miss Bross has the twinedged power of jukes and jocks behind her in securing this necessary ingredient of possible success.

## Plugs and Premiums

Continued from page 13

pulse report lists it as the No. 1 of prospective viewers suggested syndicated (non - network) TV film series. Currently sold in 116 markets, the program entered its second year of production this month.

Six major beer sponsors -Schaefer, Genesee, Drewerys, Blatz, Gunther Brewing Company and Olympia—have renewed "Fa-vorite Story" in 59 markets. In some instances, the contracts were picked up six months in advance, tantamount to an 18months' contract, making "Favorite Story" Ziv's best-selling series of the year.

Ziv more than doubled its gross sales on all of its film properties sales for that period (1952) were about 15 per cent higher than in

An important feature of the played by the series' star, Adolphe Menjou. The veteran motion picture actor devoted most of his time to the project, in contrast to some name performers who head for the non-TV hinterlands as soon as the actual filming on a series is finished, disclaiming any responsibility for it

after that, In addition to making himself available for publicity interviews here and in Hollywood before the show started, Menjou has kept in constant touch with Ziv's promotion staff thruout the year and has undertaken several cross-country tours to help promote the series

for advertisers buying the show. Last February, for instance, he took to the road for the Genesee Brewing Company, holding local press conferences, meeting Genesee distributors and making radio and TV appearances in the four New York State markets where the brewery sponsored the series.

As part of these cross-country treks, he also personalized the show's direct mail publicity, via personally signed letters to lists

## Mr. Muggs

Continued from page 24

and Roy Waldron, operate a pet shop in Glen Rock, N. J. It's a fine little pet shop in a fine little town of some 8,000 people.

And they figured that all the attention being focused on J. Fred Muggs would make theirs one of the hottest little pet shop enterprises in the country.

Sadly, it hasn't. When Muggs is at home, local townspeople are most anxious to see the most important resident of Glen Rock, and the Glen Rock Pet Shop is crowded with lookers, not buyers.

And when the Messrs. Waldron and Manella are out working with Mr. Muggs, then the localites get to feel as the their town pet has de-

serted the But then, why should a chimp be saddled with the responsibility of increasing business in a retail establishment? Tarzan wouldn't have approved of this commercial approach.

by local sponsors, and telephone interviews with local editors.

Ziv has played up the personalized promotion gimmick in all aspects of the "Favorite Story" campaign, with Menjou offering his services to sponsors on special film plugs for their products on request. An extensive line of display material (tying in Menjou's name and face with local product) was made available to stations and sponsors.

#### Color Stymied

Continued from page 13

of the wide range of problems. Each kind of film is best suited to a different method, he said, the brand of stock film plays a big part, and there are vast fluctuations in lighting requirements within each of these subclassifica-

NBC speakers at the RTES workshop meet included the web's exec producer and color co - ordinator, Barry Wood, as moderator; also NBC consultants Dick Day and Norman Grant, director Dick Ward, technical supervisor Reid Davis, and color film consultant Stan Parlan.

The meet was chaired by Don McClure, assosiate producer of Owen Murphy Productions, Inc. McClure is spearheading the Workshop meetings this fall, which are held at ABC's 66th Street Studios.

Meanwhile, the Film Producers' Association of New York is still readying plans to hold an open round table meeting on color TV film commercials, at which time Prexy Dave Pincus of Caravel Films is expected to report on the organization's findings in the field. The FPA has been huddling with network officials on the problems of color film production for some time now. However, their progress has reportedly been slow to date, and the round table has been postponed until sometime in January.

## FCC Hearing

Continued from page 4

ment with three other competing applicants by which the three dropped their applications in order to give Niagara a clear field. After the agreement, Enterprise came up with its application. The day after Enterprise asked the FCC to dismiss its application, Niagara told the FCC that it waived its rights to receive notice of FCC's reasons for inability to make the grant.

#### Move to Halt

Continued from page 4

K. Richards, administrative vicepresident, both of NARTB, and Dick Larkins, athletic director for Ohio State University, who extended the invitation to NARTB. The panel discussion will be directed toward establishing a better understanding between radio and television broadcasting and the NCAA membership, it was announced.

**DECEMBER 19, 1953** 

STORY TO ANIMA WINDS

## Mechan. Rate Cut Explored By RCA, Pubs

#### Victor Would Use Reduction Money For Promotions

NEW YORK, Dec. 12. - RCA Victor is exploring with some pop publishers the feasibility of reducing the mechanical rate from 2 cents to 1.5 cents.

For those publishers who are amenable to the idea, Victor will create a promotion fund, with the basic kitty deriving from the half-cent per side which the diskery and publisher agree shall be pruned from the royalty rate.

Joe Carlton, Victor's pop a.&r. chief, explained that Victor would use the fund in whatever promotion medium would best help a publisher's side. In the event initial reaction on a publisher's tune indicated it would not be the hit side, the rate deal would be called off, and the regular 2 cents per side would prevail.

Altho some publishers take a dim view of the Victor suggestion, Carlton believes this type co-operation promises to be more fruitful and will lead to better diskery-publisher relations.

## Morris Claims Infringement On 'Tenderly'

NEW YORK, Dec. 12.-Edwin H. Morris and Company, Inc., yesterday (11) filed an action in the United States District Court, Southern District of New York, charging that Loew's, Inc., infringed the Morris copyright on the song "Tenderly" as used in the motion picture "Torch Song" currently playing theaters around the country.

The complaint alleges that in April Morris entered into an (Continued on page 47)

## Sporn Named At American

NEW YORK, Dec. 12. - Sylvester Cross has named Murray Sporn general professional manager of American Music to replace Wally Brady, who last week resigned the post to devote full time to his own publishing release schedule, (2) the addition firm, Montclare Music. Sporn will headquarter here, with only occasional junkets planned to the West Coast.

American has racked up one of its most profitable years in 1953. The firm has had signal success with the output of contract writer Mitchell Torok, who penned "Mexican Joe" and "Caribbean," which with "A Dear John Letter" were among American's click entries this year.

#### **BING HITS FOUR** OF DECCA'S FIVE

NEW YORK, Dec. 12 .-Crosby's hold on his public remains a traditional wax phenomenon. Of the five best-selling pop records at Decca this week, four featuring the Old Groaner were tightly bunched behind the current Four Aces topper. In sales order they are "White Christmas," "Silent Night," "Down by the Riverside" (with son Gary) and "Changing Partners."

## ASCAP, Video Case to Be Heard Tuesday

NEW YORK, Dec. 12.-Application by some 75 indie TV stations that the courts set an interim fee covering the use of music, will be argued before Judge Clancy, Tuesday (15), in U. S. District Court here. Simon Rifkind will handle the case for the telecasters and Theodore Kiendl will argue for the Ameri-can Society of Composers, Authors and Publishers.

On Monday (14), another meeting between the indie telecasters and ASCAP gets underway. A leading telecaster said the telecasters had a "guarded optimism that something may be worked

The possibility still exists that an all-embracing industry committee of telecasters representing committee.

ing. But even if a get-together to gain an advantage for musiof the various TV camps is not cians in another. achieved Monday, it remains a it was said.

## 'Vaya Con Dios,' Edges Out 'Moulin' as '53's Top Tune

Faith's 'Rouge' Cops Best-Seller, Deejay Lists, Fisher Hot on Jukes

Continued from page 1

top 30.

compared with only two in 1952. list. For the second year in a row there was a big talking record, this year's being "St. George and the Dragonet." The lush sound of violins came into real vogue, as did the revival of the harmonica as a lead instrument. Again several country tunes scored impressively in the pop field.

Country & Western

other position among the year's on New Year's Day. Both sides of time. On labels Decca accounted This year's top disks also point | Cheating Heart" scored one-two | sales chart and eight on the juke up the strong revival of interest in sales and two-three in juke box listing. Victor is second in in instrumentals with seven of box plays, with the sides re- both cases. Re-organized Abbott in instrumentals with seven of box plays, with the sides rethe top 30 being in this category | versed in importance in the latter | Records placed two in the top 30

> Topping the juke list was Jim Reeves' "Mexican Joe," the year's big newcomer. Tops for the year was Williams who registered five times on both the sales and juke box list, in both cases placing all Dog." "Mama" followed "I Don't tunes within the first 20.

greater frequency than in past years. In addition to Reeves, the Carlisles, Jean Shepard, the Da-The year in the c.&w. market vis Sisters, Jack Cardwell, Mitchwas highlighted by the first Hank ell Torok, Hank Locklin and Bon-

of business accounted for the Williams release after his death nie Lou hit the top 30 for the first this disk, "Kaw-Liga" and "Your for seven of the entries on the in its first year.

> In rhythm and blues sales the year's leader was "Mama, He Treats Your Daughter Mean," by Ruth Brown on Atlantic, followed by "Shake a Hand" and "Hound Know," a carryover from late New talent crashed thru with 1952 which continued with reater frequency than in past enough steam to win the honors as the top r.&b. juke box disk of the year. Artistically, the Five Royales, with three entries on both the sales and juke lists, were the top repeaters. Atlantic again placed more than any other label, scoring six and five entries on the sales and juke box lists, respectively.

## Petrillo and Execs Engage in Trading

Continued from page 2

from the major firms.

#### Dim View

There are several pertinent obnetworks, owned - and - operated servations to be made with restations, and the present embat- gard to the over-all picture. Sevtled indies, would merge into one eral indie diskeries, for instance, are known to take a dim view of The network men might, it was Petrillo's technique of packaging pointed out last week, sit in with the disk, TV and radio problems the indies on the Monday meet- and trading in one field in order

They point out that they, as possibility for the near future, indies, are totally unconcerned with the manifold problems of

from \$41.25 per session to about RCA and Columbia. They regard \$56 or \$57. There is not likely to such a packaging technique as be much opposition on this point unfair to them, the indies. These indies wonder whether they will have a part in the negotiations.

> The matter of a better break in network employment, which presupposes a curb on mechanical Capitol Records district sales manmusic, is one of the more sensi- agers along with Eastern execs, tive areas. In the event Petrillo could make such gains, he would solidify his position with the more successful commercial musicians, many of whom feel that they gain nothing by the trust

Altho some diskeries have stepped up their recording schedules (The Billboard, December 12), the general impression is that the negotiations toward a pact will not be beset by many ob-

## Col. Sets Big Kismet' Push

The diskery waxed the musical on Sunday (6) and had finished platters on their way to distributors Wednesday morning (9). The show stars Alfred Drake and features Doretta Morrow. It has already produced one hit tune,

In addition to the jock copies, the firm has made up a special deejay platter featuring Columbia exec Goddard Lieberson, who produced the album, interviewing the two stars. For dealers, the firm has come up with a window streamer and counter display on the album and has made up a

All of these should be in dealers' hands next week. Critical acclaim for "Kismet" when the show opened here last week was

## RCA to Push New Talent

NEW YORK, Dec. 12. - RCA Victor's pop a.&r. chief Joe Carlton is set to embark on a major drive with new talent early next year when the diskery issues its first waxings by such recent additions as Bill Carey, Wyomah Winters, Lucille Dane, the Harmani- talent as June Valli, Dolores Marbe signed.

## Capitol Execs, Sales Heads to

HOLLYWOOD, Dec. 12.-Seven Hal Cook, Bill Fowler and Dick Linke, will convene here for a series of high-level conferences beginning Monday (14) for one week.

Sales meet will outline the sales program planned for the first quarter of 1954. District men will receive mechanical aids as well as sales promotion media at the

Attending the meet are Capitol Prexy Glenn Wallichs, artist and repertoire topper, Alan Livingston; Vice-President Lloyd Dunn and Bud Fraser, Dick Rising, Lew Shurrer, Fred Rice and Ray Polley from the firm's Hollywood office.

District men in for the sessions are Max Callison, Tony Rubino, Mike Maitland, Ivan Conwell, Bill Ballant, Ed Nielsen and Don Com-

#### Facchine to Associated

CHICAGO, Dec. 12.-Russ Facchine, for many years a familiar figure in Midwest band booking circles, joins the Associated Booking office here January 1.

In making the announcement, Fred Williamson, vice-president of Associated, stated that Facchine's duties will be those of band locations co-ordinator. The he will headquarter here, he will be working between all three offices of the firm. "This move will enable us to do a much better job of servicing our customers," Williamson said.

Facchine headed the locations booking department of Music Corporation of America here before the war. When he returned from service in the Navy, he rejoined MCA but shortly thereafter left to help form Mus-Art with Howard Christiansen, Jack Whittemore and Lyle Thayer in January, 1947. When Mus-Art merged with General Artists Corporation in 1948, Facchine moved over with a fiveyear contract and became head of the local GAC office. When Pat Lombard was named vicepresident in charge of the GAC office here in November, 1951, Facchine became chief of radio-TV operations here for the agency. Now that his contract has expired, he returns to the band business in his new capacity with Associated.

acs, the Mary Kaye Trio and a tell and the Voices of Walter new honky-tonk pianist about to Schumann. Carey is managed by Person Representatives, the Eddie In addition the diskery will Joy firm. Publisher Tony Wilson

Copyrighted material

## Bell Steps Up Sked On 35-Cent Releases

ket have caused some basic shifts in Bell release and production policy.

Key changes are (1) stepped up of new and name talent to the roster and (3) recording and pressing new tunes before they reach hit status on major labels.

On the latter point, Bell has already released "Changing Partners," "Stranger in Paradise," "Heart of My Heart," and "Oh, My Papa" and is rushing the first lyric version of "Off Shore" and "The Creep." The low-priced diskery has also cut two tunes from the "Easy to Love" film,

NEW YORK, Dec. 12. - The which have received very limited experiences gained by Bell Rec- attention on other labels. The ords in the few months since the firm considers this experimental, Pocket Books, Inc., the 35-cent keeping the release of unproven pop disk label, entered the mar- material down to a minimum and riding with the established hits. More Releases

> It is now certain, says Bell's topper, Arthur Shimkin, that four releases a month is insufficient to supply the demand and keep the consumer choice wide enough. The diskery experimented with cutting down on releases but stepping up production on each number. It is now going back to stepped-up releases as production capacity increases.

New additions to the Bell talent roster are Lillian Clark, Charlie de Forest, the Magic Strings, a vocal group called the Fellers and Artie Sanford, who also records as Artie Malvin. More talent acquisitions are expected to be announced shortly.

Current production runs of 100,000 on a number are not sufficient according to Bell, and reruns of 25,000 and 30,000 have not filled demand either.

#### Twice as Fast

The diskery has also learned that the top three disks move twice as fast as do the next three, and that standard waxings sell about one-third as well as do the latest tunes.

One of the major chain outlets, (Continued on page 47

#### ONE AT A TIME AND DON'T PUSH

NEW YORK, Dec. 12.-Nat Cole and Capitol a.&r. exec Lee Gillette held a meeting here this week with all publishers who have unreleased Cole sides in the can. It is understood that there was a large turnout.

## IFPI Tells Diskeries To Meet Commitments

LONDON, Dec. 12.—The International Federation of the Phonograph Industry has warned its member manufacturers to make certain that all artist and copyright commitments are met before cutting records. The warning came in answer to complaints that some LP's, made from tapes secured in Eastern Europe, featured soloists and conductors under exclusive contract to diskeries other than those issuing the

ture of Brian Bramall, IFPI dimanufacturers to satisfy themselves that all the following con-

1. Obtain clearance on radio tapes of public domain material, since the arrangements may be copyrighted.

2. Make sure artists know and approve (in writing) of the pending release.

3. Check to determine if artists may not be under contract to another manufacturer. At least one IFPI member.

British Decca, took immediate action via a letter to independent diskeries that use its pressing services. Decca informed the A circular letter over the signa- smaller companies it would no longer press disks from "Eastern" rector-general, last week urged tapes unless it received assurance that artists were getting paid for their performances. Most active ditions be met before cutting new | European record companies belong to IFPI.

NEW YORK, Dec. 12.-Columbia Records is shipping out 1,500 copies of its original cast waxing of the smash Broadway musical 'Kismet" to disk jockeys as part of its major promotional drive to grab off some Christmas business for the new set.

'Strangers in Paradise."

special demo disk for store use.

unanimous.

drive on such other newer Victor manages Miss Winters.

## FTC to Avoid Rules For Hi-Fi Players

Continued from page 1

duced sets. With the major com- any other industry, and they have panies stepping up their produc- requested modification of the retion of hi-fi sets, a boom is obviously in the making, and custom terial used in cabinets. manufacturers face stiffer sales competition.

The FTC, which had originally hoped to have the new standards troversial matters, altho all hearout before Christmas, is now looking to a delay. A hitch in the when the cabinet-making industry March. posed some unforeseen questions. Makers of hardboard, synthetic plastic and decal cabinets have insisted that the proposed trade practice rules are stiffer than for

## Capitol Buys 'Football' Disk

NEW YORK, Dec. 12.-Capitol Records this week acquired the master of a sleeper disk which has been stirring up a small furor in North Carolina. The disk is a comedy patter routine called "What It Was, Was Football," Tecorded on the Colonial label by Deacon Andy Griffith. Details of Capitol's deal are unavailable, but it is known that the diskery paid a \$5,000 advance for the master. Meanwhile, publishers are frantically trying to pick up the patter material, now published by Charles Music, an affiliate firm of the Colonial label.

Negotiations for Capitol were handled thru veepee Alan Livingston. Colonial topper Orville Campbell set the final deal on Wednesday (9), after turning down several other offers from major and indie firms. Campbell has stirred up action with two other disks in recent years. These were "Way Up in North Carolina" and "All the Way Choo Choo." These are the only three records his label has issued.

Griffith is a Chapel Hill, N. C., entertainer and former school teacher. He's been using the same material as on the disk in local appearances for some time. The trade group which kicked off the activity for Campbell's label were Jimmy Thiems, and deejays ing thru the preliminary legal Jimmy Capps on WPTF, and Fred Fletcher on WRAL, all in Raleigh, N. C.

### Norman Forms Record Label

HOLLYWOOD, Dec. 12.-Veteran jazz concert promoter Gene Norman will enter the disk biz shortly via his own label, tagged Gene Norman Presents.

will chiefly feature takes from his jazz concerts, a series he started producing in 1946. Firm is in the Set Promotion process of securing clearances from artists who appeared on those dates, many of whom have subsequently signed with other platteries. Among the names Norman expects to feature on his own label are Gerry Mulligan, Dizzy Gillespie, Charlie Ventura, Buddy DeFranco, Vido Musso and others.

Firm is awaiting clearance of its title from the American Federation of Musicians, and expects to enter active production shortly thereafter. Plans for nationwide distribution are currently in the works.

Associated with Norman in the activity of the label will be Ross Burdick and Robin Combs.

In addition to his mantle as a jazz promoter, Norman airs a daily disk jockey show here via Station KLAC.

#### CLOONEY, FERRER TO CUT WOMAN

NEW YORK, Dec. 12. -Columbia's Mitch Miller, who made record history when he combined Rosemary Clooney with Marlene Dietrich on "Too Old to Cut the Mustard," has come up with another unusual combination. This time he is coupling Miss Clooney with her hubby, Jose Ferrer, on the novelty tune "Woman." Sides are due for release next week.

quirements for labelling of ma-

The commission has left the record open until January 20 for further industry comment on conings have been completed. The extension will delay issuance of deadline developed the new rules until sometime in

> The CC appears to have reached agreement with industry on measurement of picture size. Dealers and manufacturers alike objected to FTC's proposal to measure the size of the picture by the longest dimension of the viewable area of the tube as installed in the set. Engineering measurements, which have been used in the past, call for measuring the longest dimension of the bare tube. Changing the standard now, industry spokesmen argued, would confuse the public, since the new method would mean that almost every manufacturer's sets would have a different size picture, leaving buyers without an easy basis for comparison:

## Seek to Docket Cleffers' Suit

NEW YORK, Dec. 12. - John Schulman yesterday (11) made application to place the Songwriters of America's \$150,000,000 anti-trust case against the broadcasters and Broadcast Music, Inc. on the court calendar. The action is expected to take as long as two trial stage.

The defendents, meanwhile, were given a further extension of time in which to file their replies to the original cleffer complaint. The new due date for the replies is now set at February 23. While it is customary to wait for replies until acting to place a case on the calendar, move to start the suit's slow climb thru the crowded court calendar was taken to expedite the eventual trial date and preclude further delays while go-

On Tuesday (8) attorneys for both the plaintiffs and defendents met before Judge Clancy in United States District Court here in an attempt to set a timetable for the expected heavy series of pre-trial hearings. The arguments of Schulman, cleffer legalist, and Godfrey Goldmark, representing the defendents, were taken under advisement by the jurist.

## Norman disclosed that the label Cap., Fedders

NEW YORK, Dec. 12.—Capitol Records has set a promotion deal with Fedders, room air-conditioner manufacturers, thru which the diskery will get hefty promotion for its disks and Fedders will give away thousands of specially pressed Capitol disks. The entire promotion was worked out between Fedders and Capitol by Larry Foray's Sight 'n' Sound

The program includes heavy promotional use of Capitol Bozo kidisk character in ads by Fedder. The campaign will kick off with trade paper ads, including a specially printed page which can be torn out of the magazines and played. The "talking ad" contains

In addition, Fedders will offer to give away to consumers a package containing two seveninch pressings in a special envelope. One will contain a Bozo kidisk from Capitol's 25-cent Toyland series and the other a coupling of Capitol's current pop best-sellers by top artists.

#### 50,000 Packages

According to Foray, a minimum of some 50,000 packages will get to the consumer in the promotion. campaign will break in the spring show, "Today." and run thru the summer. The Fedders plan to get traffic into disk from Fedders. The deal op-

#### **MEMORY GOES** BACK 30 YEARS

NEW YORK, Dec. 12. -When Ben Selvin flew to Chicago last week to record Wayne King for RCA Victor's Thesaurus library service, he was sure that he'd never before met the bandleader. King, however, insisted that they had met previously. He reminded Selvin of the following: In 1923, King visited New York from his Chicago stamping grounds and was invited to watch a recording session. The session took place at the old Aeolian-Vocalion studios here, where Selvin was recording the Al Short ork doing "Yes, We Have No Bananas."

## Martin 'Amore' Hits 650,000 Sales Figure

HOLLYWOOD, Dec. 12.—Dean Martin's Capitol etching of "That's 2 Amore," representing the first big disk click for the crooning comic, has racked up a total of 650,000 platter sales to date.

Capitol Records revealed orders totaling 72,000 copies this past week alone, with 40,000 arriving on Monday (7) and 32,000 yesterday (11).

Expectations are that "That's Amore" sales will continue to climb, and might possibly crack the million mark before the end of the year.

Originally released on September 14, "That's Amore" has steadily been picking up steam, especially in recent weeks. Martin aired the song on the recent muscular dystrophy telethon, in addition to the Martin-Lewis "Colgate Comedy Hour" spot. Tune is from years to work its way up to the the comedy duo's Paramount flicker, "The Caddy."

## **Sheldon Party** Honors Writers

NEW YORK, Dec. 12.-Sheldon Music Company, publishing firm headed by Moe Gale, throws a party for its cleffers December 22 at Toots Shor's. The "Family Gathering," as Gale calls the affair, is interesting in that it is an indication of Gale's belief that writers should receive as much encouragement and recognition as possible.

Invited will be not only the writers, but also those artists who recorded the tunes of the writers. Artists and repertoire men will not be invited, except in the event the a.&r. man happened to cut a writer's tune as an artist.

Sheldon Music is believed to be the first modern pop publisher to make such a gesture to the cleffer

## RCA to Boost 4 Pop Albums

NEW YORK, Dec. 12. - RCA Victor has set a hefty campaign on four new pop albums to be issued right after January 1. The promotion, called the "big four," covers packages by Perry Como, Eartha Kitt, Eddie Fisher and the Ames Brothers. All contain previously unreleased material. Singles will not be made available except for the Como package, "I Believe," from which single sides are going into release shortly. The latter package contains religious songs from various faiths.

The Fisher package is a salute by the singer to great vocal names of the past and present. The Ames package is based on their standard night club repertoire. The Kitt collections includes material in several languages and specially written pop novelty items.

It could run into much higher tising as 115 spot announcements service charge to Songways. figures. The actual consumer on the Dave Garroway NBC-TV

Fedders plan to get traffic into disk from Fedders. The deal op-appliance stores will be sup-erates thru the diskery's special pubberies. Material for April and ported by such national adver- recording services division.

A recapitulation of The Billboard's weekly Honor Roll of Hits for 1953 as determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts including Sheet Music Sales, Record Sales, Juke Box Plays, Disk Jockey Plays, Air Plays and Songs in Films. The column headed "Index" shows the relative strength of each tune (as measured by point values) compared with the average strength of all the tunes considered in this tabut lation. Tunes with an asterick (\*) carried over from 1952,

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33. WITH THESE HANDS	. Alamo, ASCAP 2	
33. WITH THESE HANDS	Ben Bloom, ASCAP 2	.55
34. LIMELIGHT (Terry's Theme)	Bourne, ASCAP 2	43
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THE PARTY OF THE P	Mille ASCAD	.41
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## Columbia Sets Details For April, Blackwood

NEW YORK, Dec. 12.—Colum- | lumbia bia Records has just about completed arrangements for the activation of its music publishing firms, April and Blackwood Music, formerly known as Columbia and Okeh Music, respectively. April Music is affiliated with the American Society of Composers, Authors and Publishers; Blackwood is a Broadcast Music, Inc.,

The diskery does not intend to run the publishing firms itself, but is working out arrangements with Howard S. Richmond's Songways Service, Inc., to service and to act as selling agent for the

The diskery is re-activating its publishing firms for a number of reasons. They will be used to handle unpublished material that may be brought to the firm by writers or artists. It is not intended to be used as a catch-all for all material floating into the diskery. The object is to put in the firm's unpublished material that has possibilities. It is not intended to compete with established publishers.

Economy Reason Economy is the major reason for the two firms. The diskery figures it can save money if i publishes some of the material it records itself, cutting down on royalty payments. Thus, some of the material on the back of hits may be published by the diskery. Special material that can be made only via records or is suitable only for disks would probably be published by the Columbia music

In handling the firms for Columbia, Songways Service, Inc., will be responsible for copyrighting, distributing and royalty payments for April and Blackwood. For this, April and Blackwood, or Columbia Records, will pay a

Richmond's own music firms are in no way involved with this Capitol is getting 15 cents per service; they are completely inde-Blackwood will be found by Co-

Records Songways Service's forthcoming contract with the Columbia firms is non-exclusive.

#### To Be Assigned

If a song in either April or Blackwood shows promise of becoming a hit, it will be assigned to Richmond's Cromwell or Hollis music firms, and then will be given full pop exploitation like any other ditty. These tunes will be turned back to the Columbia firms at a future date. This is how "I Believe" is being handled. This was turned over to Cromwell by Columbia Records.

In order to get strong material into April and Blackwood, the diskery is pondering an incentive plan for the a.&r. men so that they will share i the profits of tunes that become hits.

Capitol and Decca have their own music companies, but these are run on a different basis than the Columbia firms. Ardmore and Beechwood, the Capitol firms, are handled thru Capitol Records Distributing Corporation and are separate from the diskery. Material put into the firms is located by the general manager, and his

Material can be shown to any diskery for recording and does not have to be shown to Capitol first. Little pop material is sent to Ardmore or Beechwood by the diskery, the country material is often placed with the firms by (Continued on page (.)

#### COMMERCIALISM REARS ITS HEAD

NEW YORK, Dec. 12. -Somehow related to the open-handed holiday spirit is the plot being hatched by a couple of local a.&r. men. They were overheard planning the formation of two new publishing firms. One is to be called Front Money Music; the other, Top Drawer Music.

Copyrighted material

## 1953'S TOP POPULAR RECORDS

"A recapitulation of the weekly Best Selling Pop Singles icharts for 1953. The column headed "Index" shows the totelative strength of each record (as measured by point values) compared with the average strength of all records considered in the tabulation. Records with an asterick (\*) carried over from 1952.

\$47 \$ 1	
Pos. Record, Artist & Label	Index
1. SONG FROM MOULIN ROUGE (Percy Faith-Columb	ia)29.06
2. VAYA CON DIOS (Les Paul & Mary Ford-Capitol)	27.75
3. DOGGIE IN THE WINDOW (Patti Page-Mercury	200 0 0 <b>4</b> 4 1
4. PM WA_KING BEHIND YOU (Eddie Fisher-RCA Victo	
5. YOU, YOU, YOU (Ames Brothers-RCA Victor	203
6. TILL I WALTZ AGAIN WITH YOU' (Teresa Brewer-C	
7. APRIL IN PORTUGAL (Les Baxter-Capitol)	15.03
8: NO OTHER LOVE (Perry Como-Victor)	100 to 02 to 02
9. DON'T LET THE STARS GET IN YOUR EYES* (Perry Como-RCA Victor)	,
10. I BELIEVE (Frankie Laine-Columbia)	13.95
11. OH (Pee Wee Hunt-Capitol)	13.08
12. EBB TIDE (Frank Chacksfield-London	10.84
13. PRETEND (Nat "King" Cole-Capitol)	
14. RUBY (Richard Hayman-Mercury)	10.22
15. ST. GEORGE AND THE DRAGONET (Stan Freberg-Cap	pitol) 9.71
16. P. S.: 1 LOTE YOU (Hilltoppers-Dot)	9.70
17. TELL ME YOU'RE MINE* (Gaylords-Mercury)	8.83
18. EH CUMPARI (Julius La Rosa-Cadence)	8.72
19. RAGS TO RICHES (Tony Bennett-Columbia)	8.37
20. ANNA (Silvano Mangano-M-G-M)	7.06
21. SAY YOU'RE MINE AGAIN (Perry Como-RCA Victor	6.95
22. DRAGNET (Ray Anthony-Capitol)	6.70
23, TELL ME A STORY (Frankie Laine & Jimmy Boyd-Columbia)	6.40
24. CRYING IN THE CHAPEL (June Valli-RCA Victor)	
25. WHY DON'T YOU BELIEVE ME?* (Joni James-M-G-N	1) 5.97
26. YOUR CHEATING HEART (Joni James-M-G-M)	5.54
27. LIMELIGHT (Terry's Theme) (Frank Chacksfield-London	on) 4.66
28. WITH THESE HANDS (Eddie Fisher-Victor)	4.38
29. C'EST SI BON (Eartha Kitt-RCA Victor)	4.37
36. HAVE YOU HEARD? (Joni James-M-G-M)	4.33

1.5	and the second s	- 1	
Pos.	Record, Artist & Label In	ndex	
1. 5	SONG FROM MOULIN ROUGE (Percy Faith-Columbia) 2	1.20	
2. 1	YOU, YOU, YOU (Ames Brothers—RCA Victor) 2	0.19	
3. 1	VAYA CON DIOS (Les Paul & Mary Ford-Capitol) 1	9.16	
4. 7	TILL I WALTZ AGAIN WITH YOU* (Teresa Brewer-Coral) 1	6,66	
5. 1	I'M WALKING BEHIND YOU (Eddie Fisher-RCA Victor) 1	6.05	
6. 1	NO OTHER LOVE (Perry Como-RCA Victor)	4.84	
7. 1	Como—RCA Victor)	3.37	
8. I	DOGGIE IN THE WINDOW (Patti Page-Mercury) 1	3.36	
9. 1	EBB TIDE (Frank Chacksfield-London)	0.36	
10. 1	BELIEVE (Frankie Laine-Columbia)	9.61	
11. 1	WHY DON'T YOU BELIEVE ME* (Joni James-M-G-M)	9.47	
12.	APRIL IN PORTUGAL (Les Baxter-Capitol)	9.25	
13. (	OH (Pee Wee Hunt-Capitol)	9.15	
14. 1	PRETEND (Nat "King" Cole—Capitol)	8.87	
15. 1	P. S.: I LOVE YOU (Hilltoppers-Dot)	8.80	
16. I	RAGS TO RICHES (Tony Bennett-Columbia)	8.71	
17. I	RUBY (Richard Hayman-Mercury)	8.47	
18. 1	DRAGNET (Ray Anthony—Capitol)	7.64	
19. 7	TELL ME YOU'RE MINE* (Gaylords-Mercury)	7.36	
20. 5	SIDE BY SIDE (Kay Starr—Capitol)	6.66	
21. 3	YOUR CHEATING HEART (Joni James-M-G-M)	6.55	
22. (	CRYING IN THE CHAPEL (June Valli-RCA Victor)	6.15	
23. 5	ST. GEORGE AND THE DRAGONET (Stan Freberg-Capitol)	6.07	
24. 5	SEVEN LONELY DAYS (Georgia Gibbs-Mercury)	5.97	
25. 1	EH CUMPARI (Julius La Rosa-Cadence)	5.29	
26. 1	MANY TIMES (Eddie Fisher—RCA Victor)	5.09	
27. 5	SAY YOU'RE MINE AGAIN (Perry Como-RCA Victor)	4.93	
28. 1	HAVE YOU HEARD?* (Joni James-M-G-M)	5.61	
29. 1	HOT TODDY (Ralph Flanagan—RCA Victor)	4.37	
No.	0.000 m 1.000 0.000 1.000 0.000 m 1.000 0.000 0.000 0.000 0.000 0.000 0.000 0.000 0.000 0.000 0.000 0.000 0.00		

30. CARAVAN (Ralph Marterie-Mercury) ...... 4.24

Index

#### according to RETAIL SALES according to DISK JOCKEY PLAYS according to JUKE BOX PLAYS

A : capitulation of the weekly Juke Box charts for 1953. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in the tabulation. Records with an asterick (\*) carried over from 1952.

tion. Records with an asterick (*) carried over from 1952.	17
Pos. Record, Artist & Label	Index
1. PM WALKING BEHIND YOU (Eddie Fisher-RCA Victor)	22.15
2. VAYA CON DIOS (Les Paul & Mary Ford-Capitol)	20.51
3. TILL I WALTZ AGAIN WITH YOU* (Teresa Brewer-Coral)	19.58
4. SONG FROM MOULIN ROUGE (Percy Faith-Columbia)	19.23
5. DON'T LET THE STARS GET IN YOUR EYES* (Perry Como—RCA Victor)	15.41
6. OGGIE IN THE WINDOW (Patti Page-Mercury)	13.94
7. YOU, YOU, YOU (Ames Brothers-RCA Victor)	13.27
8. APRIL IN PORTUGAL (Les Baxter-Capitol)	10.78
9. WHY DON'T YOU BELIEVE ME* (Joni James-M-G-M	10.32
10. TELL ME YOU'RE MINE* (Gaylords-Mercury)	10.13
11. OH (Pee Wee Hunt-Capitol)	9.57
12. SAY YOU'RE MINE AGAIN (Perry Como-RCA Victor)	9.25
13. PRETEND (Nat "King" Cole—Capitol)	8.95
14. 1 BELIEVE (Frankie Laine-Columbia)	8.85
15. YOUR CHEATING HEART (Joni James-M-G-M)	8.63
16. SEVEN LONELY DAYS (Georgia Gibbs-Mercury)	8.41
7. NO OTHER LOVE (Perry Como-RCA Victor)	6.25
18. HAVE YOU HEARD?* (Joni James-M-G-M)	5.45
19. P. S.: 1 LOVE YOU (Hilltoppers-Dot)	5.36
26. KEEP IT A SECRET* (Jo Stafford—Columbia)	4.62
21. RUBY (Richard Hayman-Mercury)	4.23
22. GLOW WORM* (Mills Brothers-Decca)	4.02
23. GAMBLER'S GUITAR (Rusty Draper-Mercury)	3.85
24. ANNA (Silvano Mangano-M-G-M)	
25. TELL ME A STORY (Frankie Laine & Jimmy Boyd—Columbia)	72522
26. SIDE BY SIDE (Kay Starr-Capitol)	3,46
27. HALF A PHOTOGRAPH (Kay Starr-Capitol)	3:24
28. WILD HORSES (Perry Como-RCA Victor)	3.21
29. OH HAPPY DAY* (Don Howard-Essex-Triple A)	2.99
30. FRYING IN THE CHAPEL (June Valli-RCA Victor)	2.86
CONTRACTOR OF A CONTRACTOR OF THE ACCUSANCE OF THE ACCUSA	SS CONTRACT

## 1953'S TOP C&W RECORDS

#### ... according to RETAIL SALES

A recapitulation of the weekly Best Selling charts for 1953. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in the tabulation. Records with an asterick (\*) carried over from 1952.

Record, Artist & Label

	. Record, Artist & Laber	moer
1.	KAW-LIGA	
2	Hank Williams—M-G-M) YOUR CHEATING HEART	16.25
	(Hank Williams-M-G-M)	12.01
3.	NO BELP WANTED (Carlisles—Mercury)	11.64
4.	DEAR JOHN LETTER	
	(Jean Shepard-Ferlin Huskey-Capitol)	11.11
	(Carl Smith—Columbia)	10.60
6	MEXICAN JOE (Jim Reeves—Abbott)	10.47
7.	I FORGOT MORE THAN YOU'LL	10.47
	EVER KNOW (Daxis Sisters—RCA Victor)	10.46
8.	IT'S BEEN SO LONG	
	(Webb Pierce—Decca)	9.86
7.	HEART	
	(Hank Williams—M-G-M)	6.41
	(Hank Snow—Victor)	6.16
11.	EDDY'S SONG	
12.	(Eddy Arnold-Victor)	5.72
	RUB-A-DUB-DUB	
14	(Hank Thompson—Capitol)	5.52
•	WORLD ALIVES	
15.	Hank Williams—M-G-M) BUMMING AROUND	5.11
	(T. Texas Tyler-Decca)	4.94
16.	THAT HOUND DOG IN THE WINDOW (Homer & Jethro-Victor)	4.70
17.	CRYING IN THE CHAPEL	
18.	(Rex Allen—Decca)	
19.	(Hank Williams-M-G-M) DEATH OF HANK WILLIAMS	4.35
	(Jack Cardwell-King)	4.24
20.	CARRIBEAN (Mitchell Torok—Abbott)	3.88
21.	LET ME BE THE ONE (Hank Locklin-Four Star)	3.68
22.	TRADEMARK	
23.	(Carl Smith—Columbia	
24	(Webb Pierce—Decca)	3.46
	(Carl Smith-Columbia)	3.29
25.	SPANISH FIRE BALL (Hank Snow-Victor)	3.27
26.	I'LL GO ON ALONE	
27.	(Webb Pierce—Decca) TENNESSEE WIG WALK	
28	(Bonnie Lou-King)	3. 5
3X	(Eddy Arnold-RCA Victor)	3.11
	SEVEN LONELY DAYS (Bonnie Lou—l'ing)	3.02
30.	BACK STREET AFFAIR* (Webb Pierce—Decca)	

## ... according to

A recapitulation of the weekly Juke Box charts for 1953. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in the tabulation. Records with an asterick (\*) carried over from 1952.

Record, Artist & Label

-			
	1.	MEXICAN JOE (Jim Reeves—Abbott)	10.60
	2.	YOUR CHEATING HEART	
	3.	Hank Williams—(M-G-M)	10.05
	4.	(Hank Williams—M-G-M)	9.14
		(Carlisles-Mercury)	9.09
		(Hank Thompson-Capitol)	6.84
		HEY, JOE (Carl Smith—Columbia)	6.76
		DEAR JOHN LETTER (Jean Shepard-F. Huskey-Capitol)	6.14
	1.	TAKE THESE CHAINS FROM MY HEART	
	9.	(Hank Williams—M-G-M)	5.33
		(Webb Pierce—Decca)	5.18
	,	EVER KNOW	200
	11.	(Davis Sisters-RCA Victor) BACK STREET AFFAIR*	
	12.	(Webb Pierce—Decca)  DON'T LET THE STARS GET IN	4.25
		YOUR EYES* (Skeets McDonald—Capitol)	4.10
	13.	I LET THE STARS GET IN MY EYES	3657865
	14.	(Goldle Hill—Decca)	3.75
	15.	(Hank Snow-Victor)	3.58
	15.	(Hank Williams—M-G-M) BUMMING AROUND	3.50
		(T. Texas Tyler—Decca)	3.50
	57820	WORLD ALIVE* (Hank Williams—M-G-M)	3.74
		EDDY'S SONG (Eddy Arnold—RCA Victor)	3.11
	19.	KEEP IT A SECRET* (Slim Whitman—Imperial)	3.05
	20.	CRYING IN THE CHAPEL (Rex Allen—Decca	2.64
	21.	CARIBBEAN (Mitchel Torok—Abbott)	PMS.
	22.	DON'T LET THE STARS GET IN YOUR EYES	2.59
	23.	(Slim Willet-Four Star)	2.55
		(Marty Robbins-Columbia)	2.54
		(Darrell Glenn-Valley)	2.48
		(Webb Pierce—Decca)	2.40
	26.	THAT HOUND DOG IN THE WINDOW	
	27.	(Homer & Jethro-Victor)	2.28
		(Hank Snow-Victor)	2.18
		(Red Foley—Decca)	2.13
	000	(Webb Pierce-Decca)	2.08
	.30.	GAL WHO INVENTED KISSING (Hank Snow-Victor)	2.06

## 1953'S TOP R&B RECORDS

## . according to

A recapitulation of the weekly Best Selling Rhythm & Blues charts for 1953. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in the tabulation. Records with an asterick (\*) carried over from 1952.

Pos	. Record, Artist & Label	Index
1.	(MAMA) HE TREATS YOUR	MATE:
	DAUGHTER MEAN (Ruth Brown—Atlantic)	13.13
2.	SHAKE A HAND (Faye Adams—Herald)	
3.	HOUND DOG	11.40
38	(Willie Mae Thornton-Peacock)	9.57
-	CRYING IN THE CHAPEL (Orioles—Jubilee)	9.50
5.	CLOCK (Johnny Acc-Duke)	9.34
6,	I DON'T KNOW*	
7.	(Willie Mabon—Chess)	8.99
	(Clovers—Atlantic)	8,68
8.	BABY, DON'T DO IT (Five Royales—Apollo)	8.30
9.	HELP ME, SOMEBODY (Five Royales—Apollo)	
10.	PLEASE LOVE ME	
1	(D. B. King—RPM)	7.22
•	(Fats Domino-Imperial)	4.93
12.	CRAV/LIN' (Clovers—Atlantic)	4.48
13.	LET ME GO HOME, WHISKEY	2000000
14	(Amos Milburn—Aladdin)	4.32
	(Du Dropper:-RCA Victor)	3.67
15.	I'M MAJ (Willie Mabon—Chess)	3.66
16.	TOO MUCH 'OVIN' (Five Royales—Apollo)	2 47
17.	SOFT* (Tiny Bradshaw—King)	
18.	RED TOP	
19.	(King Pleasure—Prestige)	
20.	(Johnny Ace-Duke) DON'T DECEIVE ME	3.21
75-8	(Chuck Willis-Okch)	
	(Jo. Turner-Atlantic)	3.03
	YES, I KNOW (Linda Hayes—Hollywood)	2.86
23.	PLEASE DON'T LEAVE ME (Fats Domino—Imperial)	2,82
24.	V. D, WILD YOUNG MEN	325002
:5.	(Ruth Brown-Atlantic)	2.00
	ONE BEER (Ames Milburn—Aladdin)	2.64
26.	WOKE UP THIS MORNING (B. B. King—RPM	
27.	MERCY, MR. PERCY (Varetta Dillard—Savoy)	
28.	DREAM GIRL	
29.	(Jesse & Marvin—Specialty)	
30.	(Clyde McPhatter—Atlantic)	Land Mily
	(Du Droppers-RCA Victor)	2.09

## ... according to

A recapitulation of the weekly Juke Box charts for 1953. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in

Pos. Record, Artist	& Label	Index
1. I DON'T KNOW*		
(Willie Mabon-Ch 2. (MAMA) HE TRE	CSS)	9.05
DALICHTED MEA		6.41
THE PARTY NAMED TO	W/W	
(Five Royales—Apo	ollo)	6.21
(Willie Mae Thornt	ton—Peacock)	5.76
<ol><li>CRYING IN THE (Orioles—Jubilee)</li></ol>	CHAPEL	5.38
6. PLEASE LOVE M	E )	4.96
T WELD ME COME	PODV	
(Five Royales—Apo	ollo)	4.89
(Faye Adams-Her	ald)	4.64
9. CLOCK (Johnny Ace—Duke	e)	4.30
10. GOOD LOVIN'		
:L I'M MAD		
(Willi- Mabon-Ch	ess)	3.11
(Tiny Bradshaw-K	ing)	2,46
13. YES, I KNOW (Linda Hayes—Holl	lywood)	2.11
14. PLEASE DON'T I		
15. CROSS MY HEAR	eT.	
16. COING TO THE	e)	
(Fats Domino-Im	perial)	1.96
17. RED TOP (King Pleasure—Pr	estige)	1.93
17. DREAM GIRL	Specialty)	1 01
19. CRAWLIN'	AND OTHER PERSONS IN SECTION	
(Clovers—Atlantic) 20. HONEY HUSH		1.90
(Joe Turner—Atlar 21. WOKE UP THIS	MODNING	1:85
(B. B. King-RPM	D	1.81
	ecker)	1.80
23. BELLS* (Dominoes—Federa	1)	1.62
24. 1 WANNA KNOW (Du Droppers—RC	A Victor)	1.58
25 24 HOUDE	ss)	
40. BEAR LAI	—Chess)	
27. TOO MUCH LOV	IN'	
28. LET ME GO HO		
29. HITTIN' ON ME	laddin)	
30. I'M GONES	Mercury)	
(Shirley & Lee-A	laddin)	1.24

Copyrighted material

## Set-Makers' Trend To Specialization

and radios are coming off the assembly lines increasingly as individual instead of combination items, based on the growing pracof the TV set going into one room, the phono set or radio into an-

side in American homes where families have found a way to prevent TV fans from usurping the listening outlets. Figured on as an important factor in the growth phono combinations. Last year, the percentage of phono combinadecline from 6.2 per cent in 1951, 1949, 15 per cent in 1948 and over set. 14 per cent in 1947.

Out of 6,204,803 TV sets manufactured in the first 10 months of this year, only 182,876 had a trend toward multi-set homes phono combinations. Last year out

Top Christmas Favorite

(Hippo The Hero Design) (Copyright 1953 Folkways)

HIPPOPOTAMUS

FOR CHRISTMAS

(Hippo The Hero)

Recorded by

**GAYLA PEEVEY** 

Columbia Record No. 40106

ANOTHER

PIN-UP

HIT

CHANGING

**PARTNERS** 

Published by

PORGIE MUSIC CORP.

Non-Exclusively Licensed

(Mercury)

(Capitol)

Meet

SCROOGE"

recorded by

TERESA BREWER......Coral

EDDY HOWARD ..... Mercury

TENNESSEE WIG-WALK

Village Music Co.

New York, N. Y.

Hometown Music Co., Inc.

"EBENEZER

Patti Page

Kay Starr Dinah Shore Bing Crosby

Pee Wee King

1619 Broadway

FOLKWAYS MUSIC PUBLISHERS, Inc.

WASHINGTON, Dec. 12.—Re- of 6,960,278 TV sets manufactured, sponding to a fast-growing trend 219,877 had phono combinations. in the nation's listening and view- | Since 1946, the number of TV sets ing habits, the TV-radio-phono equipped with phono combinations manufacturing industry is heading has totaled 1,831,587, according to more deeply than ever into an era figures compiled by the Radioof specialization. TV sets, phonos Electronics-Television Manufacturers' Association. RETMA has not compiled the breakdown figures on radio-phono combinations.

In radio, the specialization trend tice in the average American home is equally apparent. This trend is regarded as strategically important in a field which was supposed to have reached saturation Manufacturers are gearing their long ago. Viewed in trade and operations to a situation in which government circles here as an out-TV, phono-sets and radios have standing example of unusual infound a compatible place side by dustry resourcefulness, manufacturers have turned to production of increased numbers of clock radios, auto radios and portables, responding to and stimulating a growing demand for radio sets of of this trend is the mushrooming this type. Out of 11,201,656 radio of hi-fi. So far this year, fewer sets manufactured in the first 10 than three out of every hundred months of this year, 1,752,092 were TV sets manufactured included clock radios, about 15 per cent of the total radio production in that period. Production of clock radios tions was just as small, a sharp reached almost 2,000,000 last year, which was the first year in which 9 per cent in 1950, 7 per cent in RETMA kept count of this type of

Specialization in clock, portable and auto radio production, plus normal replacement demands and has kept radio production well ahead of TV set output. All signs the racks will accommodate 25 continue to point toward radio records. production passing the 13,000,000 mark this year, one of the best production years on record. Meanwhile, TV set production is surging toward a production total of 7,000,000 this year, gaining nearly 1,000,000 over last year and aiming toward the record output of 7,463,800.

## Masterworks' **Title Basis** For Disk Suit

NEW YORK, Dec. 12. - Remington Records and its subsidiary, International Masterworks, Inc., have filed a complaint with the U. S. Patent Office, asking for the cancellation of Columbia Records' registered trademark, "Master-works." The trademark was issued in 1948.

In this application Remington claims that since the word "masterworks" is descriptive of goods, in that it is a word generally understood thru usage to refer to all classical works of great masters, it should not be appropriated for use by a single manufacturer.

The petition further states that Columbia has "demanded" the name International Masterworks, Inc. It also avers that Columbia has created the impression that "masterworks" (works by the great masters) are available solely on its label and that Remington and others are severely handicapped by not being able to use such an "indispensable identify-ing descriptive word.

Remington is being represented in this application by patent attorney Cornelius F. Gustav.

#### Frank Hagley Quits Palladium

LONDON, Dec. 12.-After only two months as musical director at the London Palladium, Frank Hagley has handed in his resignation to theater boss Val Parnell. Hagley took over the Palladium baton from Woolf Phillips, who left after five years in the spot to lead at the Pigalle Club.

No one has been officially appointed to take the vacant stand. Hagley's resignation is reported to be due to ill health.

## Foreign Outlet for

HOLLYWOOD, Dec. 12.—Indie Abbott Records concluded nego-tiations with London Records this past week calling for international distribution of the firm's country distribution of the firm's country and western output. Abbott heretofore had a smilar arrangement with Quality Records in Canada. at regular intervals.

Fabor Robison, prexy of the Abbott firm, is currently on an popular French series in Febru- Joseph Ranaudo Jr. and Angelo extensive disk jockey and dis- ary. The 10-inch LP's will feature Siconolfi. James Sasso will serve tributor tour of the nation, and artsits such as Edith Piaf, and as delegate to the Central Labor will return to Hollywood within they may be made available later Union, with Louis Derienzo as

#### OH MEIN PAPA' **AUF DEUTSCH**

NEW YORK, Dec. 12. -Anyone curious about how 'O Mein Papa" sounds in the original German can hear it in a new Coral waxing by operetta thrush Rita Wottawa. The label imported the master from Europe and backed it up with a German swing instrumental version of the tune by Benny De Weille and his ork. The sides were originally issued in Europe by Deutsche Grammophon.

NEW TWIST

## Talmadge's Outlet to Self-Service

HOLLYWOOD, Dec. 12.-Indicative of the wide gains that selfservice disk operation has made this past year, Sid Talmadge, president of Record Merchandising Company, is currently revamping his distributor headquarters to a self-service agency.

Talmadge is installing two selfof 2,200 records, including 45's, 78's, LP's and EP's. Each bin in

Heretofore, only disk dealers had gone over to a self-service operation. Talmadge is the first distributor on the West Coast to provide "supermarket" disk policy.

Talmadge distributes only independent lines, numbering among them Herald, Combo, Azteca. SMC, Valley, Aguila, Trumpet, Mars and Tasco.

Talmadge believes he will service dealers and distributors quicker than heretofore.

## Victor to Pact Chicago Symph

NEW YORK, Dec. 12. — RCA Victor will sign the Chicago Symphony Orchestra to a recording pact Friday (18), with classical works to be cut under the direction of the ork's recentlyappointed permanent conductor, Fritz Reiner. The ork meanwhile is still under contract to Mercury Records, with about a year to go before the deal with the latter diskery expires.

Mercury's deal with the Chicago Symphony, and its former conductor, Rafael Kubelik, dates back two years. When Victor artist Reiner was named conductor, however, the situation developed where one firm had the ork, but the other the leader. It is understood that Mercury will bring in its pactee, Antal Dorati, from Minneapolis to conduct sessions with the Chicago during the final year of its pact with the ork.

## **Dealers Favor** Sealed Version

NEW YORK, Dec. 12.—Dealer reaction to Angel Records' dual package so far favors the factorysealed version. Results as yet are far from conclusive, tho, and part of the trade response is attributed to the demand for suitable gift merchandise during the current Christmas selling season.

Angel's experiment with two packs at a \$1 price differential has excited some trade interest, with observers showing curiosity if dealers would stock both versions equally, or favor one as against the other. The thrift pack, without notes or art, lists at \$4.95.

Some 40 titles in Angel's initial the remainder to move out to president, Joseph A. Sauchelli; market later this month. A sec- vice-president, Carmen Magnano, with subsequent releases to follow

on EP donut platters.

## **BMI Honors Pubs, Writers** Of 15 Top Tunes at 2d Fete

cast Music, Inc., on Tuesday (8) presented awards of achievement to the publishers and writers of the 15 top BMI songs of the year.

The event, which was initiated last year and has already become one of the music industry's top annual functions, was held at the Hotel Pierre, where the writers and publishers gathered for dinner and listened to brief talks by BMI toppers Carl Haverlin and Bob Burton.

Deejay Martin Block informally emseed a portion of the evening's schedule.

The entertainment was topped off by Tommy and Jimmy Dorsey who, with their Clambake Seven, delivered a rousing performance of "Muscat Ramble." Pee Wee King, Redd Stewart, Terry Gilkyson and others were among those who performed their tunes. Awards Given

Awards were given to the publishers and writers of 15 songs. The presentation, made in alphabetical order, as to publisher was as follows:

Acuff-Rose Publications, for "Your Cheating Heart," written by the late Hank Williams; Broadcast Music, Inc., "Many Times," by Felix Stahl and Jesse Barnes; Capri Music Company, Inc., "Tell Me You're Mine," by service racks with a total capacity Nino Ravasini and Ronnie Vincent; Four Star Sales Company, Inc., "Don't Let the Stars Get in Your Eyes," by Slim Willett; Frederick Music Publishing Com-

## Wakely Signs 3-Year Pact With Cora!

NEW YORK, Dec. 12. - Folk singer Jimmy Wakely, who last week terminated a seven-year association with Capitol Records, has signed a three-year contract with Coral Records.

Earlier announced plans by Wakely to form his own label have been superseded by his new affiliation. Masters acquired by Coral from the chanter, "Red Deck of Cards" and "I've Had My Share of Sorrow," will be coupled by the diskery and rushed out as its first Wakely release.

The inking of Wakely is in line with Coral's stated intention to expand activities in the country and western field. He joins Tommy Sosebee, Tabby West and Texas Bill Strength on the label's c.&w. roster, which is due for further expansion soon.

## Lita Roza to Get \$35,000

LONDON, Dec. 12.—Singer Lita Roza, currently featured with the Ted Heath band, has just signed a \$35,000 vaudeville contract which will spark off when she leaves the Heath stable in May,

Bookings, which include 40 weeks work, will be spread over 60 weeks, with time off between spots. The contract, negotiated between the Ted Heath Agency and Will Collins' Queensbury Productions, includes a percent-age clause should the take rise above a certain figure.

This signing puts Roza into the top solo bracket in this country. When the tour ends, Roza will take up American TV offers and make an eight-week personalappearance tour in the States. So far, no singer has been announced to take over her spot with the Heath band.

#### Waterbury, Conn., **AFM Has Elections**

HARTFORD, Conn., Dec. 12 .-Three officers of Local 186, Some 40 titles in Angel's initial Waterbury (Conn.) American release of 52 sets have already Federation of Musicians, have been distributed in the field, with been re-elected. The trio are

> Named to the executive board are Joseph Cafra, Mario DeCecco, sergeant at arms.

NEW YORK, Dec. 12.-Broad- Lowe; Hollis Music, Inc., "Anna," by R. Vatro and F. Giordano; Robert Mellin Music, Inc., "You, You, You," by Lothar Olias and Bobby Mellin; Meridian Music, Inc., "Say You're Mine Again," by Charles Nathan and Dave Heisler; Montclare Music Corporation, "Tell Me a Story," by Terry Gilkyson; Progie Music Corporation, "Eh Cumpari," Julius La Rosa and Archie Bleyer; Sheldon Music, Inc., "Ricochet," Larry Coleman and Bernard Gimbel; Valley Publishers, Inc., "Crying in the Chapel," Artie Glenn; and Village Music, "Till I Waltz Again With You," Sis Prosen

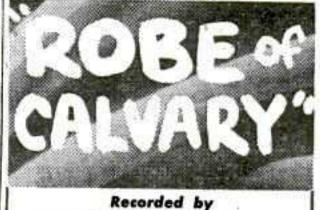
The BMI evening had many things beyond recognition for publishers and writers. was color, warmth and good fellowship-even romance. Norman Gimbel, co-author of "Ricochet" and other hits, and Phyllis Fischer, his lady friend, became engaged. There was general acclamation.

#### Fox to Rep Indie Diskers on Coast

HOLLYWOOD, Dec. 12.—Harry Fox, prexy of Fox Associates here, will henceforth represent independent recording labels as West Coast service bureau.

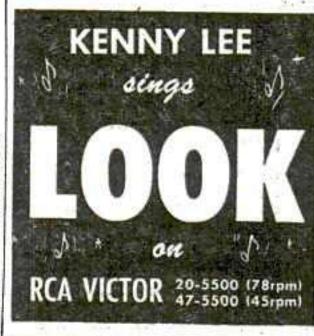
Fox will handle sales, promotion and publicity, as well as assist in the selection of artists and pany, "Gambler's Guitar," by Jim material, distribution, processing and pressing.

A veteran in the disk biz, Fox has been an indie disk distributor. handling the now defunct Musicraft line here in addition to other indie labels. Prior to that, he was associated with Okeh Records, and the Emerson Radio & Television Company in both Philadelphia and New York.



JILL COREY, Columbia JANE FROMAN, Capitol GEORGE BEVERLY SHEA, RCA Victor ROBERT MILLS, Coral RED FOLEY, Decca

HILL and RANGE SONGS, Inc.





Frankie Laine's Smash Hit . .

The Terry Theme from "LIMELIGHT" --- Instrumental-

From "Limelight"

-vocal-BOURNE, INC.

## ROBBINS MUSIC CORPORATION

#### FRANK CHACKSFIELD'S NEW RECORD SMASH! Abbott Output

two weeks.

#### BRODERICK JOINS COLUMBIA ...

Joe Broderick, formerly branch manager for Capitol Records in Boston, has joined Columbia Records and will take over as division manager for the label there Tuesday (15) He succeeds Jim Draddy, who will work out of the New York office for Columbia.

DELLHEIM JOINS RCA CUSTOM . . .

Peter Dellheim has joined the RCA Victor Custom Record Division to assist in artist and repertoire duties on both the Camden label and Thesaurus. Dellheim, who will work with Ben Selvin. was formerly with Decca Records.

#### New York

Dewey Bergman, veepee of Benida Records, has extended the contracts of singers Mark Stuart and Mary Mayo. . . . W. Warren Bleidner has formed the Candy-Stripe Music Publishing Com-pany here. . . The Vienna Academy Chorus, under Ferdinand Grossman, which records for Vox, caps its first United States tour tomorrow (13) with a recital at Town Hall.

Bill Finegan, of the Sauter-Finegan orchestra, last week flew from Buffalo to San Francisco, where his wife, Kay, was suffering from a brain concussion, apparently serious. Mrs. Finegan sustained the injury in a slip on some ice.

Lloyd Trotman has been pacted by Tuxedo Records. The Charioteers, now with Tuxedo, are now set on a string of night club dates thru the Midwest and Canada due to their new slicing, "Thanks for Yesterday." . . . Errol Garner and his trio opened the new Miami jazz spot, Bord-land, Thursday (10). The Garner combo is set at the Miami nitery for a month. . . . Lester Sims, Miller Music professional manager, left for Boston Thursday (10) to push the firm's many waxings of "The Creep." . . . Abe Olman, Big Three topper, leaves for Europe for a short business

trip next week. He'll return to his offices here early in January. . . . Belated con-Sam Fichtelberg on the recent confirmation of his son. . . . The Roy Brodys are proud parents of a new son, Robert Arthur, born November 28. Mother is the former Selma Rich. . . . The Ray rare local one-nighter appear- cording session and back to Bos-ances here when it plays the ton to open at his Meadows ni-Roseland Ballroom, Tuesday (15). . . . M-G-M Records has picked up the option on chirp Ginny Gibson's contract. . . . Fran Warren is booked for two weeks, beginning December 26, at the Balinese Room, Galveston, Tex. . . . Wednesday (16), he goes thru the Moppet Leslie (Uggams) Crayne same schedule. Thursday (17), inese Room, Galveston, Tex. . . . is making the rounds of Balti- he'll take off for Lake Placid for

## Music as Written

eys on December 16 and 17. . . . RCA Victor custom division recording exec Ben Selvin heads for California this week for recording sessions for Thesaurus

and talent signings. Jimmy Hilliard, Victor's Label X a.&r. chief returns here Monday (14) from his West Coast confabs. Thrush June Valli due in town on Thursday. . . Bill Heyer guests on the ABC-TV "Music From the Meadowbrook" show Saturday (19). . . . RCA Victor is recording Howard Vincent Peale in readings from his best-selling book "Power of Positive Thinking." It will be issued as a 12inch LP. . . . Joe Guercio is now accompanist for Julius La Rosa and will work with the chanter on all personal appearances. . . Jaye P. Morgan, Derby Records thrush, in town to visit with deejays and locate a permanent resi-

Gene Krupa opens at the Terrace Club, East St. Louis, Ill., January 4 for a week's stint... Martin Walker, Camm Records' boy soprano, visited Jockeys in Philadelphia this week.... Johnny Long and his ork bow in at Frank Dailey's Meadowbrook Friday (18) for an engagement that will run thru New Year's Eve.

#### BOAT N.G.

dence here.

## Vaughn Could Use A Plane Now

NEW YORK, Dec. 12.-It could be that when Vaughn Monroe traded in his private plane recently for a speedboat he made a Publisher Buddy Morris flew mistake. Here's his schedule from back to Hollywood this week. tomorrow (13) thru Wednesday

Tomorrow night he does a congratulations are due to dealer cert with the Sauter-Finegan band at the University of Scranton; he then tapes his regular Camel radio show with the band. In a chartered plane that night he flies to Boston for a benefit appearance. Monday (14), he'll Anthony ork makes one of its fly to New York for a Victor retery at Framingham, Mass.

On Tuesday (15), he again flys to New York for taping the Camel show with the Sauter-Finegan band, and back to Boston for his appearance at the Meadows. On more and New Jersey disk jock- a vacation with his family.

#### Hollywood

Walter Scharf, music director of the Phil Harris-Alice Faye show, has resigned after eight years to concentrate on motion picture scoring. He's currently at Paramount handling musical chores for the Martin and Lewis "Living It Up" flicker. . . . Larry Mead, of Vita Records, hospitalized this past week in Pasadena. . . . Irving Berlin back in Hollywood for final shooting on his "White Christmas" flicker. . . . Jimmy Wakely set for the Long Beach Veterans' Administration Hospital show, along with Bob Hope, the Les Brown ork and Frank Sinatra. . . . Frank Devol skies to New York for confabs with Larry Newton of Derby Records. . . . Brandi Kay slicing four sides with the Warren Baker ork. Pinky Lee will wax his first for RCA Victor shortly, on the tot side. . . . Billie Holliday inked into the Tiffany for four weeks starting Christmas Eve. . . . Joe Bihari off for Houston for sessions with Connie MacBooker. . . . Artie Shaw and His Gramercy Five set for the Sunset Strip's Club 22. Preceding him are Jack Teagarden, Red Nichols and Jess Stacey. . . . Jeff Chandler set to bow on Decca wax come the new year. . . . Dave Pell now music director at Trend Records.

#### Denver

Jimmy McHugh and Matty Malnick are back in town (Matty's home) for a series of programs and shows. Day, Dawn and Dusk, booked by Bob Corash, are pulling good crowds into the Wolhurst Club. Rossie and Mc-Dermott will open there next Saturday (19). Billy Ward's Dominces signed up for the same club on New Year's Eve. Guimar Novaes won loud acclaim for her appearance with the Denver Symphony, conducted by Saul Caston. Beulah Bryant was booked by the Empire Agency (Strause and Nova) into the Great Falls' Ozark

#### Action Vs. Bernie Lang Switches to N. Y. Court

NEW YORK, Dec. 12. - The suit filed against Johnnie Ray's manager Bernie Lang by Rochelle Lewis as assignee of Danny Kess-ler has been shifted from the United States Federal Court to the New York State Supreme

Court. The new action names Kessler as the plaintiff. The rest of the complaint remains basically the same as the earlier action.

Club. Joy Whitney and the Visonaires are backed by Mike Di-Salle's ork, drawing good crowds into the Top of the Park, while Room, featuring Anna Marie Al- week.

berghetti backed by Lou Morgan's aggregation, is getting its share of the crowds with the folding green. The Ernie, Mac and Bill Trio wound up a phenomenally successful summer and fall at Chris Mauer's swank Town House. They head South for the winter season in New Orleans. Bob and Jean Fenner shared some of Johnnie Ray's applause when they were billed with the weeper as part of his revue that pulled a the Brown Palace's Emerald fair crowd at the one-nighter last

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"DIGGIN" IN THREE INSTALLMENTS . . . THE STORY ON BUDDY MORROW'S NEW RCA VICTOR RECORD 20/47-5546



FRANKIE LESTER SINGS I guess I could dig for some gold or for oil,



But it seems I just like the fruit of the soil.



Yes, the dollars are rich lookin' green I will grant,



But there's nothin' as rich as the green of a plant.

"DIGGIN" and

DENSE

The New Hit Tango from France

AND HIS e ee ee e **ORCHESTRA** RCA VICTOR RECORDS 20/47-5546 CHECKLEURICE

Mark Reg. 7

2 16

## JONI JAMES

CHRISTMAS

NINA-NON

MGM 11606 78 rpm • K11606 45 rpm

MGM 11637 78 rpm @ K11637 45 rpm

ART MOONEY FLIRTATION WALTZ MGM 11651 78 rpm K11651 45 rpm

FRAN WARREN IF I COULD IT'S HAVE YOU ANYBODY'S BACK AGAIN \$ HEART MGM 11616 78 rpm . K11616 45 rpm

Another "SABRE DANCE" BARBU LAUTARU ORCHESTRA STORM WARNING MGM 30835 78 rpm • K30835 45 rpm

KEN REMO IT'S YOU, CARNIVAL & IT'S YOU MGM 11617 78 rpm • K11617 45 rpm

BARRON THAT'S TILL WE AMORE LOVE AGAIN MGM 11584 78 rpm • K11584 45 rpm

CHARLES PAUL

and His Orchestra

{(Nora Drake

MGM 11634 78 rpm • K11634 45 rpm

Theme)

MARTIN

BLUE

PAT O'DAY

A BIRD FLYING NORTH

TAKE ME HOME

TITTO

MGM 11645 78 rpm • K11645 45 rpm

THE NOCTURNES POPPA

IT'S

ONCE

AGAIN

MAKE FRIENDS

FOR THE FIRST TIME LONG TIME MGM 11644 78 rpm . K11644 45 rpm

BIG MBC-TV Dave Garroway Promotion JIMMY LEYDEN'S SERENADERS THE GIRL OF TODAY

WE'RE HAVIN' A GOOD TIME MGM-11615 78 rpm . K-11615 45 rpm

I FELL OUT \$

OF A

CHRISTMAS

LITTLE RITA FAYE

MIRACLE

HENRY JEROME and His Orchestra TIPICA SERENADA MGM-11594 78 rpm . @ K-11594 45 rpm

MGM 11624 78 rpm • K11624 45 rpm

A MAIN

TOMMY EDWARDS EVERY CHRISTMAS DAY

CHRISTMAS TREE MGM 11625 78 rpm @ K11625 45 rpm LESLIE "U" CRAYNE STOCKING MISSUS SANTA EMPTY MGM 11626 78 rpm @ X11626 45 rpm

M.G.M RECORDS the coestest name of the three same

TOU SEVENTH ADE NEW YORK OF N

WITH RECORDS

The Billboard Music Popularity Charts

## HONOR ROLL OF HITS

## The Nation's Ten Top Tunes

#### . . . for Week Ending December 12

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 tiffs issue. (F) Indicates tune is from a film; (M) indicates tune is This from a legit musical

Weeks .Week Week | Chart

I. Rags to Riches

13 By Dick Adler and terry 'toss-Published by Saunders (ASCAP) BEST SELLING RECORD, T. Bennett, Col 40048, OTHER RECORDS AVAIL-ABLE: A. Malvin, Prom 1059; T. Russo, Bell 1013; G. Shaw, Dec 28838; Billy Ward & His Dominoes, King 1280.

2. Changing Partners

By Larry Coleman and Joe Darion-Published by Porgie (BMI) BEST SELLING RECORD: P. Page, Mercury 70260. OTHER RECORDS AVAIL-ABLE: B. Crosby, Dec 28969; H. Forrest, Bell 1017; P. W. King, V 20-5537; D. Shore, V 2 -5515; K. Starr. Cap 2657.

3. You. You. You

By Lotar Olias and Robert Mellin-Published by Robert Mellin TBMD BEST SELLING RECORD: Ames Brothes, V 20-5325, OTHER RECORDS AVAIL-ABLE: K. Griffen, Col 40039; J. Horton, Mercury 70198; Homer & Jethro, V 20-5555; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.

4. Ricochet

By Larry Coleman, Norman Gimbel and Joe Darion-Published by Sheldon (BMI) BEST SELLING RECORD: T. Brewer, Coral 61043. OTHER RECORDS AVAIL-ABLE: Davis Sisters, Tanner n' Texas 1008; G. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.

5. Ebb Tide By Robert Maxwell and Carl Sigman-Published by Robbins (ASCAP)

BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS AVAILABLE: C. Applewhite-Camarata Ork, Dec 28875; D. Ballad, Dec 28977; J. Colonna, Dec 28975; V. Damone, Mercury 70216; B. Haymes, Bell 1012; R. Maxwell, Mercury 70177; L. Welk, Coral 61075.

TRANSCRIPTIONS AVAILABLE: Ink Spots, King 1297; Loren Becker-Enoch Light Ork, Prom 1058; Hugo Winterhalter, Thesaurus,

6. Strangers in Paradise By Robert Wright and George Forrest-Published by Frank (ASCAP)

BEST SELLING RECORDS: T. Bennett, Col 40121; Four Aces, Dec 28927, OTHER RECORDS AVAILABLE: V. Damone, Mercury 70269; R. Flanagan, V 20-5505, G. MacRae, Cap 2652; T. Martin, V 20-5535; A. Romero, V 20-5551.

7. Oh, Mein Papa (Oh, My Papa) By John Turn Geoffrey Parson and Paul Burkhard-Published by Shapiro-Bern-

BEST SELLING RECORDS: Eddie Fisher, V 20-5552; Eddie Calvert, Essex 336. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; Brasshats, London 1403; B. De Weille, Coral 61111; D. Hill, V 20-5561; H. James-P. Weston, Col 40134; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Rullo, Mercury 70283; J. Vadnal, V 20-5569; R. Wottawa, Coral 61111.

8. That's Amore

By Jack Brooks and Harry Warren-Published by Paramount (ASCAP) BEST SELLING RECORD: D. Martin, Cap 2589. OTHER RECORDS AVAIL-ABLE: B. Barron, M-G-M 11584.

9. Many Times

By Jessie Barnes and Felix Stahl-Published by Broadcast (BMI) BEST SELLING RECORD: E. Fisher, V 20-5453. OTHER RECORDS AVAILABLE: P. Faith, Col 40076; Loren Becker-Enoch Light Ork, Prom 1058; T. Russo, Bell 1013,

10. Vaya Con Dios

By Larry Russell-Buddy Pepper & Inez James-Published by Ardmore (ASCAP) BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS AVAILABLE: L. Clinton-A. Lloyd, Bell 1004; Loren Becker-Enoch Light Ork, Prom 1054; Lita Luna, Imperial 637; G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 6099; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 514.

## Second Ten

11. SANTA BABY ......
Published by Trinity (BMI) 12. EH CUMPARI .....Published by Rosarch (BMI) 13. HEART OF MY HEART ..... 19
Published by Robbins (ASCAP) 15. OH ...... Published by Felst (ASCAP) 16. RUDOLPH THE RED NOSED REINDEER ..... Published by St. Hicholas 18. I SEE THE MOON ...... Published by Plymouth (ASCAP) Published by Republic (BMI) 19. I SAW MOMMY KISSING SANTA CLAUS ......

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Published by Harman



TOP SELLERS—

#### POPULAR

Listed Alphabetically

S	A DEAR JOHN AND MARSHA LETTER C'EST SI BON	S. Freberg 2677
*	THE BUNNY HOP THE HOKEY POKEY	R. Anthony . 2427
000	CHANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOU	K. Starr2657
	CHRISTMAS DRAGNET, PART II	Freberg & D. Butler. 2671
Ť	I GET SO LONELY I COULDN'T STAY AWAY FROM YOUFo	our Knights2654
	I LOYE PARIS GIGIL.	Baxler2479
	ISTANBUL MAPLE LEAF RAG	Carr
4	JUNGLE BELLS WHITE CHRISTMAS	Paul & M. Ford 2617
	THE LITTLE BOY THAT SANTA CLAUS FORGOT MRS. SANTA CLAUS	. Cole
	MAMA'S GONE, GOOD BYE CONEY ISLAND WASHBOARDP.	. Hunt
	O MEIN PAPA SECRET LOVE	Anthony2678
	OH! SAN	. Hunt2442
	ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOOD	Freberg2596
	SOUTH OF THE BORDER I LOVE YOUF.	Sinatra
	STRANGER IN PARADISE NEVER IN A MILLION YEARS	MacRae
	THAT'S AMORE YOU'RE THE RIGHT ONED.	. Martin
-	VAYA CON DIOS JOHNNY (IS THE BOY FOR ME)L.	Paul & M. Ford2486

#### RELEASE

No. 399

N - 2 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1
KISS OR GET OFF THE SPOT IN THE STILL OF THE NIGHT
 BLUE SKIES HINDUSTAN
MOONLIGHT IN VERMONT THE ISLE OF SKYE
HOW CAN I LOVE YOU THE LONESOME FOR SOMEONE
MY LITTLE HONEYSUCKLE ROSE Jim & Jesse & JUST WONDERING WHY
LOOK WHAT FOLLOWED ME HOME SO THRED OF YOUR RUNNIN' 'ROUNDThe Amber Sisters 2684
LOOK WHAT FOLLOWED ME HOME

#### TOP SELLING EP'S Listed Alphabetically

	THE BILLY MAY BAND	
	BLUE TANGO—Les Baxter	
	THE DIXIE STYLE OF PETE KELLY'S BIG 7	
	THE FOUR FRESHMEN	
	THE FOUR KNIGHTS SING	
	GET HAPPY—June Christy	
	HITS FROM CAN-CAN—Top Artists	
	HONKY TONK HITS—Joe "Fingers" Carr	
	MEMORY SONGS—Jo Stafford & Gordon MacRae	
	PIANO HITS—Ben Light	
1	POPULAR FAVORITES BY STAN KENTON	
	SUNNY ITALY—Dean Martin	į



## TOP SELLING-

#### CHRISTMAS EP'S

Listed Alphabetically

BOYS TOWN CHOIR SINGING CHRISTM MUSIC	AS
Father Flanagan's Boys Town Choir.	.9006
CAROLS FOR CHRISTMAS	Н.
The Starlighters Chorus	.9007
CHRISTMAS BELLS	
Richard Keys Biggs	.9013
CHRISTMAS CAROLS	
St. Luke's Choristers	.9000
CHRISTMAS CHORISTERS	
St. Luke's Choristers	.9012
CHRISTMAS IN THE AIR!	
The Voices Of Walter Schumann	.9016
CHRISTMAS ON THE RANGE	
Jimmy Wakely	.9004
THE ORGAN PLAYS AT CHRISTMAS	
Buddy Cole	.9002
SONGS OF CHRISTMAS	
Jo Stafford & Gordon MacRae	.9021
UNDER THE CHRISTMAS TREE	
Jan Garber	.9008
YINGLE BELLS	12424
Yogi Yorgesson	. 461

By choice - It's still MARGARET **WHITING'S** Moonlight in Vermont"

'Isle of Skye" Record No. 2681

TOP SELLERS-

## COUNTRY HILLBILLY

Listed Alphabetically

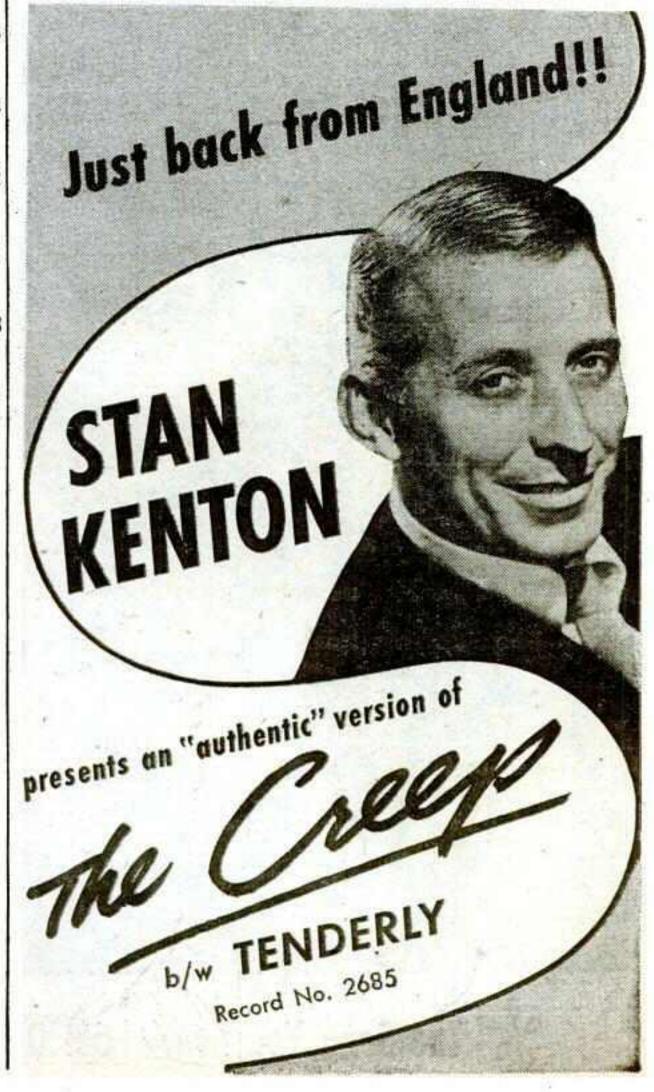
A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU)  J. Shepard & F. Huskey
FORGIVE ME, JOHN MY WEDDING RING J. Shepard & F. Huskey
GO CRY YOUR HEART OUT WAKE UP, IRENE H. Thompson
I BELIEVE IN LOVIN' I WISH IT WAS ONLY A DREAM G. O'Quin
I LOVE GOD'S WAY OF LIVING PREACH THE GOSPEL Louvin Brothers
IT'S CHRISTMAS THANKS J. Wakely
RELEASE ME JUST TO BE WITH YOU J. Heap & P. Williams2518
SWEEP AROUND YOUR OWN BACK YARD SWAMP LILY R. Acuff
WALKIN' AND HUMMIN' I WOULDN'T TREAT A DOG LIKE YOU'RE TREATIN' ME F. Huskey
YOU GOTTA HAVE A LICENSE THERE'LL BE NO OTHER T. Collins

BEST SELLING-

#### POPULAR **ALBUMS**

Listed Alphabetically

1 W 1 2 2 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1	riginal Broadway Cast
pulu d I. Hushej	ordon MacRae & Lucille Norman351
/E ME, JOHN EDDING RING TH	IE EDDIE CANTOR STORY die Cantor467
UP. IRENE Ge	ERRY MULLIGAN AND HIS TEN-TETTE erry Mulligan439
EVE IN LOVIN'	JINKS ON THE HAMMOND itt Herth Trio425
le	IE HIT MAKERS! s Paul & Mary Ford416
Rrothers 7612	E "FINGERS" CARR AND HIS RAGTIME BAND
IRISTMAS LO	VER'S RHAPSODY AND SONGS FROM LOVER'S RHAPSODY
E ME Ja	ckie Gleason366
O BE WITH YOU MID & P. Williams	USIC FOR LOVERS ONLY ckie Gleason
	USIC TO MAKE YOU MISTY ckie Gleason455
N' AND HUMMIN'	AT "KING" COLE SINGS FOR TWO IN LOVE If "King" Cole420
key	RTRAITS ON STANDARDS
UIIA NAVE A LILENSE	DAY'S TOP HITS, VOLUME X p Capitol Artists



The Billboard's Music Popularity Charts

## Favorite Tunes

. . . For Week Ending December 12

## 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 thrucut 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. 1. RAGS TO RICHES (R)—Saunders 2. CHANGING PARTNERS (R)-Porgie.....

 YOU, YOU, YOU (R)—Mellin............ WHITE CHRISTMAS (R)—Berlin..... RUDOLPH THE RED-NOSED REINDEER (R)—

St. Nicholas..... 6. STRANGER IN PARADISE (R) (M)-Frank..... 7. EBB TIDE (R)—Robbins...... 8. VAYA CON DIOS (R)-Ardmore.....

10. OH, MEIN PAPA (OH, MY PAPA) (R)-Shapiro-11. MANY TIMES (R)—Broadcast.....

9. RICOCHET (R)—Sheldon.....

 I SAW MOMMY KISSING SANTA CLAUS (R)— 13. THAT'S AMORE (R)—Paramount.....

WINTER WONDERLAND (R)-Bregman, Vocco & 15. FROSTY THE SNOWMAN (R)-Hill & Range..... 12

16. SANTA BABY (R)—Trinity..... 16. SANTA CLAUS IS COMING TO TOWN (R)-Feist... 17 18. CRYING IN THE CHAPEL (R)-Valley...... 14

20. IN THE MISSION OF ST. AUGUSTINE (R)-Republic 15

## 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 ALPHA-BETICALLY 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

Baubles, Bangles and Beads (R)-Frank-

ASCAP Changing Partners (R)-Porgie-BMI

Don't Forget to Write (R)-Advanced-ASCAP

Ebb Tide (R)-Robbins-ASCAP Eh Cumpari (R)—Rosarch—BMI Granada (R)-Peer-BMI Happy Christmas Little Friend (R)-Williamson—ASCAP Heart of My Heart (R)-Robbins-ASCAP

Hi Lilli, Hi Lo (R) (F)-Robbins-ASCAP I Can't Believe You're in Love With Me (R)—Mills—ASCAP I Love Paris (R)-Chappell-ASCAP I See the Moon (R)-Plymouth-ASCAP

In the Mission of St. Augustine (R)-Republic-BMI Love Walked In (R)-Chappell-ASCAP Many Times (R)-Broadcast-BMI

Are My Ears on Straight? (R)-Glennwood No Other Love (R) (M)-Williamson-ASCAP Oh Mein Papa (R)-Shapiro-Bernstein-

> Rags to Riches (R)-Saunders-ASCAP Ricochet (R)-Sheldon-BMI

Rudolph the Red-Nosed Reindeer (R)-St. Nicholas—ASCAP Santa Clus is Coming to Town (R) - Point -ASCAP

Secret Love (R) (F)-Remick-ASCAP South of the Border (R)-Shapiro-Bernstein ASCAP Stranger in Paradise (R) (M)-Prank-

ASCAP Sweet Mama Tree Top Tall (R)-Hollia-

That's Amore (R)-Paramount-ASCAP Why Does it Have to Be Me? (R)-Feist-ASCAP You Alone (R)-Roncom-ASCAP

You, You, You (R)-Mellin-BMI

#### Top 10 on Television

Ebb Tide (R)-Robbins-ASCAP Eh Cumpari (R)-Rosarch-BMI First Snow of Winter (R)-Duet-ASCAP Granada (R)-Peer-BMI Highly Unsuccessful Leprichaun (R)-Mark-

Jules-ASCAP

Many Times (R)-Broadcast-BMI Sleigh Lide (R)-Mills-ASCAP Stranger in Paradise (R)-Frank-ASCAP You Alone (R)-Roncom-ASCAP

Kissing Bridge (R)-Roncom-ASCAP

## England's Top Twenty

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

- 1. Answer Me-Bourne (Bourne)
- 2. I Saw Mommy Kissing Santa Claus-Morris (Harman)
- 3. Poppa Piccolino-Sterling (Chappell) 4. Swedish Rhapsody - Connelly (Dart-
- 5. When You Hear Big Ren-Box & Cox (Box & Cox)
- Vaya Con Dios—Maddox (Ardmore)
- 7. Wish You Were Here-Chappell (Chap-
- 8. I Believe-Cinephonic (Oxford)
- 10. Ricochet-Victoria (Sheldon)
- 11. Song From Moulin Rouge-Connelly (Broadcast)
- 12. Eternally (Limelight)-Bourne (Bourne)
- 13. Crying in the Chapel-Morris (Valley)
- 14. If You Love Me-World Wide (\*)
- 15. Rags to Riches-Chappell (Saunders)
- 16. You, You, You-Mellin (American)
- 17. Bridge of Sighs-Maurice (Leeds) 18. Look at That Girl-Cinephonic (Oxford)
- 19. Big Head-Lawrence Wright (\*)
- 20. Flirtation Waltz-Bourne (Bourne) 9. Chicka Boom-Dash (Hawthorne)



## "THE WRONG SIDE OF TOWN"

"PINK SHAMPOO" Coral 61094



The Song You laut Get Out of Your Mind!



## HUGO WINTERHALTER

and his Orchestra

## STELLA BY STARLIGHT

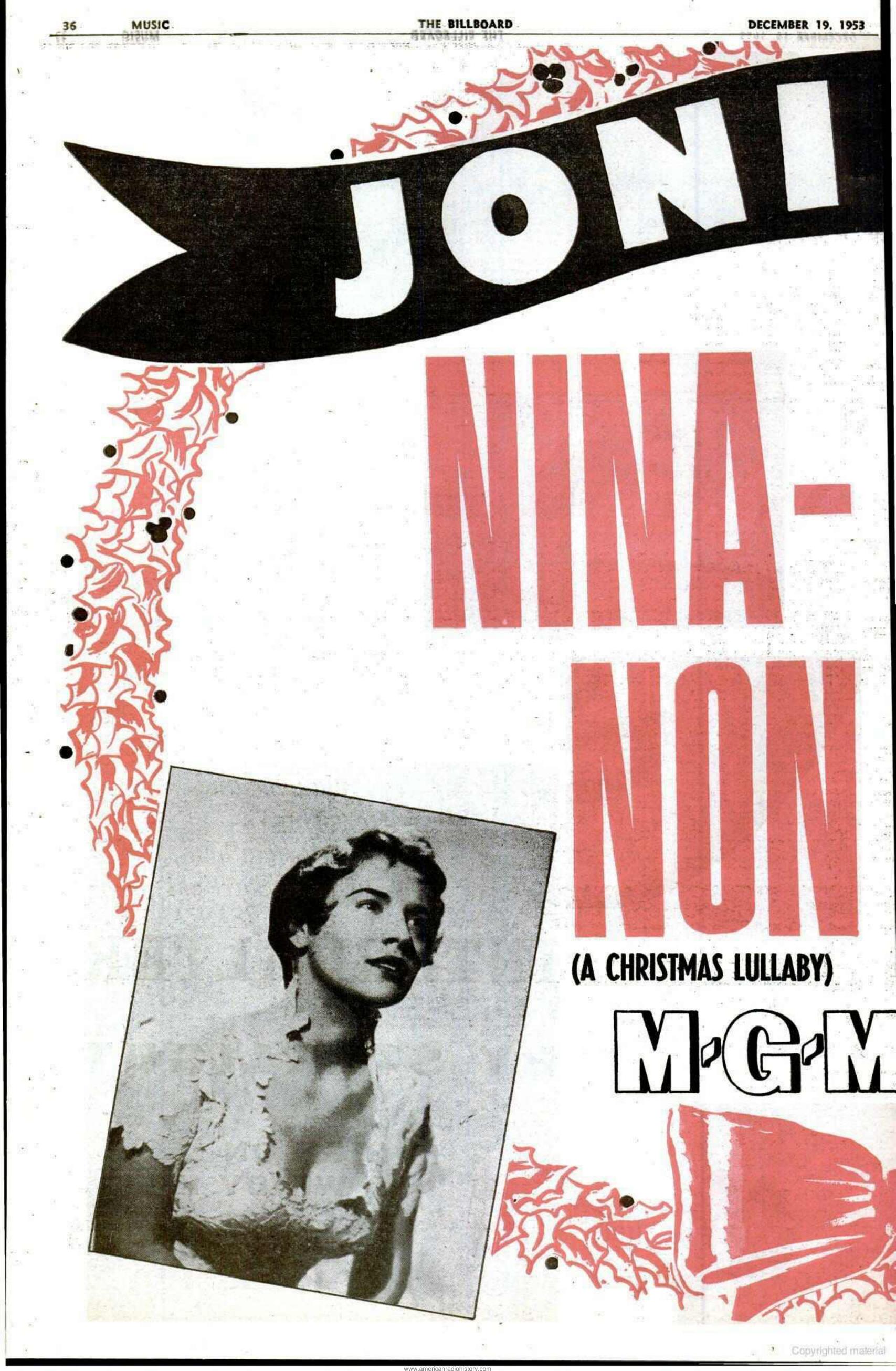
THE SOUND OF CHISTMAS IS BETTER THIS YEAR

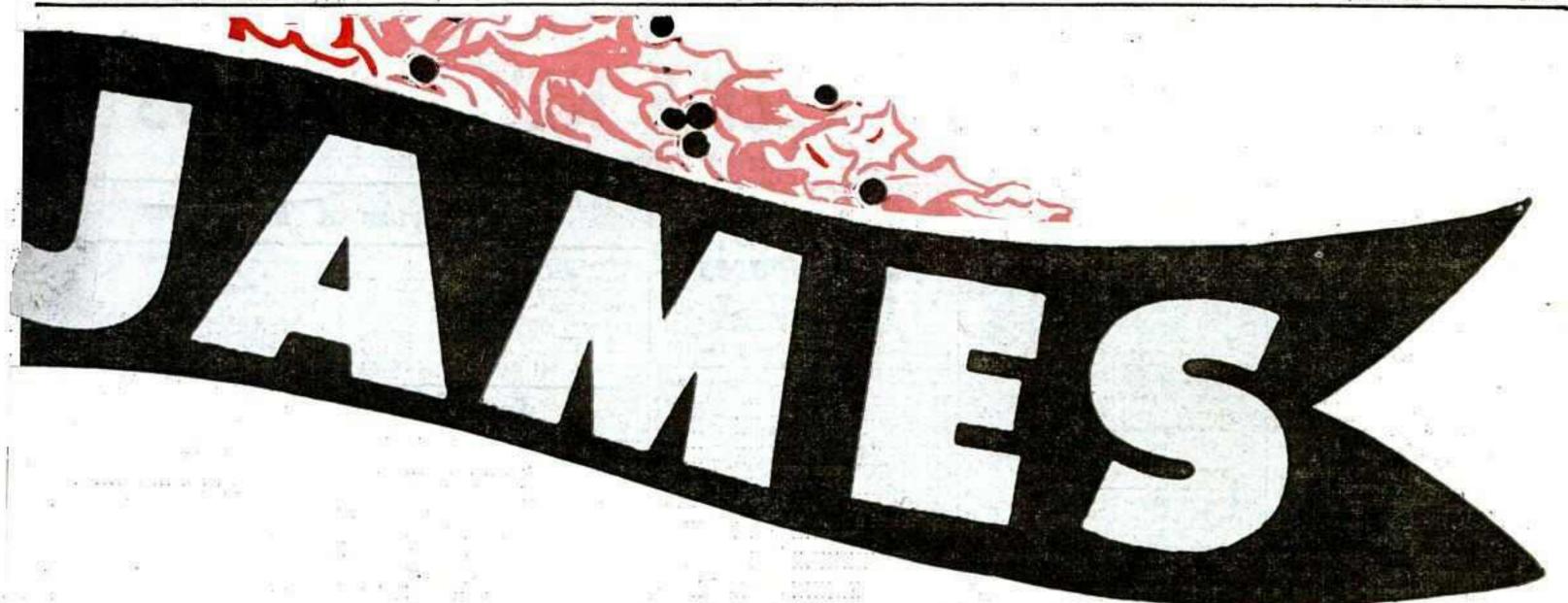
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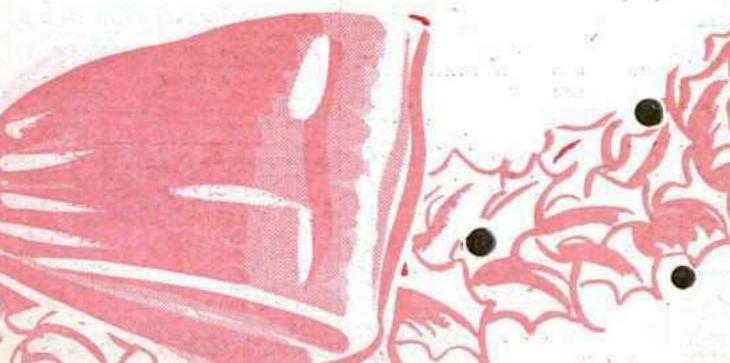
and
HIGH ON
A WINDY HILL

20/47-5547





ecorals



MGM 11637 78 RPM K11637 45 RPM



heart on it over a good beat best

Ace proves on this side that he can

sell a rhythm tune as well as a ballad.

He really comes thru with a powerful

rendition on this jump effort, while

the combo and an unbilled singer

swings out behind him. This side,

too, has more than a chance to make

it. Two fine sides from the singer.

ATLANTIC 1016 - Looks as it

Turner has another one which should

continue his string of hits. As usual

he sings up a storm, and the material

Somewhat less effective material, but

again Turner socks it across. (Pro-

Mama Me and Johnny Free ......

ATLANTIC 1015-Folk-like material

here is just fine, and the thrush

pounds out a powerful vocal for a

fine effort. Watch this one: it has a

strong chance to make it. (Wheeler,

The thrush tackles some particularly

strong material for a well-projected

reading and backed by a powerhouse

Raid on the After Hour Joint ........80

STATES S-129-Follow-up of "After

Hours Joint" borrows much from the

original but still packs an awful lot

Helen Fox says that she's perfectly

happy with her man, even tho she has

nothing else. It's a fine performance

by her, and she gets an able backing

from the Gay Cats of Rhythm.

CHESS 1555-An arch lyric and an

insinuating beat, plus an outstanding

performance by Miss Snow, make this

an excellent side. Will surely stir up a

There's much individuality and style

in Miss Snow's vocal. Tune is an

attractive ballad. Should get box and

CHECKER 786 - There isn't too

much to the material on this one, but

the beat is in there, and the chanter's

vocal has a sincere ring. This, and

the name value of Little Walter, could

help the new release pull coin. (Arc,

This is one of those blues instrumen-

tals, with harmonicas, guitars and a

solid beat, which has made Little

Walter a juke favorite. It's a strong

bet for the boxes and a good coupling

KING 4687-The ork plays this one

cleanly, with the string bass beating

out an attractive rhythm. A good in-

strumental which dancers will like,

tho just plain listening is pleasureable

Another good effort, more on the jazz

side, makes the coupling good for

plugging to buyers of instrumental

wax. Air play is in order, as well,

Taxi, Taxi, 6963 ......76

V 20-5544-Joyful opus is sung with

infectious glee to raucous and busy

backing. An exciting side that moves

well from start to finish. (Lowery,

The chanter shouts this one power-

fully, but the flip has the edge.

citement with this disk. The Royala

open with a very catchy lyric idea.

Instrumental backing is smart. Should

stir plenty of action on the boxes.

Wide-ranging harmonies mark this

vocal by the Royals, It's a sincere

reading expressing the need for love.

Ditty is restrained ballad. (Arms,

flock of plays. Watch it.

If You Don't Mean It .... 77

sound and beat. (Wheeler, BMI)

is there, too, (Progressive, BMf)

Oke-She-Moke-She-Pop .... 79

Big Mamou Daddy .... 78

of punch. (Pamiee, BMI)

He's Airight With Me .... 76

(Pamlee, BMI)

VALAIDA SNOW

deejay action.

LITTLE WALTER

Lights Out....77

for the flip. (Arc, BMI)

too. (Jay & Cee, BMI)

Ping Pong .... 76

PIANO RED

BMI)

THE ROYALS

(Lois, BMI)

Someone Like You .... 71

(Jay & Cee, BMI)

Right and Ready .... 72

(Sheldon, BMI)

TINY BRADSHAW ORK

gressive. BMI;

CARMEN TAYLOR

BMI)

JIMMY COE

TV Mame .....

combo. A real coin - grabber

(Lion, BAN)

(Lion, BMI)

Yes, Baby .... \$5

#### . . . for Week Ending December 5

## REVIEWS OF THIS WEEK'S NEW RECORDS

#### Popular

#### JONI JAMES

M-G-M 30829-Joni James probably has another hit on her hands with this lovely reading of the oldie. Side is from the thrush's new album of the same title, and it is a fine single disk, The Lou Douglas ork backs her beautifully. Should rack up sales and plays.

You're Nearer .... 30

Here's another fine, wistful performance by the chantress, this time on a little performed Rodgers and Hart effort. Not quite as powerful as the flip but still a strong side.

#### MONTY KELLY

ESSEX 341-Classical reading of the Latin oldie by the Monty Kelly ork replete with lush violins. Should pull lots of spins. (Peer, BMI)

Snow, Snow....72 Happy winter song features chorus and attractive ork backing. (Rosbury, ASCAP)

#### JUNE CHRISTY

Why Do You Have to Go Home? ..... 79 CAPITOL 2664 - Intimate ballad about a couple of lovers has its sexy moments, and they're brought out ably by Miss Christy. Ork backing is appropriately slinky. Something could happen here. (Frannan, BMI)

You're Makin' Me Cruzy .... 74 Cute item is negotiated with sprightly bounce. Another attractive side. (United, ASCAP)

#### MANTOVANI ORK

LONDON 1394-This item, as well as the flip, is from the group's Christmas album. Mantovani's men play this semi-classical favorite with all the spirit and virtuosity they command. At this time of year, it ought to be a commercial success.

The Midnight Waltz .... 73

Belts and electric organ supplement the strings in this lovely selection. In keeping with the title, the mood is relaxed, which makes it good program material for the late-evening deejay.

#### STAN KENTON ORK

CAPITOL 2685-The attractive English riff effort receives a jump reading by the mellow-sounding Kenton crew. and the cutting should have a wider appeal than just to Kenton fans, Side faces a lot of competition, but it should get scads of action. (Miller, ASCAP)

#### Tenderly .... 75

The Kenton ork shows off its tender side on this sweet version of the evergreen, which features a dulcet-voiced male chorus. Long life is predicted for this cutting with the ork's many

#### ART MOONEY ORK

M-G-M 11651-The Mooney ork has a good side here with this semi-vocal interpretation of the new English effort. The ork handles it in precise fashion, swinging out solidly about half-way thru the disk. If the tune makes it-and it has a chance tothis version could pick up its share of the loot. Good wax. (Miller, ASCAP)

Flirtation Waltz....65 A light, infectious waltz effort receives a brisk reading from the ork and an adequate vocal from The

#### Cloverleafs. JERRY COLONNA

DECCA 28975-A fun-filled side for listeners which should pull lots of spins. It's Colonna taking off on the Chacksfield hit-even to the seagulls, Get on this one, jocks; it's loaded with laughs, (Robbins, ASCAP)

The Velvet Glove .... 75 Another cut-up follow-up by the man with the undisguisable voice. (E. H.

#### GORDON MacRAE

Morris, ASCAP)

CAPITOL 2672-Melancholy outdoor ballad creates a sentimental mood in this warm reading by Gordon Mac-Rac. Haunting opus is from the M-G-M pic, "Escape. From Fort Bravo." Waxing is attractive and could build in favor via exposure.

(Feist, ASCAP) High on a Windy Hill ... 68 Legit-type ballad is sung with broad sweep and understanding. (Broadcast,

#### JERRY SHARD

BMI)

CAPITOL 2673 - Bright boogie is played with a refreshing beat. Many should find the side to their liking. This one could attract lots of juke nickels. (Ardmore, ASCAP)

The Bells of St. Mary's .... 74 The familiar ballad is read majestically by male chorus. Bells are prominent in the backing. A fine holiday slicing. (Chappell, ASCAP)

#### HARMONICATS

MERCURY 70277 - Tune currently undergoing revival receives a smooth and listenable performance by the harmonica group. The beat is there and so is the swingy harmonica

(Continued on page 52)

#### Country & Western

#### WANDA WAYNE-JOHNNY GRIMES

KING 1291-Grimes and the Wayne gal team up for a solid hunk of material reading, with the gal handling the vocal and Grimes doing a recitution. The guy sells in a big way. (Cheyenne, BMI)

JOHNNY GRIMES

Who Would You Cry To? .... 78 Grimes, a new singer on the label, impresses with his chatting style and sincerity on this well-written ballad which he penned himself. (Cheyenne, BMI

#### JEANIE PIERSON

DECCA 28967-Jeanie Pierson, new thrush on the label, has a chance to catch some action with her reading of the catchy weeper effort. The chantress knows how to self a tune. and deejays should spin this a lot. Good wax. (Cedarwood, BMI)

Run 'Em Off .... 74 The thrush tells her man to get rid of his many other female friends; so the two of them can be alone. (Peer, BMI

#### AUTRY INMAN

DECCA 28960 - Inman handles the attractive waltz ballad in fine style for a most listenable side. (Forrest, BMI)

Happy Go Lucky .... 71 The chanter tackles a rhythmic bounce item for good results. (Forrest, BMI)

#### FREDDIE CHAPMAN

CAPITOL 2674 - Appealing country ballad merits some play. Lyric is very expressive and gives listeners sound advice. (Acuff-Rose, BMI)

Rosita....73 She wore a rose of crimson in her hair, sings Freddie Chapman with considerable spirit. A pleasant side which should get some action. (Central, BMI)

#### HAWKSHAW HAWKINS

20-5549—Hawkins teases his girl for being so stand-offish. It's a jumpy tune with an infectious beat and reading in Hawkins' usual smooth style. The novelty of Boudleaux Bryant's lyrics especially will appeal to deejays. (Tannen, BMI)

I'll Never Close My Heart to You .... 72 Hawkins sings with tender emotion of the problem of having to stop loving someone. The singer squeezes all the heartache out of this material. (Valley, BMI)

#### SMILEY MAXEDON Give Me a Red Hot Mama

and an Ice Cold Beer ......74 COLUMBIA 21188 - Maxedon has some first-rate material in this comic ditty, and he tears into it with relish. The background is jazzy and supplies a solid beat. Good for the boxes, (Ridgeway, BMI)

Why Can't You Look Me f the Eye? .... 72 The singer chides his girl for not playing square with him. A little on the melancholy side, Maxedon sells this material with feeling, (Ridgeway,

#### JACK HUNT

BMI)

How Do You Stand In 

CAPITOL 2676-Plenty of beat and what used to be called syncopation are chief elements in the performance of Jack Hunt's vocal trio. Good, lively side. (Central, BMI)

I'll Fly Away .... 72 Jack Hunt and the trio gives a lively reading to this sacred type tune. (Central, BMI)

#### BETTY AMOS

MERCURY 7509-Country Weeper is delivered in sympathetic manner by the thrush. It could appeal to many. (Acuff-Rose, BMI)

What Would It Take? .... 72 Another good job by the songstress. (Acuff-Rose, BMI)

#### JIMMIE FLETCHER I'm Changin' Business ......73

MERCURY 7510 - Chanter tells of his desire to return to country ways. Pleasant tale and tune should attract spins. (Acuff-Rose, BMI)

What Would Your Mother Say? .... 72 She would be aghast at the way her daughter went wrong. Good country ditty is sung smoothly by Fletcher. (Acuff-Rose, BMI)

#### SPEEDY WEST WITH JIMMY BRYANT Sunset ..... 72

CAPITOL 2675-This side's an (Continued on page 48)

### Number of Releases This Week

(Listed Alphabetically by Label)

1	LABEL Pop CAW RAB
ì	ATLANTIC 4
	ATLAS 1
1	CAPITOL 4 3
	CHECKER 1
1	CHESS 2
ı	COLUMBIA 1 1
	DECCA 6 2
	DELUXE 1
	DUKE 2
	EAGLE 1
١	EPIC 1
ı	ESQUIRE 1
ì	ESSEX 2
1	FEDERAL 1
1	HUR 1
Ì	KING 1 1
	LONDON 4
ì	MERCURY 1 2
	M-G-M 6 1
1	RAMA 1
1	REPUBLIC 1
ı	STATES 2
1	TIFFANY 1
Ì	TREND 1
1	TRUMPET 2
	VICTOR 2 2
	A TOTAL STREET, THE PARTY OF TH
	TOTAL 31 14 19
1	OTHER RECORDS RELEASED
	THIS WEEK
	LATIN AMERICAN 7
ı	POP 8
١	CHRISTMAS 3
	JAZZ 2
	R&B 3
	CAW 1
	sessence dissense distribution of the sessence
١	TOTAL24
11	

#### Christmas

#### THURL RAVENSCROFT

ALLIED 5013—Chanter's low-pitched piping is attractive in this brisk item. Tune is from the current "Ice Capades" show. (Sam Fox, ASCAP)

Five Little Angels ... 67 Cute holiday ditty is sung in sprightly fashion. Should win some spins and sales as a kidisk. (Skinner, ASCAP)

#### MARIE VERNON

ALLIED 5012-Marie Vernon does nicely in this warm rendition of the holiday love ballad. (Colortunes, BMI)

Christmas Tree Waltz ... . 65 Dreamy tune is played and sung prettily, (Skinner, ASCAP)

#### JIMMY COLLETT

ARCADE 109 - Collett awards the tuneful ditty a warm and gentle reading. (Jack Howard, BMI)

I Don't Want to Be Alone for Christmas .... 64 Sentimental opus expresses the desire for congenial companionship Christmas time. (Jem, ASCAP)

#### Jazz

#### GEORGE BROWNE

Europe, could excite lots of interest among jazz fans. Clever Calypso is about leading exponents of bop and cool stuff. Market may not be too large, but could be profitable. Tennis Calypso .... 73

Calypso about tennis champs sings the praises of "Little Mo." Should get spins.

#### SARAH McLAWLER TRIO

Yesterdays ..... 71 BRUNSWICK 84024 - After hours combo features Richard Otto on violin. Very pleasant listening. (T. B. Harms, ASCAP)

Body and Soul .... 70

Same comment this side. (T. B. Harms, ASCAP)

#### Spiritual

#### THE STAPLE SINGERS

UNITED U-165-Rapid-fire spiritual is punched out solidly by the Staple Singers. It's based on the old familiar two-by-two theme. (Pamlee, BMI) Won't You Sit Down? .... 70

Group shows to fine advantage on this tune. Tempo starts slowly and then gradually builds. (Pamlee, BMI)

### Rhythm & Blues

DUKE 118 - Johnny Ace has had three hits in a row; with this new disk he should stretch his string to four, and this one could be his biggest to date. It's another touching ballad, and the boy sings out his

#### Sacred

#### HANK SNOW

V 20-5548 - Very powerful sacred tune is given a moving reading by Snow with the Blackwood Brothers assisting. Should sell well and become an important catalog item. (Alamo, ASCAP)

I'm Glad I'm on the Inside . . . . 30 Snow turns in another fine performance on this rhythmical side. (Ernest Tubb, BMI)

My Religion's Not Old Fashioned ..... 30 COLUMBIA 21190-s-Fine Hamblenpenned tune has a hand-clapping rhythm. There's a good message, and the singer projects well. Fine wax for his many fans. (Stuart Hamblen,

Fast gospel tune by Hamblen is rendered very expressively. He's backed on this side by ork and chorus.

#### (Stuart Hambien, BMI)

M-G-M 11652-To a spirited instrumental backing, the pair points out the one way that leads to heaven. There is excitement and conviction in this nicely harmonized effort. Has good commercial potential in this field.

point out that the richest and happiest people on Judgment Day will be God's children. This moral is spelled out earnestly by the duo in this performance.

KING 1289-Group shows a fine blend and attack on this quick-tempo religious tune. (Mar-Kay, BMI)

I've Got a Date to Meet an Angel .... 72 Slow sacred side is sung harmoniously by the Swanee River Boys. (Mar-Kay,

#### MACHITO Y SUS AFRO CUBANS

SEECO 7336 - Mambo is given a rhythmic ride full of bumps. Dancers will find this one exhilirating.

More of the same by the exciting ork.

#### RAFEL MUNOZ Y SU ORQUESTA

years ago, "Besame Mucho," receives a fine reading by warbler Jose Luis Monero, while the Munoz ork backs him with a spritely arrangement. Should pull spins in the market.

sides for the market.

#### HERMANOS MARTINEZ GIL Y CONJUNTO

V 23-6186 - Sentimental tune and insinuating bolero rhythm are projected with understanding by the ork and vocalists. A good side.

Ditto here.

#### 

V 23-6204 - Damiron shows how to tickle the ivories on this rhythmic rumba guaracha. For the L-A dance afficianados.

Eslava 22....72

a listenable performance by the

#### Polka

Silver Bar Polka ......76 DECCA 28958-Polka is played energetically in the expected Habat manner. Solid merchandise for polka fans. (Lake Erie, BMI)

(Ronson Press, BMI)

#### 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, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories; Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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

#### JOHNNY ACE

Invisible Hands

#### STUART HAMBLEN

BMD

#### He Make a Way .... 78

LOUVIN BROTHERS The Gospel Way ......74

The Sons and Daughters of God .... 72 On this side, the Louvin Brothers

#### SWANEE RIVER BOYS

#### Latin American

#### 

Christopher Columbus....78

Besame ..... 77 V 23-6158-The big hit of a few

Yo He Vivido Sonando....75 Another danceable bolero is sold attractively by the chanter, and again the ork backs him neatly. Two good

Mientes -..... 76

Cien Anos .... 76

#### DAMIRON Y SU RITMO

This slight guaracha effort is handed

Old Grand-Dad Waltz....74

Good change of pace on this side.

#### THE HORNETS

BMI)

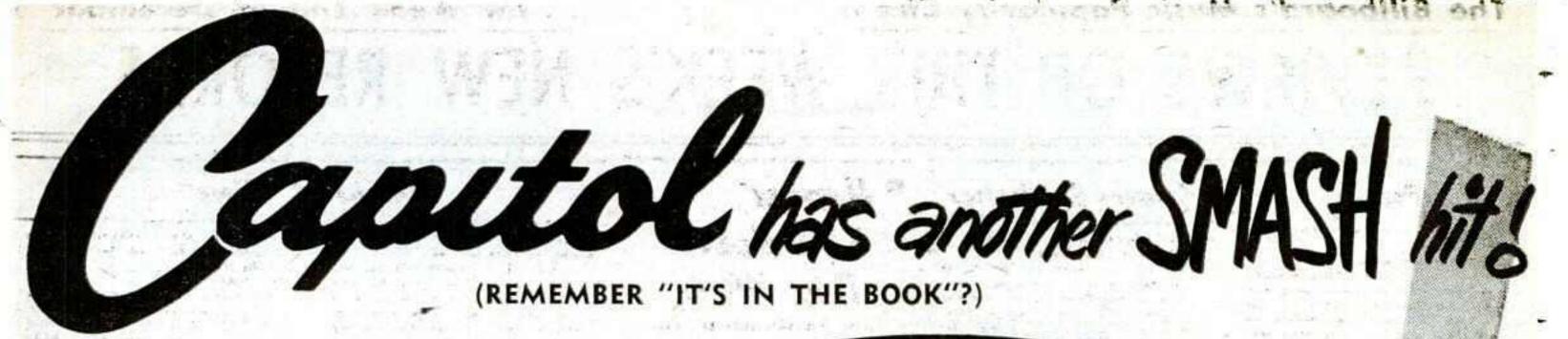
STATES S-127-Very interesting side with tune based on riff. Vocal group and ork both show up well. I Can't Believe .... 73

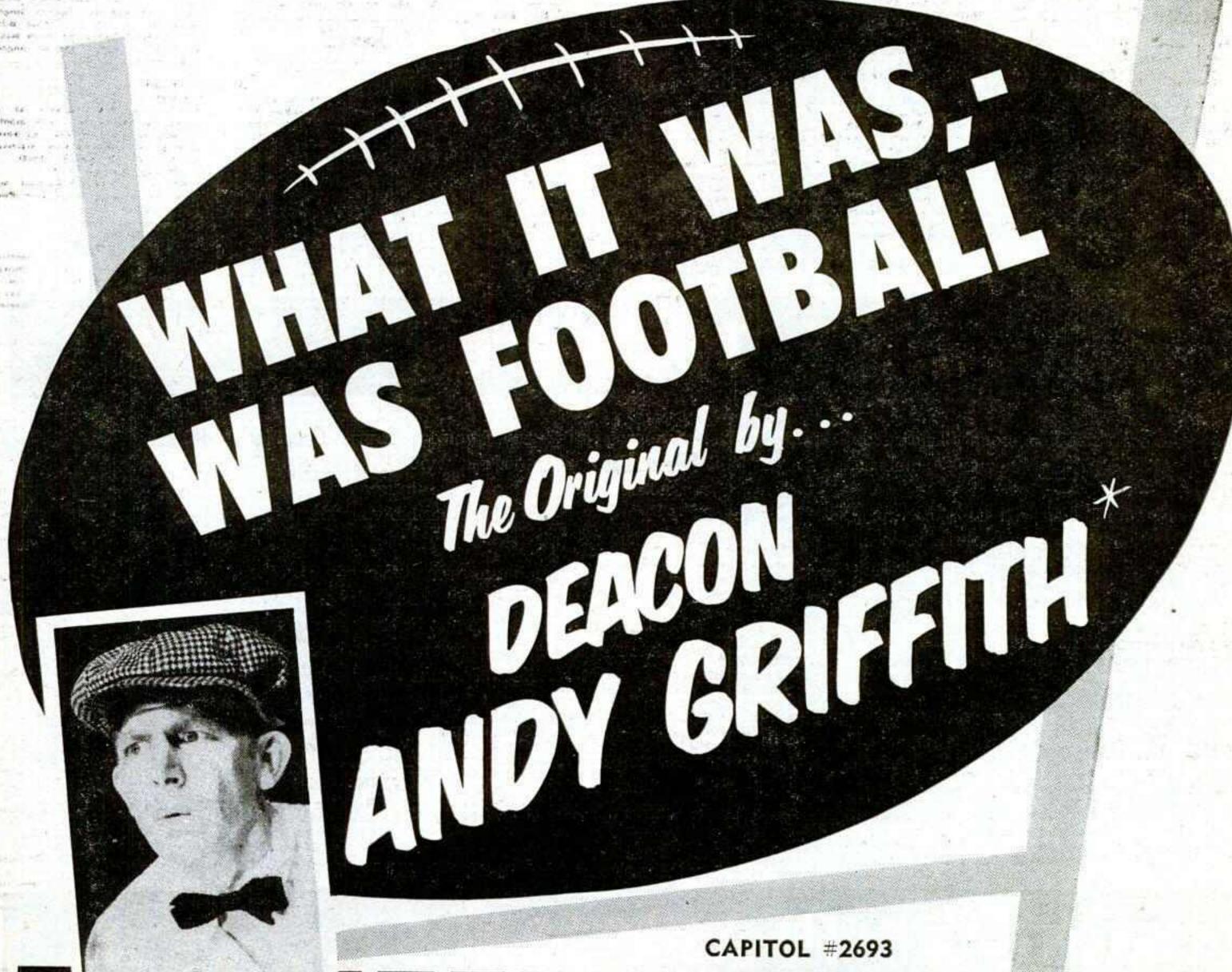
Fine, slow reading of this ballad by the Hornets. Lead and bass stand out.

#### WILLIE MABON

CHESS 1554-This is a disappointing effort from Mabon due to weak material and a so-so job by the singer. Only the ork backing raises

(Continued on page 50)





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PHILADELPHIA: Irving Jerome, 1343-45 West Cumberland St., Phila. 32, Baldwin 6-1550-1-2
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CHARLOTTE: Warner Pagliara, 614 W. Morehead, Charlotte 2, Tel. 3-3153
NEW ORLEANS: Melvin Mailory (Mallory Distr. Co., 630 Baronne St., N. O. 12), Tulane 6531
MIAMI: Overton Ganong (Telfair-Stockton & Co., Inc., c/o Florida Record & Music Co., 763

S. W. 8th St., Miami 36, Florida), Miami 38414

DALLAS: Ray Marchbanks, 1801 N. Industrial Blvd., Dallas 7, Randolph 8168

OKLAHOMA CITY: Marion Ehemann, 1219 W. Main St., Oklahoma City 4, Regent 6-5531

SAN ANTONIO: R. Warncke (R. Warncke Co., 121 Navarro St., San Antonio 5), Fennin 2236

DENVER: J. Konas (Boyd Distr. Co., Inc., 1661 W. Third Ave., Denver 19), Tel. Acoma 770

EL PASO: Lee Bradford (Boy Distr. Co., Inc., 2209 Mills St., El Paso), Tel. 4-1407

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ORVILLE CAMPBELL

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MUSIC

## . . . for Week Ending December 12

# THIS WEEK'S BEST BUYS

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

## Popular

DEAR JOHN AND MARSHA LETTER (Central, BMI)-Stan Freberg-Capitol 2677

Disk has moved out quickly, particularly from a retail point of view, in New York, Chicago, Pittsburgh, Detroit, and Los Angeles. Most areas preferred "C'Est Si Bon" altho action was divided in Cleveland and some Southern territories favored the flip.

THE CREEP (Miller, ASCAP)
JUST ONE MORE CHANCE (Famous, ASCAP)

-Three Suns-RCA Victor 20-5553 Where this record has been delivered, it has lost little time in getting action. Strong reports were received from Chicago, St Louis and Buffalo. Cleveland, Providence, and Detroit also reported early sales good. "Just One More Chance" was reported as the stronger side in New York, Buffale, Boston and Providence. A previous "New Record to Watch."

SECRET LOVE (Remick, ASCAP)-Doris Day -Columbia 40108

This disk has proved to be a "sleeper,"

building slowly but steadily in many areas. Now reported good in Los Angeles, St. Louis, Durham, Nashville, Chicago, Cleveland, Philadelphia and New York. Flip is "The Deadwood Stage" (Remick, ASCAP).

STRANGER IN PARADISE (Frank, ASCAP) -Tony Martin-RCA Victor 20-5535

Retail selection only. Title strips are not being shipped to operator subscribers. While the Four Aces and Bennett versions of the tune are leading nationally, Martin has built up real strength in Chicago and Los Angeles, where the disk has made the territorial charts. The record has been reported as a good third retail seller in Buffalo, Providence, Durham and Nashville. Flip is "I Love Paris" (Buxton Hill, ASCAP).

## Rhythm & Blues

GOOD, GOOD WHISKEY (D & M, BMI)-Amos Milburn-Aladdin 3218

Off to an early start, record is already reported strong in New York, Buffalo, Pittsburgh, Durham and St. Louis. Good reports were received from Philadelphia, Cleveland, Detroit and Nashville. Flip is "Let's Have a Party" (Mesner, BMI). A previous "New Record to Watch."

SAVING MY LOVE FOR YOU (Lion, BMI) -Johnny Ace-Duke 118

Areas which reported strong action in-cluded New York, Philadelphia, Buffalo, Nashville, St. Louis and Dallas. Flip is "Yes, Baby" (Lion, BMI). A previous "New Record to Watch."

OFF SHORE (Hanover, ASCAP) DON'T YOU DO IT (Lois, BMI)-Earl Bostic-King 4683

Record has been out for several weeks, and is now reported strong in New York, Philadelphia, St. Louis, Dallas and Los Angeles. Good reports were returned from Upstate New York, Cleveland, Pittsburgh and Nashville. Action was reported good on both sides, with the edge on "Off Shore."

# NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records mer't special attention.

## Popular

## DEACON ANDY GRIFFITH

What It Was, Was Football (Parts 1 & 2) -Capitol 2693-Here's a hilarious talking record that could extend the pigskin season beyond the Rose Bowl game. It's about a guy seeing his first football game and told in a heavy Southern accent. Disk has been red-hot in the Carolinas on the Colonial label. Last week Capitol bought the master. Could go big.

## JONI JAMES

You're My Everything—M-G-M 30829—Oa the wings of heavy deejay play on "Everything" label has released disk from thrush's new album. Topnotch performance could give gal a running start for 1954.

## LARRY CLINTON ORK

The Creep (Miller, ASCAP) — Bell 1022 — This is a two-sided version of the tune that is picked as a "Best Buy" this week via the Three Suns version. The Bell disk, which is the new 35-cent label, has a vocal version, the first available, on one side backed by an instrumental treatment. The vocal side is

particularly fine. Disk can easily be a plus volume item for dealers.

## Show Album

KISMET—Original Broadway Cast—Columbia ML 4850—Sub-titled "A Musical Arabian Nights," show received first-rate notices after its recent opening and the top tune, "Stranger in Paradise" has already clicked as a pop hit. With this start the album has every earmark of being a standout seller and presents dealers with a fine profit potential.

## Classical

## HOROWITZ

Twenty-fifth Anniversary of His American Debut-RCA Victor LM 6014-This is an actual recording of the pianist's Carnegie Hall recital of February 25, 1953, commemorating his first appearance in this country on January 12, 1928. Two record boxed set includes Schubert's Sonata in B-Flat, two-Chopin selections, three compositions by Scriabin and Liszt's Hungarian Rhapsody No. 2. Just introduced to the label's distributors a week ago, it will not be fully available until the first of the year, but it's a good one to remember for post-Christmas

## Country & Western

## SONNY BURNS

Too Hot to Handle (Starrite, BMI)-Starday 118-A new singer on this new young label comes thru with a sparkling effort. He's got a good hunk of material to work with to boot. The what that's too hot to handle is of course a gal, but it's a new slant. Watch it. Flip is "Powder and Paint" (Starrite,

## Rhythm & Blues

## LITTLE WALTER

You're So Fine (Arc, BMI)-Checker 786-A heavy beat and a fine vocal by singer spark this one into a disk that's well worth having a look at. Flip is an instrumental "Lights Out."

## JIMMY COE

Raid on the After Hours Joint (Pamlee, BMI)-States 129-Great beat and lots of excitement. Reminiscent of "After Hours Joint," it shapes as a strong follow-up. Flip is "He's Alright With Me" (Pamlee, BMI).

# 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 CHRISTMAS MEDLEY

AVE MARIA Liberace—Columbia 48001

DOWN BY THE RIVERSIDE Bing and Gary Crosby-Decca

I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME Ames Brothers—RCA Victor 20-5530

THE JONES BOY SHE WAS FIVE AND HE WAS TEN Mills Brothers—Decca 28945

NATIVE DANCER

Rusty Draper-Mercury 70256 STRINGS OF MY HEART

MAMA PAPA POLKA The Gaylords-Mercury 70258

WOMAN. Johnny Desmond-Coral 61969

## Country & Western

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

I GAVE MY WEDDING DRESS AWAY

CHEATIN'S A SIN

Kitty Wells-Decca 28931

I'LL NEVER GET OVER YOU Eddy Arnold-RCA Victor 20-5525

PUT CHRIST BACK INTO CHRISTMAS

Red Foley-Decca 28940

RELEASE ME Jimmy Heap-Capitol 2518

## Rhythm & Blues

BLIND LOVE WHY DID YOU LEAVE ME? B. B. King—RPM 395 CHRISTMAS IN HEAVEN

RINGIN' IN A BRAND NEW YEAR Billy Ward and Dominoes-

King 1281 DON'T LEAVE ME THIS WAY

SOMETHING'S WRONG Fats Domino-Imperial 5262 MY GIRL AWAITS ME

The Castelles—Grand101 TAKE ME BACK Linda Hayes—Hollywood 1003

# CURRENT TOP RECORDS

See page 42 for the top pop records.

See page 48 for the top c.&w. records.

See page 50 for the current top r.&b. records.

See pages 46 and 47 for the current top packaged records.

# **Musicians Get**

# 156G at Park In Denmark

COPENHAGEN, Denmark, Dec.

Aside from very moderate ad- | more than \$725,000, of which the mission charges for a series of 12 guest-conducted symphony concerts and about a score of concerts with guest soloists, the park gets no direct income from the large choir. music, because the big majority of the park's many daily concerts are gratis.

principal structure will be a 1,700-capacity concert hall with a stage equipped to accommodate a big symphony orchestra and a

The other two buildings, housing restaurants and a dance hall, will be joined to the concert hall, Despite the fart that the costs so that the group can be used dur-12.—Tivoli Summer Garden, midtown de luxe amusement park,
paid out \$156,057.43 in salaries to
its musical staff and the musicians of its symphony orchestra
and concert bands during the 1953
park season, May 1-September 13.

Despite the fayt that the costs have skyfor these concerts have skyrocketed since 1945 — the park's
for these concerts have skyrocketed since 1945 — the park's
for concerts and stage productions
but can also serve for conventions, banquets or big festivals.
Direct entrance, for off-season
use, will be provided, since the
buildings have street frontage.

Despite the fayt that the costs
for these concerts have skyrocketed since 1945 — the park's
for concerts and stage productions
but can also serve for conventions, banquets or big festivals.
Direct entrance, for off-season
use, will be provided, since the
buildings have street frontage.

ABC-TV network show, "Orchid
Award."

## Joni James to Plug M-G-M 'Nina Non'

NEW YORK, Dec. 12. - Joni James has set a 10-day promotion tour of nine cities to hype interest and sales in her M-G-M Christmas record, "Nina Non." Miss James will visit disk jockeys, dealers, distributors and opera-

## Sporn Spells Brady

HOLLYWOOD, Dec. 12. - Sylvester Cross, prexy of American and Choice Music, Inc., this week named Murray Sporn general professional manager of both firms.

Sporn assumes the post vacated by Wally Brady, who left to take over the Montclare Music firm last week along with Terry Gilky-

# A Double Barreled TOP POP HITS SMASH!

# 

A NEW DANCE HIT FROM ENGLAND RECORDED IN EXCITING STYLE BY AMERICA'S TOP DANCE BAND



# RALPH

COUPLED WITH

THE BEAUTIFUL

# 110VETHEME

From The Universal Picture

"The Glenn Miller Story"

MERCURY 70281 . 70281X45

CHANGING PARTNERS Where Did My Snowman Go PATTI PAGE 70260*
THE STRINGS OF MY HEART Mama-Papa PolkaTHE GAYLORDS70258*
NATIVE DANCER Lonesome SongRUSTY DRAPER70256*
COW COW BLUES Martha JAN AUGUST 70228*
GADABOUT CaribbeanDAVID CARROLL70247*
I LOVE PARIS Under Paris Skies GEORGIA GIBBS 70274*

Under Paris Skies......GEORGIA GIBBS../UZ/4 THE JONES BOY Snow, Snow, Beautiful

EBB TIDE If I Could Make You Mine... VIC DAMONE. . 70216\* BIMBO

Ebenezer Scrooge......EDDY HOWARD, .70272\* THE STORY OF THREE LOVES

Sweet Leilani ..... JERRY MURAD .. 70202\*

A VILLAGE IN PERU Stranger In Paradise......VIC DAMONE..70269\*

BLUE REVERIE Fas-I-Nay Shun ..... BERNICE PARKS .. 70261\*

JOEY'S THEME 

SPELLBOUND Stardust.................JERRY MURAD...70266\* SADIE THOMPSON'S SONG

CALL HER YOUR SWEETHEART

YOU'VE GOT SOMETHING 

TROPICAL Tradewinds...... DAVID CARROLL..70226\*

THE LORD'S PRAYER IF I NEVER GET TO HEAVEN

Ask Me No Questions ... . BILLY WILLIAMS .. 70271\* SANTA CLAUS RIDES A STRAWBERRY ROAN Look In Both Directions...... IIM LOWE. .70265\*

'ALSO AVAILABLE ON 45 RPM

# MOVING UP FAST

JERRY MURAD'S

# HARMONICATS



'Heartaches'

"One More Chance"

MERCURY 70277 • 70277X45



Weeks

# 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 Biliboard'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	on Chart Weeks
1. RAGS TO RICHES—T. Bennett  Here Comes That Heartache Again— Col 40048—ASCAP	., 1	14
2. THAT'S AMORE—D. Martin You're the Right One—Cap 2589—ASCAP	3	6
3. OH MY PAPA—E. Fisher		2
4. EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—ASCAP	2	16
5. RICOCHET—T. Brewer Too Young to Tango—Coral 61043—BMI	4	10
6. CHANGING PARTNERS—P. Page Where Did My Snowman Go?— Mercury 70260—BMI	8	4
7. SANTA BABY—E. Kitt	10	3
8. STRANGER IN PARADISE— T. Bennett	14	2
9. YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI	7	26
10. OH MEIN PAPA—E. Calvert  Mystery Street—Essex 336—ASCAP	9	3
11. VAYA CON DIOS-L. Paul-M. Ford Johnny-Cap 2486-ASCAP	5	27
12. EH CUMPARI—J. La Rosa  Tilil They've All Gone Home— Cadence 1232—ASCA	6	15.
13. STRANGER IN PARADISE— Four Aces	15	i 3
14. MANY TIMES—E. Fisher Just to Be Wi'i You—V 20-5453—BMI	11	10
15. CHANGING PARTNERS—K. Starr 1'll Always Be In Lov With You— Cap 2657—BMI	16	2
16. YOU ALONE—P. Como	13	3 7-
17. ISTANBUL—Four Lads I Should Have Told You Long Ago— Col 40032—ASCAP	12	2 9
18. CHRISTMAS DRAGNET— (Parts I & II)—S. Freberg.* Cap 2671—ASCAP	· · · <del>-</del>	- 1
19. HEART OF MY HEART—Four Aces Stranger In Paradise—Dec 28927—ASCAP	20	3
20. I SEE THE MOON—Mariners  1 Just Want You—Col 40047—ASCAP	1	7 13

# 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.

side of each record is also listed.	20	Weeks
This Week	Last Week	on
1. RAGS TO RICHES—T. Here Comes That Heartache Col 40048—ASCAP		12
2. YOU, YOU, YOU—Ame Once Upon a Tune—V 20-5		25
2. RICOCHET—T. Brewer Too Young to Tango—Coral		10
4. EH CUMPARI—J. La Till They've All Gone Home Cadence 1232—BMI		14
5. THAT'S AMORE—D. N. You're the Right One—Cap 2		5
6. MANY TIMES—E. Fish Just to Be With You—V 20-		10
<ol> <li>VAYA CON DIOS—L. I Johnny—Cap 2486—ASCAP</li> </ol>	Paul-M. Ford 7	26
8. OH-P. W. Hunt San-Cap 2442-ASCAP	6	23
9. YOU ALONE—P. Como		5
10. CHANGING PARTNER Where Did My Snowman Go Mercury 70260— MI	to the contract of the contrac	2
11. OH MEIN PAPA—E. C Mystery Street—Essex 336—		1
12. HEART OF MY HEAR? Stranger In Paradise—Dec		3
1 Should Have Told You I Col 40082—ASCAP		7
13. CHANGING PARTNER 13. Always Be in Love With Cap 2657—BMI		1
15. TO BE ALONE—Hillto Love Walked In—Dot 1510:		9
16. OH MY PAPA—E. Fish Until You Said Goodbye—V		1
17. EBB TIDE—F. Chacksi Waltzing Bugle Boy—Londo		7
17. SANTA BABY-E. Kit Under the Bridge of Paris-		1
D. Cornell, A. Dale, J. Think I'll Fall in Love To Coral 61076—ASCAP	. Desmond 1	3 3
T. Bennett	<del>–</del>	. 1

# Most Played by Jockeys

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.

Week		Last Week	on Chart
ı.	RAGS TO RICHES—T. Bennett Here Comes That Heartache Again— Col 40048—ASCAP	1	13
2.	YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI	2	25
3.	CHANGING PARTNERS—P. Page Where Did My Snowman Go?— Mercury 70260—BMI	6	4
4.	RICOCHET—T. Brewer Too Young to Tango—Coral 61043—BM1	5	12
5.	EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—ASCAP	3	17
6.	OH MY PAPA—E. Fisher Until You Said Goodbye—V 20-5552—ASCAI		1
7.	THAT'S AMORE—D. Martin You're the Right One—Cap 2589—ASCAP	14	5
8.	OH MEIN PAPA—E. Calvert  Mystery Street—Essex 336—ASCAP	7	2
9.	MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BMI	. 4	11
10.	CHANGING PARTNERS—K. Starr I'll Always Be in Love With You— Cap 2657—BMI	17	3
11.	STRANGER IN PARADISE— Four Aces	16	2
12.	T. Bennett	9	4
13.	SANTA BABY—E. Kitt		- 2
14.	HEART OF MY HEART—D. Cornell- A. Dale-J. Desmond		- 1
15.	EBB TIDE—V. Damone	18	8
16.	ISTANBUL—Four Lads  1 Should Have Told You Long Ago— Col 40032—ASCAP	13	10
17.	EH CUMPARI—J. La Rosa  Till They've All Gone Home— Cadence 1232—BMI	8	14
18.	TO BE ALONE—Hilltoppers Love Walked In—Dot 15105—ASCAP	10	8
19.	YOU ALONE—P. Como Pa-Paya Mama—V 20:5447—ASCAP	15	8
20.	LOVE WALKED IN-Hilltoppers	19	9

# **VOX JOX**

By CHARLOTTE SUMMERS

## Block's Dream House

WABC, New York, is readying a real rajah's welcome for deejay Martin Block who is preparing to move over to that station on January 4, 1954, at 2:35 p.m. A special studio has been built for Block, made to measure, and checked against his own specifications. His favorite color, a really blue blue, pervades the whole scene with deep pastel walls and floor linoleum to match. A crew of carpenters litterally built walls within walls and set up a "floating" studio for double soundproof insurance. The only sounds which will emanate from Block's "personal" studio will be the man himself enticing listeners to buy his sponsor's products. All records will be kept behind closed doors, doublelocked in specially built cabinets that line the walls of the studio. Block will carry the only key to these sleek-designed cabinets which will house his personal collection of some 60,000 records. Every disk will be filed according to Block's own system, crossindexed by title, artist, mood and composer, so that he will have any record at his command at the drop of a phonograph needle.

## Surface Noises

get better." . . . And the "Oh and San" battle continues, with J. Paul Melanson, WVAM, Altoona, Pa., adding this bit: "I notice a lot of talk of the 'request' cards sent by someone requesting Pee Wee Hunt's 'Oh' and 'San. Since everybody is in the act, I'll join the troupe. I have received many of these supposed requests from time to time, mailed locally and from outside our range. What's the clue? What gives?" . . . Ken Courtright, WTNS, Coshocton, O., wants ideas from other deejays about what Louis Prima is singing about on the record "It's as Good as New," and he will compare your answers to the answers of his listeners.... Sandy

"shifting to the old-timers and

will keep hoping the new records

Singer, KCRG, Cedar Rapids, Ia., would like Decca and RCA to get together and make an album out of their new Christmas releases. Singer would like to see Spike Jones' "Santa Brought Me Choo Choo Trains" and Guy Lom-

bardo's "Please Bring My Daddy

## Change of Theme

a Train, Santa" together.

Ruth Reed, secretary to Rex Lathen, general manager of KIOA, Des Moines, writes, "It is very regretfully that we inform Bob Lee, KCOK, Tulare, Calif., you that Roy Howard, buoyant and Dick Scudder, of the same bellwether of festivities at KIOA's new night beat." . . . Capitol re-

will be all too literally a "signoff," and subsequently we shall be all too keenly aware of the lull in the night's syncopations here, but we wish him the best in his

## YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Billboard

**DECEMBER 18, 1943:** Paper Doll

Col 40121—ASCAP

- 2. Pistol Packin' Mama
- 3. People Will Say We're in Love
- 4. I'll Be Home for Christmas
- 5. My Heart Tells Me
- 6. Oh, What a Beautiful Morning
- 7. Boogie Woogie
- 8. Sunday, Monday or Always
- 9. Oklahoma Album
- 10. They're Either Too Young or Too Old

## DECEMBER 18, 1948:

- 1. Buttons and Bows
- 2. On a Slow Boat to China
- 3. My Darling, My Darling
- 4. A Little Bird Told Me 5. You Were Only Foolin'
- 6. All I Want for Christmas
- 7. Until
- 8. Lavender Blue
- 9. A Tree in the Meadow 10. Maybe You'll Be There

station, are both in agreement that "the recent records put out by the record companies are hardly worth playing." They advised us that they are both "Rumpus Room," is leaving us at the end of the month. He is join-last signed up with WOV, New York, to broadcast nightly with Spinning a midnight - to - dawn three - hour, across - the - board too." . . . Dick Clark, emsee of "Caravan of Music" on WFIL, "She Was Five and He Was Ten." Philadelphia, is in the midst of a series of personal appearances after the record was received it three - hour, across - the - board and record sessions dances in the hit the top.

show. For us, Howard's sign-off | "Life Begins at Midnight" stanza. | Philadelphia area. . . . Jack Gar-She arrived in New York last Friday from Los Angeles where she made frequent TV appearances. This marks Miss Carr's debut as a deejay. . . . Scratch Phillips, heard nightly in a two-hour show on KCOR, San Antonio, is scheduled to open a new cafe. Phillips has installed a broadcasting booth in the cafe from which he will originate his nightly broadcasts. . . . Chuck Philips, WEMP, Milwaukee, has taken on an additional show. "Club 60," which was formerly handled by Tom Shanahan who is now spending full time as program director, will be handled by Philips from 2 to 4:30 p.m.

## Guestings

host to Helene Dixon, Roger Coleman, Bob Eberly and Nellie

ret. WQBC, Vicksburg, Miss., entertained Sammy Kaye and Geofrey Clay. . . . Ray Lehman, WEDO, McKeesport, Pa., is looking forward to Julius La Rosa's engagement in Pittsburgh. Lehman has his fingers crossed that La Rosa will accept his invitation to come on the air.

## This 'n' That

Don Stewart, KWJB, Globe, Ariz., tells us that the demand for Latin records is growing, and they can use all they can get. . . . Frank Pollack, KOOL, Phoenix, Ariz., would appreciate 8 by 10 photos of recording artists, so that he can use their records on his TV show. . . . Gail Noble, KGGM, Geofrey Clay. Sammy Kaye's Stranger in Paradise' seems to be vocalist, was interviewed on Ken a hit here, with Tony Martin's Rowland's, KSAL, Salina, Kan., version getting the most attenshow this past week. . . . Gene tion." . . . Bill Price, WCOJ, Dickey, WSPD, Toledo, played Coatsville, Pa., wants to know what happened to "Der Bingle." . . Leroy Woodward, WVJS, Luicher recently. . . . Tom Ed- Owensboro, Ky., reports that Libwards, WERE, Cleveland, writes erace is now the most requested in his interesting newsletter, artist on the telephone request "Chuck Miller, Capitol, and Dick programs. . . . Jim Moffit, KLOG, Noel. Decca, guested on my show Kelso, Wash., writes, "The this past week. Frank Chacksfield | Hilltoppers are really going also stopped in for a chat. He's a strong, and it's too bad Jimmy very nice guy who just discovered Sacca had to leave for the Army, toasted cheese sandwiches over as they receive more requests here. Patti Page, Jack Rael and than any other two combined. . . . Kappi Jordan were up last Friday | Rex Dale, WCKY, Cincinnati, beas a wind-up of the week-long came the father of a boy, Jon birthday celebration. Ken Remo Edward (Crash) Dale. . . . Gene and Maggie Fisher (who is now a Presson, WCMA, Corinth, Miss., blonde) were up during the week would like to congratulate Judy



## **NEW RELEASES**

RCA Victor-Release #53-51

## POPULAR

SADIE THOMPSON'S SONG

(from the Columbia film "Miss Sadie Thompson)

FACE TO FACE

(from the Warner Bros.' film "Three Sailors and a Girl") Damita Jo with Harry Geller's

(47-5570)\*

OH! MY PA-PA (O Mein Papa)

OH! MY PA-PA

IN THE STILL OF THE NIGHT Tito Rodriguez and his Orch.

Orch. .....20-5570

(47-5568)\* 

(O Mein Papa) WANNA DANCE-Polka Johnny Vadnal and his Orch. 

## SACRED

ROBE OF CALVARY

I FOUND A FRIEND George Beverly Shea with Choir and Paul Mickelson at the Organ (47-5566)\*

## COUNTRY/WESTERN

BARBER SHOP RAG CENTIPEDE BOOGIE

> Chet Atkins and his Galloping Guitar ......20-5565 (47-5565)\*

## RHYTHM/BLUES

THE WAR IS OVER

MY WIFE AND WOMAN Big Boy Crudup .....20-5563 (47-5563)\*

WON GOTS T'HOO GET IT OFF YOUR MIND The Robins with Orchestral Accompaniment ....20-5564 (47-5564)\*

I'M ALONE TEARS OF JOY Bertice Reading with Leroy Kirkland's Orch. ....20-5567 (47-5567)\*

THIS WEEK'S RCA VICTOR

\*45 rpm cat. nos.

You Alone/Pa-Paya Mama

## **BEST SELLERS**

**POPULAR** 

Oh! My Pa-Pa/Until You Said Goodbye Eddie Fisher ......20-5552 (47-5552)

Santa Baby/Under the Bridges of Paris Eartha Kitt ......20-5502 (47-5502)

Perry Como .......20-5447 (47-5447)

## I. Can't Believe That You're in Love With Me/Boogie Woogie Maxixe Ames Brothers .......20-5530 (47-5530)

Changing Partners/Think Dinah Shore .........20-5515 (47-5515)

The Creep/Just One More Chance The Thre Suns ......20-5553 (47-5553)

Stranger in Paradise/I Love Paris (47-5535)Tony Martin ........20-5535

You, You, You/Once Upon a Tune Ames Brothers .......20-5325 (47-5325)

Many Times/Just To Be With You Eddie Fisher ........20-5453 (47-5453)

The Yelvet Glove/Elaine

DEALERS . . . ASK YOUR DISTRIBUTOR FOR SPECIAL SUPPLEMENT CONTAINING COMPLETE LISTING OF RCA VICTOR HIGH FIDELITY RECORDINGS

Hugo Winterhalter-Henri Rene ..... 20-5405 (47-5405)

Kissing Bridge/Silver Bells Fontane Sisters ......20-5524 (47-5524)

My Upper Plate/I Saw Mommy Smoothin' Santa Claus

Homer & Jethro......20-5456 (47-5456)

Mama's Gone, Goodbye/The Note in the Bottle Sunny Gale-Du Droppers ..... 20-5543 (47-5543)

Don't Take Your Love From Me/Under Paris Skies The Three Suns......20-5347 (47-5347)

C'est Si Bon/African Lullaby Eartha Kitt .................20-5358 (47-5358)

## COUNTRY/WESTERN

I Really Don't Want To Know/I'll Never Get Over You Eddy Arnold .......20-5525 (47-5525)

I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie Davis Sisters ........20-5345 (47-5345)

Christmas Roses/The Reindeer Boogie (47-5340)Hank Snow .........20-5340 Invisible Hands/I'm Glad I'm on the Inside

Hank Snow-Blackwood Bros.' (47-5548)Quartet ......20-5548 Changing Partners/Bimbo

Pec Wee King......20-5537 (47-5537)I'll Never Close My Heart to You/When You Say Yes Hawkshaw Hawkins ....20-5549 (47-5549)

Frosty the Snow Man/Silent Night Hank Snow ......20-5341 (47-5341)

Mama, Come Get Your Baby Boy/if I Never Get to Heaven Eddy Arnold ......20-5415

Birmingham Jail/Wabash Waltz (47-5557) Slim Whitman .........20-5557

When Mexican Joe Met Jole Blon/No Longer a Hank Snow .........20-5490 (47-5490)

## RHYTHM/BLUES

Don't Get Around Much Anymore/Water Boy

Four Tunes ...........20-5532 Ten Days in Jail/Empty Bottles The Robins ..........20-5489 (47-5489)

Right and Ready/Taxi, Taxi, 6963 









DEL SINCHAK'S ORCH. 6010A "CHRISTMAS ORPHAN"

"You Mean the World To Me" **ED DUTKA** AND HIS GAY VILLAGERS

6006A "WALCZYKA MI GRAJCIE" "Our Town Polka" 60063 FRANKIE KOVACIC ORCH

6008B "THE WOODPECKER SONG" "Kalhleen Polka" 6008A KOVICH SISTERS WITH

JOE KOVICH 013A "CUCKOO SONG POLKA" "Sparrow Wa!tz" CASEY (Siewierski) SKEE

6007A "CARNIVAL POLKA" "Don't Get Married Polka" 60078 Distributors of Polkaland, Replica,

## Kismet and other popular labels. BALKAN RECORD

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The state of the s

The Billboard's Music Popularity Charts

. . . For Week Ending December 12

# 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,

Chicago .... Los Angeles....STRANGER IN PARADISE

T. Martin, Victor 20-5535

Cleveland .... Detroit .... Los Angeles.... St. Louis ....

Washington, D. C.-Baltimore Md.... CHRISTMAS DRAGNET

S. Freberg, Capitol 2671 Dallas-Fort Worth ... OFF SHORE A. Stordahl, Capitol 2630 Detroit ... JONES BOY Mills Brothers, Decca 28945 New Orleans....STRANGER IN PARADISE

G. MacRae, Capitol 2652

## 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. Oh My Papa E. Fisher, Victor
- 2. Changing Partners K. Starr, Capitol
- 3. Vaya Con Dios L. Paul-M. Ford, Capitol
- 4. That's Amore D. Martin, Capitol
- 5. Ricochet . T. Brewer, Coral
- 6. In the Mission of St. Augustine
- S. Kaye, Columbia 7. Oh Mein Papa
- E. Calvert, Essex
- 8. Santa Baby E. Kitt, Victor
- 9. You Alone P. Como, Victor

## Boston

- 1. Oh Mein Papa E. Calvert, Essex
- 2. Santa Baby
- E. Kitt, Victor 3. Changing Partners
- P. Page, Mercury
- 4. That's Amore D. Martin, Capitol
- 5. Eh Cumpari
- J. La Rosa, Cadence
- 6. Vaya Con Dios L. Paul-M. Ford, Capitol
- 7. You Alone
- P. Como, Victor 8. Oh My Papa
- E. Fisher, Victor
- 9. Stranger in Paradise Four Aces, Decca
- Stranger in Paradise
- T. Bennett, Columbia

## Buffalo

- Santa Baby
- E. Kitt, Victor Oh My Papa
- E. Fisher, Victor
- 3. Rags to Riches
- T. Bennett, Columbia 4. That's Amore
- D. Martin, Capitol 5. Ebb Tide
- F. Chacksfield, London
- Vaya Con Dios
- L. Paul-M. Ford, Capitol 7. You, You, You
- Ames Brothers, Victor

## Chicago

- 1. Oh My Papa E. Fisher, Victor
- Oh Mein Papa E. Calvert, Essex
- That's Amore
- D. Martin, Capitol Stranger in Paradise
- T. Martin, Victor 5. Woman
- J. Desmond, Coral 6. Ricochet
- T. Brewer, Coral

As achestenies



\*\*\*\*\*\*\*\*\*\*

7. Ebb Tide

- F. Chacksfield, London 8. Heart of My Heart
- Four Aces, Decca 9. I See the Moon
- Mariners, Columbia
- 10. Santa Baby E. Kitt, Victor

## Cincinnati

- 1. Rags to Riches T. Bennett, Columbia
- 2. Ebb Tide
- F. Chacksfield, London
- 3. Changing Partners
- P. Page, Mercury 4. Santa Baby
- E. Kitt, Victor
- 5. Ricochet
- T. Brewer, Coral You, You, You
- Ames Brothers, Victor
- 7. Oh My Papa
- E. Fisher, Victor
- 8. Stranger in Paradise Four Aces, Decca
- 9. Many Times E. Fisher, Victor
- 10. That's Amore D. Martin, Capitol

## Cleveland

- 1. Oh My Papa
- E. Fisher, Victor 2. Stranger in Paradise
- Four Aces, Decca
- 3. Ebb Tide F. Chacksfield, London
- 4. Changing Partners P. Page, Mercury
- 5. Santa Baby E. Kitt, Victor
- 6. Rags to Riches
- T. Bennett, Columbia 7. That's Amore
- D. Martin, Capitol 8. Christmas Dragnet
- S. Freberg, Capitol
- 9. Stranger in Paradise T. Bennett, Columbia
- 10. Eh Cumpari J. La Rosa, Cadence

## Dallas-Ft. Worth

- 1. Rags to Riches
- T. Bennett, Columbia 2. You, You, You
- Ames Brothers, Victor
- Ricochet T. Brewer, Coral
- 4. Santa Baby
- E. Kitt, Victor
- 5. Vaya Con Dios L. Paul-M. Ford, Capitol
- 6. Eh Cumpari
- J. La Rosa, Cadence
- 7. Off Shore
- A. Stordahl, Capitol

## Detroit

- 1. Stranger in Paradise Four Aces, Decca
- 2. Oh My Papa E. Fisher, Victor
- Oh Mein Papa E. Calvert, Essex
- 4. That's Amore
- D. Martin, Capitol 5. Changing Partners
- P. Page, Mercury Santa Baby E. Kitt, Victor
- 7. Heart of My Heart D. Cornell-A. Dale-J. Desmond, Coral
- 8. Ebb Tide F. Chacksfield, London
- 9. Christmas Dragnet S. Freberg, Capitol

\*\*\*\*\*\*\*\*

10. Jones Boy Mills Brothers, Decca

## Denver

- 1. Rags to Riches
- T. Bennett, Columbia 2. Love Walked In
- Hilltoppers, Dot
- 3. Oh My Papa
- E. Fisher, Victor
- 4. Changing Partners
- P. Page, Mercury 5. Ricochet
- T. Brewer, Coral 6. Ebb Tide
- F. Chacksfield, London 7. Santa Baby E. Kitt, Victor

## Kansas City, Mo.

- 1. Rags to Riches T. Bennett, Columbia
- 2. Ricochet T. Brewer, Coral
- 3. Ebb Tide F. Chacksfield, London
- 4. Changing Partners P. Page, Mercury
- 5. Istanbul Four Lads, Columbia 6. Eh Cumpari
- J. La Rosa, Cadence · 7. That's Amore
- D. Martin, Capitol 8. Oh My Papa
- E. Fisher, Victor 9. Many Times E. Fisher, Victor

10. Strangers in Paradise

T. Bennett, Columbia

# Los Angeles

- 1. Santa Baby
- E. Kitt. Victor 2. Rags to Riches
- T. Bennett, Columbia 3. Ebb Tide
- F. Chacksfield, London 4. Ricochet
- T. Brewer, Coral 5. Stranger in Paradise
- T. Bennett, Columbia 6. That's Amore
- D. Martin, Capitol 7. Eh Cumpari
- J. La Rosa, Cadence 8. Many Times E. Fisher, Victor
- 9. Christmas Dragnet S. Freberg, Capitol 10. Stranger in Paradise

## T. Martin, Victor Milwaukee

- 1. Oh My Papa
- E. Fisher, Victor 2. Rags to Riches
- T. Bennett, Columbia
  3. Changing Partners
- P. Page, Mercury
- 4. That's Amore D. Martin, Capitol
- 5. Woman
- J. Desmond, Coral 6. Silver Bells B. Crosby, Deoca
- 7. Heart of My Heart D. Cornell-A. Dale-J. Des-
- mond, Coral 8. Oh Mein Papa E. Calvert, Essex 9. Stranger in Paradise

# 10. Santa Baby E. Kitt, Victor

T. Bennett, Columbia

- New Orleans
- 1. Rags to Riches T. Bennett, Columbia
- 2. Changing Partners K. Starr, Capitol That's Amore
- D. Martin, Capitol 4. Oh My Papa E. Fisher, Victor 5. Stranger in Paradise
- T. Bennett, Columbia Stranger in Paradise G. MacRae, Capitol

P. W. Hunt, Capitol

8. South of the Border

7. Oh

## F. Sinatra, Capitol New York

- 1. Rags to Riches
- T. Bennett, Columbia 2. Ebb Tide F. Chacksfield, London
- 3. Stranger in Paradise T. Bennett, Columbia
- 4. Oh My Papa E. Fisher, Victor 5. Vaya Con Dios L. Paul-M. Ford, Capitol
- D. Martin, Capitol 7. Ricochet

T. Brewer, Coral

STREET, STREET

中下《女子中有更新年末》

6. That's Amore

- 8. Santa Baby
- E. Kitt, Victor 9. You Alone
- P. Como, Victor 10. Eh Cumpari J. La Rosa, Cadence

## **Philadelphia**

- 1. Oh Mein Papa
- E. Calvert, Essex
- 2. Oh My Papa E. Fisher, Victor
- 3. Ebb Tide F. Chacksfield, London
- 4. Rags to Riches
- T. Bennett, Columbia
- 5. That's Amore D. Martin, Capitol 6. Heart of My Heart
- D. Cornell-A. Dale-J. Desmond, Coral 7. Santa Baby
- E. Kitt, Victor 8. Stranger in Paradise
- Four Aces, Decca 9. Changing Partners

P. Page, Mercury

J. La Rosa, Cadence

# Pittsburgh

I. Santa Baby

10. Eh Cumpari

- E. Kitt, Victor 2. Oh Mein Papa
- E. Calvert, Essex 3. That's Amore D. Martin, Capitol
- Stranger in Paradise Four Aces, Decca
- 5. Stranger in Paradise T. Bennett, Columbia 6. Changing Partners
- K. Starr, Capitol 7. Oh My Papa

E. Fisher, Victor

8. Ebb Tide F. Chacksfield, London s. You Alone

10. Cow Cow Blues

P. Como, Victor

## J. August, Mercury

- St. Louis
- 1. Oh My Papa E. Fisher, Victor
- 2. That's Amore D. Martin, Capitol Oh Mein Papa
- E. Calvert, Essex 4. Santa Baby
- E. Kitt, Victor 5. Changing Partners P. Page, Mercury 6. Christmas Dragnet

S. Freberg, Capitol

## 7. Heart of My Heart Four Aces, Decca

- San Francisco
- 1. Santa Baby
- E. Kitt, Victor 2. Ricochet

## T. Brewer, Coral 3. That's Amore D. Martin, Capitol

- Seattle
- 1. That's Amore D. Martin, Capitol 2. Ebb Tide
- F. Chacksfield, London 3. Istanbul Four Lads, Columbia
- 4. Ricochet T. Brewer, Coral
- 5. Changing Partners P. Page, Mercury Christmas Dragnet
- S. Freberg, Capitol
  7. Story of Three Loves Liberace, Columbia

8. Stranger in Paradise

Four Aces, Decca

9. In the Mission of

## St. Augustine S. Kaye, Columbia 10. Rags to Riches T. Bennett, Columbia

- Washington—Baltimore
- 1. Rags to Riches T. Bennett, Columbia 2. Changing Partners
- P. Page, Mercury 3. Ebb Tide
- F. Chacksfield, London 4. Oh My Papa
- E. Fisher, Victor
  5. Christmas Dragnet S. Freberg, Capitol 6. Stranger in Paradise
- T. Bennett, Columbia
- 7. Istanbul
- Four Lads, Columbia
- Change AFREEZEWARE CO. ........
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**Current Decca Records Release** 



Featured Star of **GRAND OLE** OPRY

THERE STANDS THE GLASS

and

I'M WALKING THE DOG

**DECCA 28834** 

JEAN SHEPARD

Current Capitol Records Release



**Exclusive** CAPITOL ARTIST.

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and

MY WEDDING RING

CAPITOL 2586

# FERLIN HUSKEY

**Current Capital Records Release** 



**Exclusive** CAPITOL ARTIST

WALKING AND HUMMING

I WOULDN'T TREAT A DOG LIKE YOU'RE TREATING ME

CAPITOL 2627

T. TEXAS TYLER

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PROMOTI

RED BARN **ULM, MONTANA** 

# PACKAGED RECORD BUYING GUIDE

# Packaged Record Review Ratings CLASSICAL LP'S

MUSIC

## EXTENDED ORCHESTRAL WORKS

STRAUSS: GRADUATION BALL (COMPLETE BALLET) (1-12") — New Symphony Orchestra; A. Fistoulari, Cond.
London LL-833 7
ADAM: GISELLE BALLET (1-12")-L'Orchestre du Theatre de
L'Opera, Paris; Richard Blareau, Cond. London LL 869 7
BACH-WALTON: THE WISE VIRGINS: SCARLATTI-TOMMA-
SINI: THE GOOD HUMORED LADIES (1-12")—Vienna State
Opera Orchestra; Franz Litschauer, Cond. Vanguard VRS 440 6
TCHAIKOVSKY: AURORA'S WEDDING; GOUNOD: BALLET
MUSIC FROM FAUST (1-12")—Royal Opera House Orchestra;
W. Braithwaite, Cond 6

## SHORT ORCHESTRAL WORKS

Ensemble. Co	lumbia CL	530	nexander	Semence	78
JOHANN AND					
State Opera VRS 438					
V. Gui, Cond.					

## CONCERTO

BEETHOVEN:	VIOLIN	CONCERTO	IN D	MAJOR	(1-12")
Albert Spald	ling, Vio	linist; Austria	an Syr	nphony	Orchestra;
W. Loibner, C	Cond. Ren	mington R-199	-144		6

## BAND

MARCHES MILITAIRES FRANCAISES (1-12")—Band of La
Garde Republicaine of Paris; François-Julien Brun, Director.
Angel 35051 7
AMERICAN CONCERT BAND MASTERIECES (1-12")-Fred-
erick Fennell conducting the Eastman Symphonic Wind En-
semble. Mercury MG 40006 7
LISTEN TO THE BAND (1-10") - Vox Concert Band. Vox
VX 590 7

## INSTRUMENTAL

CARLOS	M	ONTO	YA:	PATTI	ERNS	IN	FLA	MEN	CO	(1-	10")	
Cook	1028						J				Second St	69
THE CO	NCE	RT	TRIO	(1-10")	-Cap	ri E3	Cook 3-KL	3530		:::		.62

## POPULAR ALBUMS

UIFWNESE WATTTES /1 19"\

## VOCAL

PATTI SINGS THE HIT SONGS OF 1936 (1-EP)—Patti Page. Mercury EP-1-3108
Mercury EP-1-3108 80
PATTI SINGS THE HIT SONGS OF 1937 (1-EP)—Patti Page.
Mercury EP-1-3112 80
HIT PARADE FAVORITES (1-EP)—Richard Hayes. Mercury EP-1-3090
WHERE OLD FRIENDS MEET (1-EP)—Eddy Howard. Mercury EP-1-3107
EP-1-3107 72
REQUESTFULLY YOURS (1-EP) — Johnny Horton. Mercury EP-1-3091
EL RANCHO GRANDE (1-EP)-Tito Guizar. Mercury EP-1-3131 68
BILLY'S SONGS (1-EP)-Billy Daniels. Mercury EP-1-3127 65
DANCE BAND

## POLISH WEDDING DANCES (1-10")—Walter Solek Ork. RCA

DANCE BOUQUET (1-10")—Phil Bennett and His New York	69
Society Ork. Regent MG 11000	68
CHRISTMAS	

JULIUS	LA	ROSA	SINGS	CHRISTMAS	CAROLS	(1-EP)-	name.
AROUNI	D TH	F-1234 .	ISTMAS	TREE (1-10"	Concord	ia Choire	85
Paul J	. Chr	istianse	n, Direct	or. Allied LP	2004		72

## JAZZ

GERRY MULLIGAN QUARTET (1-10")-Pacific Jazz PJLP-5.. 70

THE CAL IJADER TRIO: SWING'S THE THING (1-10") -	
Fantasy 3-9	69
SHELLY MANNE AND HIS MEN (1-10")—Contemporary C 2503	68
LESTER YOUNG TRIO NO. 2 (1-10")—Clef MGC 135	67
CHET BAKER QUARTET (1-10")—Pacific Jazz P.H.P-6	BB
DIZZY IN PARIS (1-10")—Dizzy Gillespie Ork. Contemporary	55
C 2054	65
MODERN SOUNDS: FRANCE (1-10")-Henri Renaud's All Stars	
Contemporary C 2502	62

## CHII DDEN'S DECADOS

CHILDREN 3 KECOKDS	
COMO FOR KIDS (1-EP)—Perry Como. RCA Victor EYA 40 (ALADDIN (2-78)—Ralph Camargo. Children's Record Guild 207 SOUTH AFRICAN FOLK SONGS (1-E)—Joseph Marais and	82 79
FRERE JACQUES (1-78)—Young People's Records 3402	74
Record Guild 9006Parker Fennelly. Children's	60
THE ADVENTURES OF BRER FOX (2-78)—Jimmy (Sleepy Joe) Scribner. Color Tunes 100	68
HOW JERRY JALOPY GOT HIS HORN (1-78)—Art Linkletter.	68
PETS ARE FUNNY (1-78) — Billy Bletcher. Color Tunes A-112 (	65
A-126-127	65

- Maria Carlo Carl

## Spalding Memento **Issued by Remington**

Several disks of rather specialized interest have been directed our way by Remington and Cook. The latter diskery, noted for its forays into binaural sound and

disks of unusually wide range, has two entries that should incollectors can test the capabilities of their equipment via an intriguing conglomeration of percus-sion sounds. The same firm has also released Patterns in Fla-

(Continued on page 47)

## EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Re-view Ratings" is reviewed and rated numerically according to its expected commercial potential within its own mu-sical category. The rating of a record in one category should not be compared with a rating

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.

# **Ballet Music** Popular Items Well Played on New Etchings

New ballet issues cover a wide variety of tastes. Two complete ballets are offered by London, each on a single 12-inch LP. These are Adam's Giselle, probably the oldest from the point of view of performance. The second is the gay, light-hearted Graduation Ball, which consists for the most part of unpublished Strauss pieces, effectively spliced together by Dorati.

Aurora's Wedding and ballet music from Gounod's Faust. Each of these had been previously available as 10-inchers.

All three of these disks are

good recommendations for the ballet lover and particularly for the growing number of youngsters spending an afternoon a week in dancing school. More for the connoissuer is the Vanguard disk coupling The Wise

Virgins (Bach-Walton) and The Good Humored Ladies (Scarlatti-Tommasini). Both of these, by reason of being based principally on religious compositions, cantatas and organ selections, differ considerably in character, tempo, and mood from more familiar ballet music. Yet both have a beauty of their own, and the packages should easily be sold to more advanced ballet addicts.

Nev Gehman.

# Lots of Brass **Band Albums** On Increase

Currently, there's a revival of interest in band music, and this is reflected in the diskeries' increased output of this musical genre. This week, for instance, Angel Records shipped a 12-inch LP of French military music performed by the Band of La Garde Republicaine of Paris, Mercury released a 12-inch disk of American Concert Band Masterpieces, and Vox released a 10-inch LP tagged Listen to the Band.

These three LP's are evidence of the widely ranging repertoire in the band field. Alert dealers, already aware of the growing interest in band music, can probably package this merchandise and note in promotional material -either co-op ads or point of sale -just how extensive the band category is. It's also loaded with tradition and history, in addition to its purely musical appeal-and these facets should prove merchandisable in class shops.

(Continued on page 47)

Server that "Mercena Topet as a

For Young Listeners

# Como Disk Is Strongest; Others' Also Head for Holiday Action

well-known to both mama and junior, and this package of four Christmas ditties, including "I Saw Mommy Kissing Santa Claus" and "Rudolph," given the proper exposure, should have no trouble moving off the counter or rack. It's a set that should have annual selling strength.

Strongly. Of better potential and for the younger ones is Frere Jacques on the YPR affiliate, a charming story written around the old French children's round.

A raft of disks from Color Tunes (Allied Record Company) is highlighted by a two-record set of The Adventures of Brer Fox which has its amusing modern.

easily produce very pleasing results, is Joseph Marais and Miranda's South African Folk Songs. This team has long disks con kiddie sto and old, and the same natural and delightful intimacy they achieve on the stage is present on this disk. A demonstration can sell this not only for youngsters but as an adult record as well.

Children's Record Guild and Young People's Record Guild and Young People's Records continue to release high-level kiddie disks that are aimed at the more discerning parent. Aladdin on CRG is a particularly good one to recommend to parents who are trying to develop musical interest in their offspring, the it's surprising the sides are not numbered. ing the sides are not numbered for automatic changers. It's the From M-G-M comes a 12-inch old story, but re-written with a disk recoupling Tchaikovsky's lot of modern vernacular thrown in and uses Rimsky-Korsakoff's Scheherazade in the background

# Pop Vocals La Rosa Disk **Paces Entries**

With Christmas almost upon us. the hour is late for Christmas releases. However, no dealer need fear ordering a quantity of Ca-dence Records' latest holiday release on EP, for it features the much publicized Julius La Rosa singing four of the best-loved carols. The ex-Godfrey warbler was never in better form, and his many, many fans will want this fine set. Another Christmas set, in a slightly different vein, features the Concordia Choir on a new Allied LP, Around the Christmas Tree. The choir, one of the country's finest a cappella groups, is under the direction of Paul Christiansen, son of one of America's most distinguished choral directors, F. M. Christiansen. The Concordia Choir shows off its fine musicianship and versatility with excellent performances on a group of not-so-wellknown carols on this new set. It should do well for Christmas, especially in the Midwest.

Mercury Records has swung into high gear with its EP production and has recently released a flock of EP's featuring many of (Continued on page 47)

## Pop EP's Bracket Varied Repertoire

Record manufacturers are never at a loss for material, and the record customer, therefore, should never be at a loss when it comes to finding recorded material for any special purpose. Recent releases serve to prove again the agility of a.&r. executives in finding unusual material and artists to complement the standard The Angel disk, titled Marches items being released regularly.

standing job musically and engineering-wise. The art work and packaging are exquisite, and the liner notes, telling something of the traditions of French military buyer. A new label, Capri, has that should repay a push. (Continued on page 47)

This week's batch of kiddle Label has been successful in simrecords indicates the wide range ilar ventures in the past. Also of moppet taste (which, of course, from the label is Hunters of the means parental, since they do the Sea, a story and folk songs about buying). One, Como for Kids, whaling, but it fails to register looks like a sure-shot. Perry is strongly. Of better potential and

annual selling strength.

A disk that might require somewhat more push, but could pation with the inclusion of "crayoff" crayons and a number drawings to color. of outline drawings to color. Three other Color Tune single disks consists of typical original kiddie stories. Nev Gehman.

# The Breeze Is **Cool From the** West Coast

Recently released modern jazz albums show California musicians still putting out some of the most provocative material in this field. Spearheading one important school is Gerry Mulligan. He and his quartet, in a new Pacific Jazz release, continue their experimentation in rhythm patterns, instrumental textures and cool harmonies. Mulligan's handling of the baritone sax and Chet Baker's trumpet must again be singled out for the kicks they hold for the educated jazz ear. Baker has also cut eight selections with his own group. His album features the playing and compositions of pianist Russ Freeman. Excellent instrumentalists all, they share Mulligan's penchant for mildly dissonant harmonies and tight construction.

Since leaving Stan Kenton's band, drummer Shelly Manne has enlivened the California musical scene with his own progressive group. A credit to his taste and judgment is the way he never overstates the role of drums in material the band performs. The important thing is the ensemble, and Manne gives leadership to a brilliant one in a recently re-(Continued on page 47)

# Chamber Ork Plays Strauss

Some of the best of Viennese dance music is offered on disks by Vanguard and Columbia. The latter's, Viennese Waltzes, features compositions by Joseph Lanner and the three Strauss waltz kings. They're played as originally scored—by a chamber group, in this instance the Alexander Schneider String Ensemble, Schneider leads on violin and shows himself a fiddler of high order. This unusual treatment makes the disk more than just another waltz entry. In addition it includes many less familiar but every bit as beautiful waltzes of these masters. Both of these can be used as strong selling points.
Vanguard's entry is Strauss

Polkas by Johann Jr., and Josef, as played by the Vienna State Opera ork. These are extremely trigue the high fidelity addict. In one, Speed the Parting Guest, François-Julien Brun, is an out-Richard Hayes four wonderful delightful selections — much

party of the contract of the c

Nev Gehman.

## The Billboard's Music Popularity Charts

## PACKAGED RECORD BUYING GUIDE

# "Best Selling Classical LP'S"

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

- 1. RESPIGHI: PINES OF ROME: FOUNTAINS OF ROME (NBC 2. BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Sym-
- 4. MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRA-VINSKY: FIREBIRD SUITE (Philadelphia Orchestra-Or-
- i. WAGNER: TRISTAN AND ISOLDE (Flagstad, Suthaus,
- Fischer-Dieskau, Philharmonia Orchestra-Furtwangler ... ......RCA Victor LM 6700/HMV 6. RODGERS: VICTORY AT SEA (NBC Symphony-Bennett)...
- RCA Victor LM 1779 7. RACHMANINOFF: RHAPSODY ON A THEME OF PAGA-NINI; BEETHOVEN: PIANO CONCERTO NO. 2 (Kapell,
- Robin Hood Dell Orchestra-Reiner) .....RCA Victor LM 9026 8. BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (NBC Sym-
- 9. CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops Orchestra-Fiedler)...RCA Victor LM 1752 10. RACHMANINOFF: RHAPSODY ON A THEME OF PAGA-NINI (Rubinstein, Philharmonia Orchestra-Susskind) ......
- 11. VERDI: OTELLO (Nelli, Merriman, NBC Symphony-Tos-
- 12. BEETHOVEN: PIANO CONCERTO NO. 5 (Horowitz, RCA Victor Symphony Orchestra-Reiner)....RCA Victor LM 1718 13. MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago
- 14 RAVEL: BOLERO: RIMSKY-KORSAKOFF: CAPRICCIO ES-PAGNOL (Detroit Symphony-Paray) . . . . . Mercury MG 50020
- 15. TCHAIKOVSKY: NUTCRACKER SUITE: SLEEPING BEAUTY (Philadelphia Orchestra-Ormandy) .....

# **Pop Album Recent Release Sellers**

All records listed under recent releases have been released less than five months ago. Catalog sellers have been available for more than five months. Results are based on a survey of key dealers thruout the country. Musical category changes weekly.

## VOCAL

2. FRANKIE LAINE-JO STAFFORD—NEW ORLEANS ...... 5. ROSEMARY CLOONEY, DORIS DAY, ETC.—REQUESTED 5. FRANK PARKER-ROMANCE......Columbia CL 6267 7. ANNA RUSSELL SINGS! AGAIN? ...... Columbia ML 4733 

## Best Selling Dramatic and Narrative Records"

1. DON JUAN IN HELL (Boyer, Hardwicke, Laughton, Moor-3. MACBETH (Old Vic) ......RCA Victor LM 6010 5. ROMEO AND JULIET (Old Vic) ......... RCA Victor LM 6110

## Pop Vocals

. Contin d from page 46

its top artists in the pop, country and international fields. Some of them contain new material, others group previously released singles. Two new Patti Page sets, one featuring the thrush on hits of 1936, the other on hits of 1937, should interest all age fans, and should continue to be steady sellers for a long time to come. Her singing of "It's a Sin to Tell a Lie" and "Did I Remember?" on the 1936 EP is outstanding. Eddy Howard's EP. Where Old Friends Meet, contains sides recently issued as singles, including the ebullient ditty "Skirts." Billy Daniels' fan clubs might be interested in his new Mercury EP, Billy's Songs, altho Daniels is one of those performers who come over much better in person than men as Walter Piston, William Albert Spalding, who recorded they do on wax. This is not true of the great Latin - American Russell Bennett, Morton Gould, label shortly before his death last singer, Tito Guizar. His new EP, etc. El Rancho Grande, contains the title song, and Guizar sings it and lighter type of fare, tho again, three other Latin tunes with all quite varied. There is the "Radet-the charm and skill he displays in zky March" by Johann Strauss, person, For the country field, Fucik's "Gladiators March," Rix-Mercury has released a Johnny ner's "Malaga" and others. Horton EP, which contains his

last two single releases. Horton happens to be one of the c.&w. field's top warblers, and anyone who doesn't know this yet will be convinced when he hears Horton sing "The Mansion You Stole" and "Red Lips and Warm Red Wine" on the new set, Requestfully Yours. Bob Rolontz.

## Lots of Brass

· Continued from page 46

music, are beyond compare. The repertoire covers the period of the French Revolution thru to

Mercury's album, with Frederick Fennell conducting the Eastman Symphonic Wind Ensemble, is a fine example of an established concert unit performing the works of modern composers. The pieces are by such noted Schuman, Samuel Barber, Robert the Beethoven Concerto for the

Vox's Concert Band presents a time, the artist's beautiful tone is

Paul Ackerman.

## CHART COMMENTS

This week's classical report is one covering the whole field rather than two separate categories of the whole. This over-all report will be made in the future from time to time in order to point up how the records of the various categories relate to each other in over-all sales.

Of these 15 top sellers it is readily seen that repertoire involving a full orchestra dominates the list. Actually six of the categories regularly surveyed are represented. There are five Extended Orchestral entries; three Symphonies; two each from the Complete Opera, Short Orchestral and Instrumental categories and one Concerto entry. This list of course crosses the normal line of distinction between recent releases and catalog sellers.

RCA Victor shows overwhelming strength according to these reports, garnering 11 of the 15 disks while Columbia and Mercury split the other four places. Unusual strength is also shown by two pieces of repertoire. Both Pictures at an Exhibition and Rhapsody on a Theme of Paganini scored in two different versions.

## NEXT WEEK

- \* CHAMBER MUSIC
- \* EXTENDED ORCHESTRAL WORKS
- \* ALL POP SETS

## Pop EP's Bracket

Continued from page 46

turned out a most unusual LP of classical selections performed by an amazing group of two accordions and a bass. Odd as it may appear, the Concert Trio delivers a legitimate reading of Mozart, Beethoven, Debussy, etc. It's good listening and should be a "must" for accordion students.

RCA Victor has come thru with an LP package by Walter Solek and his orchestra which is called Polish Wedding Dances and is just what the title suggests, a bright collection of polka, march and oberek selections. The Regent label offers, the Phil Bennett ork in Dance Bouquet, a collection of smartly played standard items in waltz, tango, fox trot and rumba rhythms. The ork has the sound of a well-trained society combo; one that plays for dancing.

Fourteen Hawaiian selections, ranging from native folk music to Tin Pan Alley scribblings, make up A Musical Portrait of Hawaii, as played and sung by the Hal Alome group. It's well done, too. Alma Records offers up a hitherto unknown band, the Claude Gordon Ork. Gordon is a Hollywood studio trumpet player with a fine sound. He's put together four selections for band on a single EP. The standards and originals offer testimonial to the band's good beat and sound. Joe Martin.

# Spalding Memento

· Continued from page 46

menco, featuring the guitar virtuoso Carlos Montoya, which holds considerable musical interest in addition to its crystal clear reproduction.

Remington has issued another memento of the late violinist spring. Tho past his prime at the much in evidence and Spalding enthusiasts will not mind his technical lapses overly. A grouping of popular Italian overtures is casually assembled on another Remington disk. Is Horowitz.

# Pop Album Catalog Sellers

VOCAL

- NAT (KING) COLE—UNFORGETTABLE.....Capitol H 357 2. RCA VICTOR PRESENTS EARTHA KITT ..... ......RCA Victor EPB 3062
- 3. JANE FROMAN—WITH A SONG IN MY HEART ...... 4. LES PAUL-MARY FORD-BYE BYE BLUES ... Capitol H 356
- 5. LES PAUL-MARY FORD-HIT MAKERS ..... Capitol H 416 6. EDDIE FISHER—I'M IN THE MOOD FOR LOVE .....
- .....RCA Victor EPB 3058 7. ROSEMARY CLOONEY-HOLLYWOOD'S BEST
- 7. AL JOLSON-SONGS HE MADE FAMOUS ..... Decca 5026 10. KAY STARR STYLE ...... Capitol H 363

## Jazz

Continued from page 46

leased Contemporary album. Cal Tjader and his trio add another strain of vitality to the Coast's musical life. Their album, released by Fantasy, is highlighted drums and vibes by Tjader.

A source of inspiration to this young set has been Lester Young. of course. Some material that he cut with drummer Buddy Rich and pianist Aye Guy a few years ago in L.A. has just now been released by Clef. There is a spontaneity to the material collected here that may be as attractive to collectors as the customary virtuosity of Young and Rich. Dizzy Gillespie brought his group to Paris not long ago and while there cut the material in the album "Dizzy in Paris." A good deal of it is on the frantic side, which is only what his French and American fans have come to expect of him. How much the European musicians have learned from our itinerant bopsters is revealed in a Contemporary album featuring Henri Renaud in an album entitled Modern Sounds: France. Gary Kramer.

# Columbia Sets

· Continued from page 28

Capitol. The Capitol publishing companies publish and exploit their own tunes.

Holding Firm

Decca's music firm, Northern Music, is used today more as a holding firm than anything else. It, and Sun Music, were very active during the late 30's and early 40's. The firm has had very active partnerships with established publishing firms, altho these have been quiet in recent years.

RCA Victor a few years ago looked into the possibilities of having its own publishing firm in order to pre-test tunes by controlling the copyrights. However, the study convinced the firm that having its own firm would not assure additional hits.

Many years ago, Victor owned Southern Music, which was subsequently acquired by Ralph

## Morris Claims

Continued from page 27

agreement with Loew's, licensing the film company to make specified usage of the tune in the motion picture; and that the movie firm used the song "in a by inventive solo work on both manner not prescribed or permitted by the agreement."

The complaint brings to the fore a long-nurtured feeling among members of the American Society of Composers, Authors and Publishers that they have not been able to "get a fair shake" in dealing with motion picture producers.

Extensive Use

The action is known to hinge on the extensive use made of the Jack Lawrence-Walter Gross standard in the film starring Joan Crawford. The original contract between Morris and Loew's called for a much more limited use of the tune, according to the pub-

Morris is seeking a permanent injunction from infringing on his copyright by the film company. He also asks that Loew's be required to pay "all gains, profits and advantages derived . . . from its infringement . . . or such damages as the court may deem proper." Thru his attorney, Lee" Eastman, Morris also asks that all negatives and prints of the film be impounded during the

## Bell Steps Up

· Continued from page 27

Neissner Bros., has opened its entire chain for the Bell line after experimenting with 10 locations. The Neissner plan calls for spotting the Bell racks in locations other than those assigned to disks in the chain's retail outlets. The thinking is based on the experiences gained in the book field.





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# The Billboard's Music Popularity Charts

# TOP COUNTRY & WESTERN RECORDS

## National Best Sellers

This		st cek	Week on Char
1.	THERE STANDS THE GLASS—W. Pierce I'm Walking the Dog—Dec 28834—BMI	1	
2. 1	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters		1
3. 1	LET ME BE THE ONE—H. Locklin	3	1:
4. (	CARIBBEAN—M. Torok	4	1
5. 1	DEAR JOHN LETTER—J. Shepard-F. Huskey I'd Rather Die Young—Cap 502—BMI	6	2
6.	WAKE UP IRENE—H. Thompson	9	
7.	SATISFACTION GUARANTEED—Carl Smith	9	
8.	HEY JOE—Carl Smith  Darlin' Am 1 the One?—Col 21129—BMI	5	2
8.	WHEN MEXICAN JOE MET JOLE BLON-H. Snow No Longer a Prisoner-V 20-5490-BMI	7	
8.	BIMBO—J. Reeves	276	5 8

# Most Played by Jockeys

This Week	Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Biliboard's weekly survey among disk jockeys who specialize in country and western records.	Last		Week on Chart
and the second second	ET ME BE THE ONE—H. Locklin	••	2	16
2. T	HERE STANDS THE GLASS—W. Pierce Dec 28834—BMI	••	3	. 9
	FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters	**,	1	17
	MBO—J. Reeves	•	4	3
5. C	ARIBBEAN—M. Torok	••	6	16
	EY JOE—Carl Smith	••	6	21
	M WALKING THE DOG-W. Pierce Dec 28834-BM1	••	5	. 7
	ORTH WIND—S. Whitman			2
	EAR JOHN LETTER—J. Shepard-F. Huskey	••	6	21
	AIN'T NICE—Carlisles		17	4

# Most Played in Juke Boxes

The		st	Weeks on Chart
1.	CARIBBEAN—M. Torok	1	13
2.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters		15
3.	LET ME BE THE ONE—H. Locklin	2	8
4.	THERE STANDS THE GLASS—W. Pierce Dec 28834—BMI	3	7
5.	DEAR JOHN LETTER—J. Shepard-F. Huskey Cap 2502—BMI	6	18
6.	HEY JOE—Carl Smith	4	21
6.	TENNESSEE WIG-WALK—Bonnie Lou	7	6
8.	I'M WALKING THE DOG-W. Pierce	B	8
9.	CRYING IN THE CHAPEL—Rex Allen	-	13
10.	DIVORCE GRANTED—E. Tubb	9	2

# ( & W Record Reviews

Continued from page 38

instrumental with a slow, sensitive melodic pattern. Nice for dancing. (Opal, BMI)

This Ain't the Blues .... 72 Like the flip, an instrumental; but a change of pace. This one's fast, with the guitars really going. (Opal, BMI)

JIMMY WALKER Look What Followed

M-G-M 11653-Walker is referring to his girl, and asks his mom if he can keep her. The singer brings off the quiet humor of the song with affecting simplicity. (Acuff-Rose, BMI)

God Was So Good .... 70 Walker is grateful for having met his girl. He sings this sentimental slowtempo material with heart-felt conviction. (Acuff-Rose, BMI)

JIMMY THORPE

DELUXE 2006 - Thorpe comes thru with a strong reading of an aboveaverage ballad entry. (Lois, BMI) Strange Feeling .... 70

Ragtime item with standard melody line has a good lyric. Thorpe does a good job with the material. (Lols,

ANDY WILSON

REPUBLIC 7066-Strong love ballad item is done with feeling to the accompaniment of organ and rhythm section. (Acuff-Rose)

How Can I Ever Lose Something? . . . . 69 Danceable, up - tempo item, this. Wilson does nicely, and the ork comes thru excellently. Ops will like it. (Acuff-Rose)

CURTIS GORDON 

V 20-5550-Gordon gives some standard advice to his girl in this humoritem. The material has an attractive bouncy rhythm which ought to recommend it to operators. (Tan-

Little Bo-Peep .... 67 The singer tells how he lost his girl in a lyric constructed out of lines from nursery rhymes. (Tannen, BMI)

## FOLK TALENT AND TUNES

By JOEL FRIEDMAN

Tommy Sands headlined the KFDM Jamboree in Beaumont, Tex., recently, playing to a capacity house, after playing a stint on the Minnie Pearl show in Galveston and Liberty, Tex. Tommy hasn't been making too many personal appearances of late, except for those he makes daily at Houston High School. . . . Eddie Crandall promoting a big hillbilly show in Newbern, N. C., come December 22, with Jimmy Dean, of "Bummin' Around" fame, head-lining the bill, in addition to Jackie Butler, the Newbern Trio, and Ray and Preston and their Sons of Dixie. . . . Kenny Lee. Ernest Tubb and Curtis Gordon were the stars of the Radio Ranch last week in Mobile, Ala. . . Martha Carson booked solid thru January, with New Year's Eve in Charlotte, N. C.; January 1 at Columbia, S. C., and January 3 in Augusta, Ga. She will tour the Texas-Oklahoma area thru January 29 in "Grand Ole Opry" package for Norman Riley. . . Hawshaw Hawkins played to 2,000 payees at the Circle Theater's Jamboree in Cleveland last week. Darrell Glenn set to guest on the Pee Wee King show Dec. 23.

Rocky Starr, popular Western H. Williams, M singer in the Rocky Mountain 10. Hopeless Love region, is pulling good crowds into KOA's "Saturday Night Hoedown" from the stage of Denver's Tabor Theater. In addition to his weekly radio airer, Starr plays his Sunday night barn dances at the Band Box Ballroom and recently opened his own Western music shop. . . Lonesome Pine Fiddlers busy with a heavy schedule thru Kentucky

... Hank Snow and Ernest Tubb have named Dub Allbritton personal manager starting January 1 Grandpa Jones played to a capacity house of 6,000 at the KRNT

# This Week's New Territorial Best Sellers to Watch

Records listed under "Territorfal 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....I'LL NEVER GET OVER YOU

E. Arnold, Victor 20-5525 Memphis....LOVE LETTERS IN THE SAND M. Wiseman, Dot 1191 O. Wheeler, Okeh 18022 Nashville ... RUN 'EM OFF CHEATIN'S A SIN K. Wells, Decca 28931 I REALLY DON'T WANT TO KNOW E. Arnold, Victor 20-5525

## 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. There Stands the Glass

W. Pierce, Decca 3. Let Me Be the One H. Locklin, Four Stac

4. Caribbean M. Torok, Abbott

5. Dear John Letter J. Shepard-F. Huskey, Capitol

6. When Mexican Joe Met Jole Blon H. Snow, Victor

7. Wake Up Irene H. Thompson, Capitol

8. North Wind

S. Whitman, Imperial 9. I'm Allergic to Your Kisses J. Skinner, Decca

10. Tain't Nice Carlisles, Mercury

## Dallas-Ft. Worth

1. There Stands the Glass W. Pierce, Decca

2. Wake Up Irene H. Thompson, Capitol

3. You All Come A. Duff, Starday

4. I'll Never Get Over You E. Arnold, Victor

5. Bimbo J. Reeves, Abbott

6. I Forgot More Than You'll Ever Know

Davis Sisters, Victor

7. Let Me Be the One H. Locklin, Four Star

8. Hey Joe

C. Smith, Columbia 9. When Mexican Joe Met

Jole Blon

H. Snow, Victor 0. Heartbreak Ahead

C. Arthur, Victor

## Houston

 Release Me J. Heap, Capitol 2. There Stands the Glass

W. Pierce, Decca 3. I Forgot More Than You'll Ever Know

Davis Sisters, Victor 4. Bimbo

J. Reeves, Abbott

5. North Wind S. Whitman, Imperial

6. I Found Out More Than You Ever Knew

B. Cody, Victor 7. You All Come A. Duff, Starday

8. Hey Joe

C. Smith, Columbia 9. Weary Blues From Waitin' H. Williams, M-G-M

L. Frizzell, Columbia

sponsorship. . . . Zeb Turner and some of the boys with Sam Pridgen vacationed in Pittsburgh recently, renewing acquaintances with Slim Bryant and His KDKA Wildcats. Slim continues doing 10 regular weekly shows via KDKA, and has just added a half-hour TV stint on WDTV.

nal manager starting January 1. Sammy Lillibridge, KFRO, Walt and Glenn Scott on h. Bonnie Lou, Carl Smith and Longview, Tex., reports that the morning country round-up. . . "East Texas Hillbilly Jamboree" is Cousin John Bassett. WNEB. doing well, with Red Sovine, Worchester, Mass., has started a Theater, Des Moines, recently...

Nelba and Margaret, the Berry
Sisters, out with their first release on Amber Records tagged "Blue Tennessee Rain." . . . Jimmy
Wakely show has been renewed on 11 stations of the Columbia Pacific Network for 52 weeks, with Bristol-Myers continuing wen, with Red Sovine, Morthester, Mass., has started a new Saturday night show featuring the nine top c.&w. platters. . . . Jim Wilson, WHOO, Orlando, KENM, Portales, N. M., adding three hours to his Saturday night show hoopla where he lined up several show, and also prepping a "Mexical can Jamboree" from ENMV Theater and Bob Stegall among the guest stars. . . . Maunay George, KENM, Portales, N. M., adding three hours to his Saturday night show featuring the nine top c.&w. platters. . . . Jim Wilson, WHOO, Orlando, Fla., back from the Nashville show, and also prepping a "Mexical can Jamboree" from ENMV Theater. . . . Jim Wilson, WHOO, Orlando, Fla., back from the Nashville show, and also prepping a "Mexical can Jamboree" from ENMV Theater. . . . Jim Wilson, WHOO, Orlando, Fla., back from the Nashville show, and also prepping a "Mexical can Jamboree" from ENMV Theater. . . . Bill Lowery, better known as Uncle the Britan Continued on page 52)

Jolly Cholly Stokely reports the Red River Round-up was recently visited by Jim Reeves, Tibby Edwards, Slim Whitman and Roscoe Pierce down in Shreveport, La. . . . Ray Scott has added another hour to his WZIP, Covington, Ky., show in addition to live talent in the person of Kenny Price and Walt and Glenn Scott on his

# Memphis

1. There Stands the Glass W. Pierce, Decca

Let Me Be the One

H. Locklin, Four Star 3. I Forgot More Than You'll Ever Know

Davis Sisters, Victor 4. Love Letters in the Sand

M. Wiseman, Dot 5. Kiss Me Big

Tennessee Ernie, Capitol 6. I Found Out More Than You

Ever Knew B. Cody, Victor

7. Tennessee Wig-Walk B. Lou, King

8. Hey Joe C. Smith, Columbia

9. Pa-Paya Mama

Jole Blon

B. Lou, King 10. When Mexican Joe Met

H. Snow, Victor

## Nashville

1. Let Me Be the One H. Locklin, Four Star

Satisfaction Guaranteed

C. Smith, Columbia 3. Run Em Off

O. Wheeler, Okeh

4. Cheatin's a Sin K. Wells, Decca

5. I Really Don't Want to Know

E. Arnold, Victor 6. I Forgot More Than You'll,

Ever Know

Davis Sisters, Victor

7. When Mexican Joe Met Jole Blon

H. Snow, Victor

8. Kiss Me Big Tennessee Ernie, Capitol

9. Tain't Nice

Carlisles, Mercury 10. Forgive Me John

V. Shepard-F. Huskey, Capitol

## **New Orleans**

1. There Stand the Glass W. Pierce, Decca

2. Wake Up Irene H. Thompson, Capitol

J. Reeves, Abbott

4. When Mexican Joe Met

Jole Blon

H. Snow, Victor

Release Me

J. Heap, 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

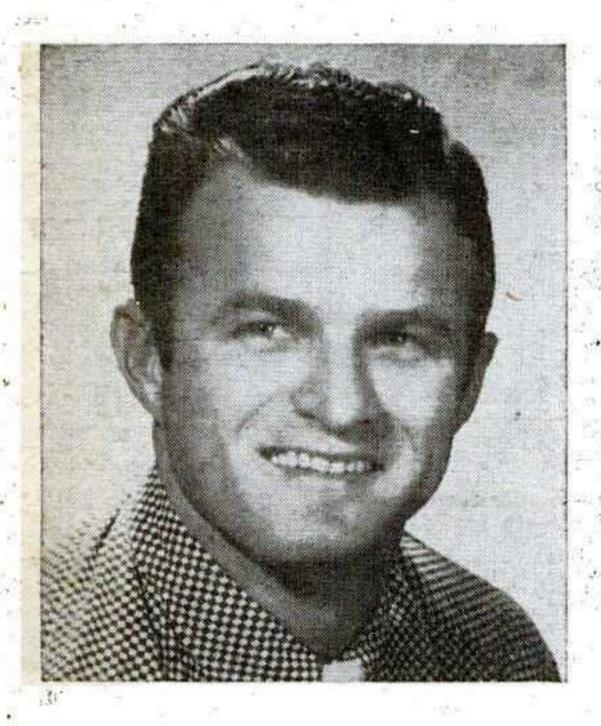
B. Lou, King 10. Let Me Be the One

H. Locklin, Four Star

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## The Billboard Music Popularity Charts

# TOP RHYTHM & BLUES RECORDS

Records are ranked in order of their current national sel importance at the retail level. Results are based on The board's weekly survey among dealers through the country a high volume of sales in rhythm and blues records.  Week reverse side of each record is also listed.	Bill- with The La	st	Weeks on Chart
1. MONEY HONEY—C. McPhatter		1	8
2. HONEY HUSH—J. Turner		2	13
3. RAGS TO RICHES—Dominoes  Don't Thank Me-King 1280-ASCAP		3	4
4. I'LL BE TRUE—F. Adams		7	2
5. I HAD A NOTION—J. Morris		5	6
6. SHAKE A HAND—F. Adams		4	18
7. ONE SCOTCH, ONE BOURBON, ONE BEER— A. Milburn		6	13
7. MARIE—Four Tunes	TO STATE OF THE PARTY OF THE PA	-	
9. AIN'T IT A SHAME—L. Price	2.0		
10. FAT DADDY-D. Washington		-	2

# Most Played in Juke Boxes

Thi		37.0	Week on Char
1.	HONEY HUSH—J. Turner	1	1
2.	SHAKE A HAND—F. Adams	2	1
3.	MONEY HONEY—C. McPhatter	3	1 7
4.	MARIE—Four Tunes	6	
	TV IS THE THING—D. Washington		
6.	MAD LOVE—M. Waters	6	
7.	AIN'T IT A SHAME—L. Price	4	
8.	BLUES WITH A FEELING—Little Walter	9	
9.	DRUNK—J. Liggins	_	
10.	IN THE MISSION OF ST. AUGUSTINE-Orioles	_	

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Two Terrific Quartet Sides

THE DIAMONDS CHERRY IN THE DARK

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# Rhythm & Blues Record Reviews

Continued from page 38

the level of this one. The singer needs the kind of material that givesa chance to show off his talk and voice, but he doesn't have it here. (Arc. BMI)

Cruisin' ....74

.Light instrumental opus penned by Mabon is played smoothly by the combo with the writer featured on piano. (Goday, BMI)

MR. GOGGLE EYES AUGUST

O What a Fool ..... DUKE 117-This side has some interesting lines. August's vocal swings right along with a good honking backing by Otis' band. Will get action. (Lion, BMI)

Play the Game .... 73 There's good sound to this side.

August does an interesting vocal, Deep South in character. Otis' band backing is solid. (Lion, BMI)

CHOKER CAMPBELL ORK How Could You Do This? .............73 ATLANTIC 1014 - Harold Young comes up with a first-rate vocal on the excellent blues item. The Camp-

bell ork delivers a fine backing and some strong piano and tenor solos. (Progressive, BMI) Last Call for Whiskey .... 73 Ops should go for this pitch to

"drink up" as delivered by the ork

and Young. (Progressive, BMI) WILLIE LOVE TRUMPET 173-Routine blues effort has a chance for deejay spins via

Love's strong vocal, the ork work and the lyric. 74 Blues .... 70 Love explains that he is leaving in the morning for the North, and he isn't

this rhythmic Southern blues.

coming down South any more, on

SONNY BOY WILLIAMSON

Cat Hop ......73 TRUMPET 212-Here's a wild instrumental that tries to combine Southern blues and swing. Yet, in spite of the strange mixture, it's an exciting disk, and it could go in the South.

Too Close Together .... 68 Slight novelty blues is handled neatly by the warbler.

(Continued on page 51)

## RHYTHM AND **BLUES NOTES**

By BOB ROLONTZ

A number of new r.&b labels have been started during the last few weeks. One of them is Bruce Records, which is headed by Monte Bruce, New York. Another is Great Lakes Records, headed by Kenneth Campbell, Detroit. The firm will release records in all categories, with Sax Kari in charge of r.&b. platters. King Records has re-activated its Deluxe label, and has transferred several masters from the Rockin' label to Deluxe. Some other recent new labels are Central, which is affiliated with Derby in New York, and Starmaker in Memphis.

Jerry Wexler and Ahmet Ertegun, Atlantic toppers, returned this week from New Orleans after waxing a lot of talent in the first city of jazz. New signings by the label include Professor Longhair (Roy Byrd), who was with the label in 1948; Mr. Blues (George Jackson), from suburban New Orleans, and the Jackson Gospel Singers.

Beulah Bryant, Jay Dee artist, is pulling crowds into the Ozark Club, Great Falls, Mont., where she was booked by Denver agent Dave Strause. . . . Billy Ward's Dominoes are slated for New Year's Eve at The Wolhurst, one of Denver's top-drawer clubs.

(Continued on page 51)

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## 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. Charlotte....SOMETHING'S WRONG Fats Domino, Imperial 5262

This Week's New Territorial

DETROIT.... CHRISTMAS IN HEAVEN

Dominoes, King 1281

## 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 One Scotch, One Bourbon, One Beer

A. Milburn, Aladdin 4. I Had a Notion

J. Morris, Herald

5. Shake a Hand F. Adams, Herald

6. I'll Be True F. Adams, Herald

7. Feelin' Good Little Junior's Blue Flames,

Sun 8. Mad Love

M. Waters, Chess'

9. I Want to Thank You Five Royales, Apollo

10. Drunk J. Liggins, Specialty

## Charlotte

1. Money Honey C. McPhatter, Atlantic

2. Honey Hush

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## PROMOTERS

—Get on our Mailing List. —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer in-quiries from your territory to you. -Please state the date and type of event or at least one event which you have promoted financially responsible or secured responsi-ale underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, III. in the past. Specify whether or not you were

J. Turner, Atlantic 3. Rags to Riches

Dominoes, King

4. I'll Be True

F. Adams, Herald 5. Shake a Hand

F. Adams, Herald 6. Don't Leave Me This Way

Dominoes, Federal 7. Drunk

J. Liggins, Specialty

8. The Feeling is So Good Clovers, Atlantic

9. I Had a Notion J. Morris, Herald

10. Something's Wrong Fats Domino, Imperial

## Chicago

1. Money Honey C. McPhatter, Atlantic

2. Honey Hush

J. Turner, Atlantic 3. In the Mission of

St. Augustine Orioles, Jubilee

4. Marie

Four Tunes, Jubilee 5. Blues With a Feelin'

Little Walter, Checker

6. Nadine Coronets, Chess

Shake a Hand F. Adams, Herald



UNITED records is still riding high with its smash hit by Jimmy Cole on STATES 129, "Raid on the After Hour Joint," This disk is proving to be one of the hottest ever put out by the label and it is getting plenty of disk jockey spins as well as good juke box play. Another STATES release, number 126, is also going great guns across the dealers' counters. This one is by Helen Thompson and is titled "Going Down to Big Mary's," Keep your eye on this one.

A new release that's already starting in St. Louis and Chicago is Memphis Slim's new waxing on United 166, called "Call Before You Go Home," backed with "This Is My Lucky Day." Both sides are simply terrific.

Watch the new Willie Mabon waxing of "I Got To Go," backed with "Cruisin". go to the top. The new CHESS (1554) release is destined to be a smash hit. The boy has always been great and this disking verifies it. A release by Little Walter on CHECKER 786 has already started in Detroit, Chicago, Cleveland and New Orleans. It features the sensational pairing of "You're So Fine" and "Lights Out." Both these tunes are done in great style and will sell like

Still riding high on the rating charts is Valaida Snow's waxing of "I Ain't Gonna Tell," backed with "If You Don't Mean it," on Chess 1555. . Don't pass this up if you don't already have it.

A hot record to watch right now is a new SPECIALTY (480) release by Roy Milton. It features him doing his very best on "I Stood By" and "Baby, You Don't Know." Cet this one, it's surefire. The Five Blue Notes continue to shoot skyward with their SABRE 103: recording of "Ooh, Baby," backed with "My Gal Is Gone." This group is a real treat for the ears and is a proven seller. The waxing is getting plenty of air play and juke box spins. Need I say more.

That great group of singers, The more fame with their Christmas waxing of "Hey, Santa Claus" and "Just a Lonely Christmas" on Chance 1150. Simply

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Swanee Quintet

About this one, The Billboard says:

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LOVE ME, BABY

by Bernie Hardison

b/w WELL DONE

b/w WHEN THEY RING THEM

b/w THERE'S NO DISCHARGE

Nashboro 544

Nashboro 539

Nashboro 538

Excello 2020

- 8. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin
- 9. Rosemary Fats Domino, Imperial
- 10. Get It Royals, Federal

## Cincinnati

- 1. Money Honey C. McPhatter, Atlantic
- 2. I'll Be True F. Adams, Herald
- 3. Honey Hush
- J. Turner, Atlantic 4. Rags to Riches
- Dominoes, King
- 5. Shake a Hand F. Adams, Herald
- 6. I Had a Notion
- J. Morris, Herald 7. Good Lovin'
- Clovers, Atlantic
- 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. Rags to Riches Dominoes, King
- 3. My Country Man
- Big Maybelle, Okeh 4. Honey Hush
- J. Turner, Atlantic -5. Shake a Hand
- F. Adams, Herald
- 6. Christmas in Heaven Dominoes, King
- 7. One Scotch, One Bourbon, One Beer
- A. Milburn, Aladdin 8. TV is the Thing D. Washington, Mercury
- 9. I Had a Notion
- J. Morris, Herald
- 10. Marie
- Four Tunes, Jubilee

## Los Angeles

- 1. Honey Hush
- J. Turner, Atlantic 2. Money Honey
- C. McPhatter, Atlantic 3. Rags to Riches
- Dominoes, King
- 4. Gee
- Crown, Rama 5. Mad Love
- M. Waters, Chess
- 6. Shake a Hand F. Adams, Herald
- 7. Rosemary Fats Domino, Imperial
- 8. I'll Be True
- F. Adams, Herald
- 9. Marie
- Four Tunes, Jubilee
- 10. In the Mission of St. Augustine Orioles, Jubilee



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## NOTICE

Due to our error in the Dot Records' five-page ad in the November 21st issue of The Billboard,

Pan-American Dist. Co. 3731 Woodward Avenue

Detroit 1, Michigan was omitted from the regular Distributor List. They are still the Dot Distributor for that section of the country.

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## New Orleans

- 1. I Had a Notion J. Morris, Herald
- 2. Shake a Hand F. Adams, Herald
- 3. Money Honey C. McPhatter, Atlantic 4. Rosemary
- Fats Domino, Imperial 5. Mad Love
- M. Waters, Chess
- 6. Take Me Back L. Hayes, Hollywood
- 7. Feelin' 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. Money Honey C. McPhatter, Atlantic
- 2. Shake a Hand F. Adams, Herald
- 3. I Had a Notion J. Morris, Herald
- 4. Marie Four Tunes, Jubilee
- 5. Don't Deceive Me
- C. Willis, Okeh 6. One Scotch, One Bourbon, One Beer
- A. Milburn, Aladdin 7. Drunk
- J. Liggins, Specialty 8. Baby Doll
- Marvin & Johnny, 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. I'll Be True
- F. Adams, Herald 4. Fat Daddy
- D. Washington, Mercury
- 5. Marie
- Four Tunes, Jubilee
- 6. Baby Doll Marvin & Johnny, Specialty
- 7. Comin' On
- Clovers, Atlantic 8. TV is the Thing
- D. Washington, Mercury 9. I Had a Notion
- J. Morris, Herald
- Good Lovin' Clovers, Atlantic

## St. Louis

- 1. Money Honey C. McPhatter, Atlantic
- 2. Honey Hush J. Turner, Atlantic
- 3. Ain't It a Shame
- L. Price, Specialty 4. Mad Love
- M. Waters, Chess 5. Marie
- Four Tunes, Jubilee
- 6. Rags to Riches Dominoes, King
- 7. Feelin' Good
- Little Junior's Blue Flames. Sun 8. TV is the Thing
- D. Washington, Mercury
- 9. Don't Deceive Me
- C. Willis, Okeh
- 10. Daddy Rollin' Stone O. Blackwell, Jay Dee

## Washington - Baltimore

- 1. I'll Be True F. Adams, Herald
- 2. Honey Hush J. Turner, Atlantic
- 3. Money Honey C. McPhatter, Atlantic
- 4. Fat Daddy D. Washington, Mercury
- 5. Rags to Riches
- Dominoes, King 6. I Had a Notion
- J. Morris, Herald 7. My Girl Awaits Me
- Castelles, Grand
- 8. Take Me Back
- L. Hayes, Hollywood 9. Baby It's You
- Spaniels, Chance 10. These Foolish Things
- Dominoes, Federal

# Other Records Released This Week

## Popular

A-r-m-y-Mac McGuire (Waltin' for the Telephone to Ring) Allen 242 The Heat's On-Rita Hayworth and Jose

Ferrer (Miss Sadie Thompson Song) Mercury 70259 It Had to Be This Way-Lauri Layton (Why

Do You Have to Go Home) Jubilee 6052 Lonesome in a Crowd-Ronny Andres (On the Road to Mandalay) Eagle 10-103 Man Dig That Crazy Chick-Louis Prima

Ork (Non Cha Shame) Jubilee 6054 Miss Sadie Thompson Song-Rita Hayworth and Jose Ferrer (The Heat's On) Mercury 70259 Non Cha Shame-Louis Prima Ork (Man

Dig That Crazy Chick) Jubilee 6054 On the Road to Mandalay-Ronny Andres (Lonesome in a Crowd) Eagle 10-103 One Laugh-Charlie Stone Ork (That Blue Eyed Baby of Mine) Center C-101

Peanut Vendor-Jerry Fielding Ork (When I Grow Too Old to Dream) Trend 45-66 Season's Greetings -- Pete Pontrelli Ork (There Is Room in My Heart) Skyway 101 That Blue Eyed Baby of Mine-Charlie Stone Ork (One Laugh) Center C-101 There Is Room in My Heart-Pete Pontrelli

Waitin' for the Telephone to Ring-Mac McGuire (A-r-m-y) Allen 242 When I Grow Too Old to Dream-Jerry Fielding Ork (Peanut Vendor) Trend 45-66 Why Do You Have to Go Home-Lauri Layton (It Had to Be This Way)

Ork (Season's Greetings) Skyway 101

# Rhythm & Blues Record Reviews

Continued from page 50

JOHNNIE FELTON ORK

Jubilce 6052

Darling Mother-in-Law ......72 ATLAS 1030-Felton invites his wife and himself to his mother-in-law's house for a visit and gets more than his share of in-law troubles.

That's All Baby .... 69 In this lively blues material, Felton gives his girl the gate. The group works up a good rocking beat and Felton's vocal with exciting

BERTICE READING

I'm Alone ......71 V 20-5567-Ballad is warbled appealingly for a fairly effective slicing.

Tears of Joy .... 70 Another okay performance by the thrush.

THE DIAMONDS ATLANTIC 1017 - A first-rate lead tenor voice sparks the quartet reading

of the lovely ballad. Good listening. (Leeds, ASCAP) Cherry .... 70 The group hands the standard a strong go for more good listening.

(Melody Lane, ASCAP)

BERT KEYES At Home ......70 RAMA RR-13-Bert Keyes gets off a delicate ballad here. It's smooth

vocalizing. (Joe Nuccio, ASCAP) Was Such a Fool....69 Same comment.

# RHYTHM AND **BLUES NOTES**

• Continued from page 50

The Jolly Joyce Theatrical Agency, Philadelphia and New York, has taken over the management of Daisy Mae and the Hep Cats, opening the unit December 21 for two weeks at the VF.W. Club, Hanover, Pa. The office also handles Eastern bookings for the Three Loose Nuts and a Bolt, headed by Eddie Cole, brother of Nat (King) Cole, starting with a two-weeker beginning December 21 at Dumond's Sho Bar, Philadelphia. The Joyce Agency reports bookings for the remainder of the month brings the Five Vibra Notes on Lecember 21 to the Mucho Club. Pennsgrove, N. J.; the Top Notes at Mattero's Tea-Bar, Chester, Pa., for four weeks starting December 21; Romaine Brown and The Romaines returning December 23 at the Rendezvous, Philadelphia, and back in Philadelphia on January 11 for another two weeks at Sciolla's Theater-Cafe, and the Four Tunes opening December 28 for a two-weeker at the Brown Derby Club, Toronto. Also on the Philadelphia rhythm and blues scene, Oscar Pettiford returns to the town at the Blue Note; Big Nick Nicholas takes over this week at Club Bill & Lou, and the organology of Kenneth Billings marks the new management by Eddie Cox of the 51 Club, formerly known as The Last Word

Cafe.

Jan Sanda

Thrill Is Gone) Pacific Jazz 615 From Joe Louis Story) Okeh 7013 Little Sunbeam) Pacific Jazz 615

Christmas) Mauny M-105 Santa Comes This Year) Rama RR-26

(I'm Gonna Hang Up My Mommy's Stocking) Goldmine NK-711

Goldmine NK-711 When Santa Comes This Year - Tom

## Rhythm

Give Me One More Drink-Sammy Cotton (You're the Kind of Woman) Okeh 7014 Goln' to New Orleans-Little Sam Davis (She's So Good to Me) Deluxe 6025 No More in Life-Patricia Allen (Five Long

She's So Good to Me-Little Sam Davis (Goin' to New Orleans) Deluxe 6025 You're the Kind of Woman-Sammy Cotton (Give Me One More Drink) Okeh 7014

## Latin American

San Marcos) V 23-6187

Felicidades-Orquesta Alendra De Abelardito Valdes (Me Lo Dijo Adela) V 23-6182

La Casita-Noro y Su Danzonera (Por Que) La India Bonita-Lalo Guerrero (No Debes)

La Piaza De San Marcos-Rosita Quintana y Orquesta, Chucho Zarzosa (Eternamente Tya) V 23-6187 Mantenio Alegre-Aldemaro Romero y Su

Me Lo Dijo Adela-Orquesta Alendra De

Orquesta (Tu Proximidad) V 23-6185

No Debes-Lalo Guerrero (La India Bonita) V 23-6189

Quiet Village-Chico Colomo y Su Conjunto (Joe's Mambo) V 23-6208 Rosa De Mayo-Trio Irakitan y Conjunto

# Country & Western

Marie) Columbia 21189

Indian Summer-Billy Davis Trio (Theme The Thrill Is Gone-Chet Baker (Happy Theme From the Joe Louis Story-Billy Davis Trio (Indian Summer) Okeh 7013

Richards (Christmas Dreaming) Rama RR-26

in Life) Jubilee 5131

Years) Jubilee 5131

junto (Quiet Village) V 23-6208

Mujer Hilandera-Trio Irakitan y Conjunto (Rosa De Mayo) V 23-6188

Por Que-Noro y Su Danzonera (La Casita) V 23-6206

Tu Proximidad-Aldemaro Romero y Su Orquesta (Mantenio Alegre) V 23-6185

Oh Ma Belle-Vin Bruce (La Valse De St. La Valse De St. Marie-Vin Bruce (Oh Ma

Happy Little Sunbeam-Chet Baker (The

Blue Christmas-Evelyn George Ork (White Christmas Dreaming-Tom Richards (When Funny Little Snowman - Bobby Abatino

'm Gonna Hang Up Mommy's Stocking-Bobby Sabatino (Funny Little Snowman)

White Christmas-Evelyn George Ork (Blue Christmas) Mauny M-105

## Blues

Five Long Years-Patricia Allen (No More

Eternamente Tuya - Rosita Quintana v Orquesta, Chucho Zarzosa (La Plaza De

Joe's Mombo-Chico Colomo y Su Con-

Abelardito Valdes (Felicidades) V 23-6182

(Mujer Hilandera) V 23-6188

## Christmas

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"MARIE"

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.....

# Popular Record Reviews

## Continued from page 38

sound. Side should interest the jocks, in spite of the competition. (Famous, ASCAP)

## Heartaches .... 75

The Harmonicats turn in a very snappy reading here of the evergreen, featuring, of course, their harmonicas over a Latin-styled backing. The tune has been a hit more than once, and it could pull coin again via this cutting. (Leeds, ASCAP)

## LEE ROY ORK

EPIC 9011-The English import is played well by the ork. If the odd dance fad catches here, this entry could attract some attention. (Miller, ASGAP) .

## Midnight Festival .... 70

Rhythmic opus is read with spirit by the ork. A listenable instrumental. Good juke filler.

## GUY CHERNEY

TIFFANY 1304-Guy Cherney bows on the label with a more-than-satisfactory reading of a new ballad, supported strongly by the chorus and ork. If the side can get exposure, it should get the chanter some attention. (Randon, BMI)

## Song of the Shirt .... 75

The warbler comes thru with a powerful performance of the storyballad on his debut slicing for the label. Cherney's sock vocal could help this sight material get spins. The choral and ork support is well done. (Robbins, ASCAP)

## GEORGIE SHAW

DECCA 28937-This talented newcomer looks ever more promising via this solid performance of a lovely ballad. The song has a lilting, retenfive melody which could stir up interest. (Shapiro-Bernstein, ASCAP) Honeycomb .... 71

Shaw has good material here also, written in this case by Bob Merrill. Unbackneved lyrics, a bright arrangement and an exciting performance by the singer combine to make this a doubly interesting disk. (Hawthorne, ASCAP)

## RUTH CASEY

Hold Me ......74 DECCA 28948-Here's a snappy arrangement of the great oldie featuring a fine patter vocal by the thrush and good support from the male chorus and ork. (Robbins, ASCAP)

## Won't Somebody

Answer the Phone? .... 70 Ruth Casey hands this tear-jerker a sincere reading over a pleasant backing. Catch that crazy tag line! (E. H. Morris, ASCAP)

## DINAH KAYE Ain't That a Grand

LONDON 1385-The happy evergreen is handed a music hall reading from the husky-voiced British soubrette over some jazzy backing by some of England's top jazzmen. The side swings, and many jocks can use.

## Nebody's Sweetheart .... 73 Same comment.

STANLEY BLACK ORK From Here to Eternity ......74 LONDON 1391-This lovely version of the title tune from the flick is a

bit late, but it still has a chance for spins.

## Starlight Serenade.....72

The pretty serenade receives a listenable instrumental performance from the English aggregation.

## DANNY WINCHELL

The Magic of Life ......74 M-G-M 11650-Ditty was originally a Yiddish show item. With new lyrics, Winchell sells it well for an effective reading.

## Over Somebody Else's Shoulder....73 The chanter delivers a smooth interpretation via a bounce reading of the fine old standard.

## **BROC PETERS**

COLUMBIA 40132-Peters' rich baritone voice is showcased to advantage in this solid performance of the evergreen. The backing is swingy, and Peters rides it smoothly, showing a good sense of phrasing and timing. This boy must be watched. (Broadway, ASCAP)

The Wonder of Wonderful You .... 70 This fine song is also projected with style and emotional impact by Peters. The Norman Leyden ork gives good support on both sides. (Templeton, ASCAP)

## PHIL GORDON-

## PAGE CAVANAUGH TRIO

HUB 1105-Gordon does a fine job with this bright, humorous material. and he is backed with spirit by the Cavanaugh combo. Out-of-the-way material jocks will welcome this disk.

## Get a Load of That Crazy Walk .... 69 The crazy walk refers to Marilyn Monroe; nuff said? (Hub, ASCAP)

## EARL HINES ORK

KING 4682-Earl Hines' ork does an instrumental with the modern conception on this side. It's a rapid tempo, lively item. (Arnel, ASCAP)

A Pretty Girl Is Like a Melody .... 72 The great Irving Berlin standard gets a tasteful reading by Earl Hines. The vocal is by Johnny Hartman and a girl chorus. (Berlin, ASCAP)

## PETE HANELY

EPIC 9010-Elaborate opus about a legendary Spanish maid is chanted strongly by Hanley. (Pickwick, ASCAP)

## Moonlight in Vermont ... 71

Pretty item about the New England State is presented in interesting fashion here. Tune is getting a lot of attention lately. (M. H. Goldsen, ASCAP)

## SONNY ABBOT TRIO

Just You and 1 ......72 ESQUIRE 1127-An adaptation from "Sorrento," this version offers a sentimental lyric with the romantic melody.

## Sweetheart of Mine....71

This is an adaptation from "O Sole Mio." Reading similar to the flip.

## RAY MCKINLEY ORK

DECCA 28928-If this was 1940 there would be a chance that this slicing would be a hit as most of the McKinley issues of that era were. In the present market, this period piece,

## played with sparkle by the ork, will appeal more to the oldsters than the kids, unless the latter are jazz fans. The orkster contributes the vocal, (Handy Brothers, ASCAP)

## Long Gone .... 70

This side features the Ray McKinley Trio on another W. C. Handy effort. Ray does a good job on the vocal, while Lou Stein comes thru with gusto on the piano. (Handy Brothers, ASCAP)

## JOE MEDLIN

## 

DECCA 28957-Good job by Medlin on a new semi-religious effort, backed with style by an ork and chorus. Medlin fans will want this one. (Russell, BMI)

It's Raining Heartaches .... 69 Same comment. (Collins, BM1)

## DANNY DAVIS

M-G-M 11649 - The standard is handed an effective reading which jocks will like.

## Tell Me What Happened .... 69

Davis does an okay job in handling the waltz ballad with the aid of a vocal group. Ditty has a country flavor in spots.

## ANDREWS SISTERS

This Little Piggie Went to Market ..... 70 DECCA 28929-Gals get together for a pleasantly melodious reading of the oldic. (DeSylva, Brown & Henderson, ASCAP)

Love Sends a Little Gift of Roses .... 70 Another oldie packaged nicely by the trio. (Harms, ASCAP)

## THE ENGLISH KNIGHTS

There'll Always Be a Christmas ......70 EAGLE 10-105-Christmas song with British overtones is given a rousing sing by the English Knights. (Lowell, BMI)

When You're Home .... 68 Tender effort by the male chorus on a minor effort. (Mecca, ASCAP)

## JOAN REGAN

Merry-Go-Rounds and Swings ........69 LONDON 1392 - Backed by male chorus, the English songstress evokes the fun of the carnival for us here in this pleasant material. Miss Ragan glides thru this light and bouncy song with practiced ease.

## I Know for Sure....68

A slow, sentimental ballad presented with Miss Regan's usual warmth and conviction. These might have been better employed in more substantial material.

## HERB KENNY

Do I Have to Tell You I'm Sorry? ....68 M-G-M 11648-A vocal group and the Fred Norman ork supply the backing for a listenable Kenny reading of the Tin Pan Alley-ish ballad. Okay for

Don't Take My Word....67 More of the same stuff here, with Kenny again doing a nice job.

## ERNIE ANDREWS

Don't Lead Me On ......66 TREND 68 - Andrews pleads persuasively with his girl to stop teasing him. The vocal is slickly styled and displays the singer's pipes creditably. Backing is provided by the Benny Carter ork. (Bob Stephens, ASCAP)

Make Me a Present of You....65 Another good performance of a love ballad. (Teri, ASCAP)

"I'D FEEL MUCH BETTER

IF WE HAD

TODAY'S TOP

TUNES!"

The Billboard

neti 22, Ohio

# FOLK TALENT AND TUNES

## Continued from page 48

injured in an automobile accident sored by Old Fort Packing Comrecently, but back at the mike pany. . . . Ben Hall broadcasting despite the pack of stitches his injuries required. . . . Jim Rourk is the new country spinner at WTMA. Charleston, S. C. . . Chet Stoddard is the personal manager for Smiley Wilson, Kitty Carson and Lee Bonds.

Radio Station WATL, Atlanta,

moving to new headquarters this week. Station will program country & western music on its AM band only, with pops, rhythm and blues and the classics featured on FM. . . . Jerry Hewell now spinning platters at WTJH, East Point, Ga., doing five hours daily. ... . Gay Brothers have moved from KRBC, Abilene, to KCLW, Hamilton, Tex. . . . Johnny Western doing a daily 45-minute TV stint via KMMT, Austin, Minn., in addition to an across-the-board show via KAUS radio, Hank Thompson and the Brazos Valley Boys guested with Johnny on his radio show recently. . . . Curtis Gordon recently pacted by Jamboree Attractions. . . . Col. Tom Parker, prexy of Jamboree, back from Chicago where he attended the fair convention. . . R. D. Hendon's Western Jamboree show, now heard via, KMCO, Conroe, Tex., and in need of both major and independent country releases. . . . Billie and Gordon Hamrick have moved from WHAN to WCSC,

Charleston, S. C., and still spon-

a daily show via KDAV, Lubbock, Tex. . . . Bill and Joe Callahan have returned to KWFT, Wichita Falls, Tex.

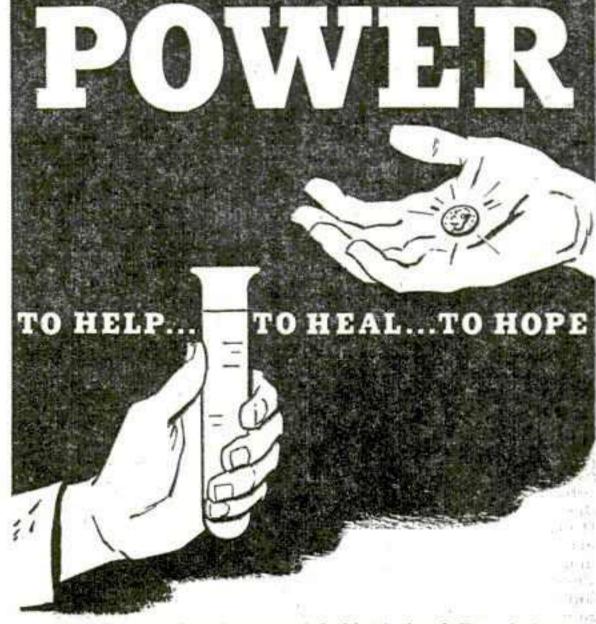
## 'Susan' Rights to Raphael Pubbery

HOLLYWOOD, Dec. 12.-Fred Raphael has nabbed the music rights to the forthcoming RKO film, "Susan Slept Here," starring Dick Powell and Debbie Reynolds.

Acquisition of the music score is Raphael's first major move since leaving the Walt Disney Music pubbery some weeks ago to organize the firm bearing his own name.

Raphael disclosed that a deal is still pending for an affiliation with a major motion picture studio whereby his firm would acquire the entire music output of said studio. Negotiations leading to a culminaton of the arrangement have been in progress, Raphael reported, with papers finalizing the deal due to be signed shortly.

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# Burlesque Bits

strip routine behind him upstage, house in California where she where she came when but one Port Washington, N. Y., and year old. Her family name is mixes a fast Spanish dance rouver, thru Dave Strause. . . . Rosopened at the Mardi Gras, Key the weekly Monday night TV pro-... Eva Sassin is a recent addition at the Colony Club, Los Angeles. . . Parker Gee and Johnny D'Arco, now headlining big-time vaude and nitery spots, take time out between turns to care for urgent home chores. Gee helps his dad on his 200-acre soy bean and cotton raising plantation in Proctor, Ark. D'Arco baby-sits with eight-month-old Denny and 18month-old Rickie, being raised at home in Chicago by his wife,

Ronnie Dimito, a former pro. . Al Bedell and Tanya, after their engagement at the Vogue Terrace, Pittsburgh, will move to Florida, where their agent, George Claire, has taken over the management of the Vagabonds Room. . . . Marlene King and Jewel Carver are new at the Robin Hood nitery in San Francisco. . . . Extra added attraction during the week of December 6 at the Hudson, Union City, N. H., was Bud Harris and Sonny, formerly Harris and Radcliffe.

are reunited as a singing-comedy summer contract over a TV California network and indefinitely. . . . While Abie Gore, comic, is

recuperating from illness at Mi- better. Mark Monte's Continenami Beach, Mrs. Kitty Gore is doing exotics in near-by niteries over the week-ends. . . . Sharing a dressing room last week at the Hudson, Union City, N. J., were two new cheerful and comely feminine faces to burly. One was Dorian Dennis, for whom the Hudson was her first theater engagement after four months of parade girl stints in niteries and subsequent bows as principal in the same field. Following the Hudson will be a return to bistros. via the 2 O'Clock Club in Baltimore. Her brand of strip routine should land her up among the top-notchers. The other was the Star-Ting-Ling Comet, a significant name adopted to anticipate an ambition, that of a quick rise

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Niki Vela, who reinforces Al to stardom. Comet comes to Rio and his accordion by doing a burly from the Pasadena Playwas born in Athens, Greece, from studied dramatics. She hails from Angelica Vlachos. . . . The final tine in her strip technique. Both exit of the Rialto, Chicago, is to are being handled and booked by make room for another link in the the Miller-Kaplan Agency in New chain of the J. C. Penney stores. York. . . . Larry Norman opened ... Pat Paradise is at the Tropics, as straight man to Higgy King, and Ginger Britton and Betty Charlie Fritcher and Harry Vine, Barton are at the Inferno in Den- comics, at the President-Follies, San Francisco, where Margie alie Gore, now Gypsy Love, (Dimples) Sullivan is the new feature and Sherry and Betty West, Fla., December 3.... Herbie King are added strips. Bill Burke-Fay, comic, after a few weeks at ley, comic, was booked but did the Adams, Newark, N. J., joined not open. . . . Zoie Fontai joined Terry Denise at the House of gram of Red Buttons on Channel Oscar, Colorado Springs, Colo., 2. Replacing him at the Adams is thru Bob Corash, Denver agent. Jack Mann opposite Joe DeRita. seeking strippers, exotics and female novelty acts needed for the Rocky Mountain area.



## NIGHT CLUB-VAUDE

Continued from page 17

time a satirical poke at burley with a smart intro to set it up. Some of the lines may have been out of place in the Persian Room —but they howled just the same. Miss McCarty proved again that "Judy O'Grady and the Colonel's Lady were sisters under the skin." In any case when she tried to walk off she couldn't. The carriage trade, plus a large showbiz seg, pulled her back for two beg-

Dance team of Bambi Linn and Rod Alexander started off with a reprise of their old material and Paris." Medley of hubby Vic then picked it up with an exciting Mizzy's songs follow, which read and flashy Viennese waltz. Their like The Billboard's Honor Roll Paul West and Meggs Lexing biggest hand-puller, however, of Hits, all of which are rendered was a costume number with capably. Closer with a Billy Danteam and propose to remain that comic overtones set to "The Girl iels take-off in "Bye, Bye, Baby" way thruout their current fea- I Marry," a terp interpretation of draws solid palming. tured tour on the Hirst circuit, a a boy and girl in the gaslight era which was superb.

> The Ted Straeter band, always a good show outfit, was seldom tals, suave and slick as ever, took over the relief sessions.

Bill Smith.

# Ciro's, Hollywood (Wednesday, December 9)

Capacity, 460. Price policy, \$2 cover. Shows at 10:30 and 12. Owner-operator, Herman D. Hover. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$2,500.

Nellie Lutcher's coquettish styling wins polite favor in this room. Tumbling Amin Brothers a unique

A slick, intimate entertainer, Nellie Lutcher is out of place in the plush aura this bistro generates. Altho her pianistics and interpretation of ballads and rhythm and blues ring the bell, business opening night was off, as evidenced by half a house.

Miss Lutcher applies her squealish piping to her established disk hits in "Let Me Love You Tonight," "Alexander's Ragtime Band," "Hurry On Down" and "He's a Real Gone Guy." Her segue into a melody of "My Mother's Eyes" and "My Little Boy" was particularly pleasing.

Working at a concert grand, Miss Lutcher is given fine backing by Johnny Parker, bass, and Dick Hart on drums.

Preceding acro-balancing act by the Amin Brothers spotlights a series of unusual flying spins and draws sighs of anxiety from the audience. Act was well staged and deserving of the crowd's palming.

Dick Stabile ork cuts the show as well as providing the dance music. Joel Friedman.

## Mocambo, Hollywood

(Monday, December 7)

Capacity, 230. Price, \$2 cover. Shows at 10:30 and 12:30. Owenr-operator, Charlle Morrison, Press, Charlotte Rogers, Booking, non-exclusive. Estimated budget this

Mary Small proved a solid belter in her West Coast debut. Despite pre-yule booking, thrush played to fair biz.

a pretty pattern in her bow at this plush bistro. Gal packs plenty of gusto in her delivery, with a round of commercial fare that

rings the bell. She reaps top results with a pair of Irving Berlin tunes from

## Nevada Hotel

Continued from page 18

to finance the "Nevada Royal" by himself. An investigation ordered by the agency disclosed he is financially able to do so.

However, Fishman told the commission he decided, after obtaining the license, to erect a more costly resort and required additional funds. Unimpressed, the members bluntly accused him of misrepresentation and voted to cancel his license.

In using Fishman's case as "an example of peddling licenses, which has happened before," the commission adopted a firm new policy against giving licenses until the applicant is ready to build. Under the policy, an approved applicant will be given a "green light" but no license when he first applies, with actual issuance of the permit being contingent on no objectionable changes in his

At the commission's January meeting, financial difficulties of the proposed Casablanca Hotel on the strip will be taken up. Officials said they have received reports that a few days after they approved the Casablanca permit the principal financial interests were withdrawn and the project stalemated. The Casablanca was approved in November, at the same time Fishman won his license.

"Miss Liberty" in "Only for Americans" and "I Don't Want Him, You Can Have Him." Latter tune has an added special lyric brace which Miss Small handles exceptionally well. Her poise and polish are top-drawer all the way, putting ringsiders in a most receptive mood.

She sets the pace via her uptempo "A Woman Ain't Free." followed by a subdued "I Love

Paul Hebert ork cuts the show and dancing patterns in capable Joel Friedman.

## The Terrace Room, Statler Hotel, Los Angeles

(Monday, November 30)

Capacity, 300. Price policy, \$2 cover. Shows at 10:30 week nights, 9 and 11:30 Saturday, Publicity, Tom Bickmore, Booking policy non-exclusive. Estimated budget this show, \$3,500.

Nelson Eddy's act strictly for the tourist trade. Vocal stint is pleasant enough, but fails to excite. Business poor on show

Nelson Eddy's he-man warbling blends well with the tourist crowd who frequent the Statler Terrace Room. Repertoire largely consists of his movie melodies a la "Short-nin' Bread," "Rosalie" and "Rose Marie," which are interpreted well enough. His act the doesn't project at all, with Eddy's at-tempts at humor and comedics starchy. If the gay troubadour is to glean further nitery attention, he will have to unbend considerably.

Only bright spot in the bill is his duo with thrush Gale Sherwood, from whom he receives excellent assistance on "Moulin Rouge" and "Wunderbar." Gal was seen too briefly, especially since she not only sings well but is also easy to look at.

Eddy's comedy bit with pianist Ted Paxton to Lizst's "Hungarian Rhapsody" is typical of the dry mirth that prevails thruout the 30-minute bill. Audience reaction

consisted of polite palming.

Ted Weems ork (13) effectively backs the show and opens the fare with a medley of Weems disk hits that pleases.

Joel Friedman.

## Edgewater Beach Hotel, Marine Dining Room, Chicago

(Friday, December 4)

Capacity, 500. Price policy 75 cents-\$1 cover charge. Shows at 9 and 10:35, Monday thru Friday: 9 and 11:30, Saturday. Producer, Dorothy Hild. Publicity, Ed Duess. Booking policy, non-exclusive. Es-timated talent cost \$4,000.

Mary Small's husky pipes pitch stage savvy, plus with the help of Tommy Wonder and his partner, Margaret Banks, get the holiday show here off to a good start.

> Dorothy Sarnoff gets good re-ception by starting with a stroll-(Continued on page 55)

# Hocus-Pocus

OAN BRANDON, after an en- crackerjack Linking Ring rougagement in Havana, has re- tine. . . . Viggo Jahn was on Ed turned to New York to work her Sullivan's TV-er, "Toast of the one-woman show in and around Town," December 6 with his the Big Town for the next five gloved sleights with cane knobs. weeks, taking only a few days off. . . . Mr. Peep's Diary in The Baltito spend Christmas at home. Dur- more Evening Sun recently deing her stay in the Cuban capital, Miss Brandon appeared on television, doing her act in Spanish. She has in the past appeared on TV in London and Paris, in addition to guesting on numerous other book on the fire, titled video shows in this country. . . . Marcus Bloch, New York hypnotist and lecturer, is working club and private party dates in the area under the billing of the Great Marco. Assisting him is his wife, Elaine. . . . Danny Johnson is appearing for School Assembly in Keansburg, N. J. His wife, Services in the Midwest, offering Talma, and the various Boscos 45 minutes of manipulative magic | died many years ago. If by Roland set to recorded music. . . . Elliott Travis, Davis means Roland James, with Rajah Raboid a num- Travers—the latter is still hale ber of years ago, is presenting his and hearty. Mil Christopher tells magic and scientific liquid-air of seeing him a month ago at the demonstraton in schools and colleges near his home town of Bowling Green, Ky. . . . Horace Marshall is reported working on something new in the feathered flower line which he plans to market in the near future. . Lew Dick, with his leg still in a cast from toe to hip, following a recent operation, is mending nicely but will be confined to his home, 205 73d Street, Arverne 92, New York, for at least six more weeks.

THE Finnish magic magazine, Sim Sala Bim, has suspended publication. . . . Surprise performer on the Old and New Magic Night celebration held recently by the Parent Assembly, Society of American Magicians, was SAM dean, Jean Hugard, who celebrated his 81st birthday with a

## Copenhagen

ontinued from page 18

aret which will open on New Year's Eve under the name of "He and She." It will accommodate 120 and will have two orks and a floorshow.

The real importance of these changes is the trend to replace the usual side-street honky-tonks with attractive and well-run places which should attract the patrons of the many hotels in their immediate vicinity.

The Nordics transact much of their business in cafes or restaurants, and the new places have the right facilities to draw this class of daytime trade, plus night trade of tourists. Side-street lotrade of tourists. Side-street lo-cations, of course, give them lower overhead.

It should be borne in mind that the serving of good food is a very essential part of all Danish cabarets, the majority of which operate as first-class eateries during daytime hours and add dancing and floor or stageshows at night. Same

voted most of one column to a plug for Milbourne Christopher's fullevening show at the Hillton Parkway Theater, Baltimore, week of December 21. Christopher has an-"More One-Man Mental Magic." Louis Tannen is publishing and Ed Mishell is doing the illustrations. It's due in January. . . . In answer to several of Phil Davis' queries in last week's column: Servais LeRoy died June 2, 1953, Lambs' Club, New York. . . . Becker the Magician (William F. Becker) typewrites from his native Aurora, Ill.: "Have been reading The Billboard since 1907, and your magic page from the time William J. Hilliar was its first editor. At one time I had a complete file of the magic pages but sold them to a party last year. Work this year hasn't been as plentiful as last, but I have quite a number of dates booked for the holidays. Did lyceum work for many years, but have presented a one-man magic show for a number of years now and like it better. I have resided in Aurora for 67 years. C. R. Tracy and wife, of Sioux City, Ia., spent a day with me recently. We put in the time discussing magic and mulling over Tracy's new Magicians' Directory, a really ambitious piece of work."

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# PAPER BACKS TEST OF WINTER FAIR

## Philadelphia Arena to House Inquirer's Indoor Attraction

Arena here will have a Winter the future. Program calls for a Fair, under auspices of The Phila- regular fair grandstand show delphia Inquirer Charities, Inc., from the George Hamid office, Friday and Saturday (18-19). Idea New York; displays industrial behind the event, according to and agricultural products, and the promotion organization, was home economics competition. to cash in on the popularity of State and county fairs.

Show is counted as an experiment, with success this time pos-

# 'Hipp.' 30% Under 'Vanities'

HOUSTON, Dec. 12.-Harold Steinman's "Hippodrome of '54' played to about 35,000 people in seven performances at the 10,000seat Sam Houston Coliseum, Wednesday (2) thru Sunday (6) Attendance at the show, which was sponsored by the police, was reportedly 30 per cent below that won last year when Steinman had his roller skating show, "Skating Vanities.'

The auspices sold more than 100,000 coupons good for \$1 on any ticket. Scale was \$2, \$2.50 and \$3.

Traveling staff includes Merrill Steinman, company manager; George Swift, stage manager; Bob Ritz, assistant; Benjamin Schwartz, musical director; Harry Stockwell, master of ceremonies; Emma Steinberg, wardrobe; Billy Walker, carpenter; Carl Broughton, electrician; Paul Tolleson, props; Frank Burke, "Dancing Waters"; Clarence Parker, skate son is one of the most entertaining extravaganzas the Arthur M. company auditor.

Featured performers include Nancy Lee Parker, Patricia Bowman, Gail Locke, Tony and without being too massive or Caroline, Johnson and Owen, Mel overwhelming. It boasts one of Hall, Sicki, Harry Stockwell, Tony Mirelli and Larry Griswold. Gail Locke was out of two performances because of illness, and the spec, "Dancing Waters," was repeated in place of her act.

# 'Pacific' Sets **Grand Rapids** Advance Mark

GRAND RAPIDS, Mich., Dec. 12.-Municipal auditorium here, managed by Fred Barr, is putting in one of its busiest seasons. The best advance sale for any attraction in 20 years was tabbed for performances of "South Pacific."

Barr said "Pacific" did well for three nights and fair for one matinee, November 16-18. Stan her first showing here a few years Kenton's troupe played here back. The "Captive Princess" num-November 23. Fred Waring's ber also showed off her skating show had a slow advance sale for technique in a colorful and highly December 5. Harlem Globetrot-imaginative fantasy treatment ters appeared Thursday (10). Box- that was the peak offering of ing has been scheduled on a the show. monthly basis and has been drawing capacity business, Barr the big yock puller he has been said. Shows, conventions, home every time he has appeared here. shows and sports expos have the Comic has come up this season building's books nearly filled with a batch of fresh gimmicks thru May.



PHILADELPHIA, Dec. 12.—The | sibly leading to bigger events in

Unlike the summer and fall fairs, after which it is patterned, the indoor model here will have a Christmas theme, carried out with decorations and a Santa. Entertainment will include holiday music. Prize cattle will be paraded.

Matinee scale will be \$1, \$1.50 and \$2. Night prices will be 50 cents higher. All seats will be reserved and time will be allowed for viewing the exhibits.

## **ENCEINTE** OR SINUS?

ST. PAUL, Dec. 12,—Did The Billboard let the stork out of the bag or does Karen, "Hollywood" icer principal, have sinusitis? That was a big question as the show ended its first St. Paul run this week-end.

The Billboard revealed a week ago that Karen would leave after the upcoming Chicago run because she was expecting a baby. A reporter from The Pioneer Press here saw the item and asked her about it. Karen denied all and, after a hasty confab with Bill Burke, troupe manager, said that "sinus infection aggravated by St. Paul weather" forced her to relinquish her spot in the "Caribbean Carnival" number to Barbara Scott, show star. Burke said Scott was doing the Latin stint to prove her versatility.

# For 'Motorama' Expo DETROIT, Dec. 12.—"Motora- the showing had been confined to ma," the roadshow of the motor the Waldorf date.

GM Schedules 4 Dates

industry produced by General Motors, will be presented in four cities in 1954, according to plans Motors cars, including 36 models. announced this week by GM Advance styling, including modpresident Harlow H. Curtice.

Opening will be in the traditional setting at the Waldorf-Astoria Hotel, New York, January 21-26. The show will then play Dinner Key Exposition Hall, Miami, February 6-14; Pan Pacific Auditorium, Los Angeles, March 6-14, and the Civic Auditorium, San Francisco, March 27-April 4.

The "Motorama" unit was first put on the road last year, drawing huge crowds in cities where it was shown. In Miami, traffic in the south end of town near the entrance to Dinner Key was congested during the event. Hitherto

The show is built around the display of a full line of General Advance styling, including models and designs not yet in commercial production, will be one of the new features this year. In addition, the Frigidaire Division will exhibit a futuristic kitchen,

Physcal layout has been redesigned to provide more room for spectators in display areas and to afford a better view of the stage. Stage acts, orchestra and a fashion show are to be booked in each of the cities on the route.

# Canadian Icer Hires Publicist

REGINA, Sask., Dec. 12.—Dick Sullivan, of Dick Sullivan Associates, Boston, has been signed to handle advance publicity and promotion for "Canadian Ice Fantasy of 1954," Roy Lisogar, producer, announced.

Sullivan, general manager of Norwood Arena auto racing track in Boston, has done publicty for movies, auto thrill shows, circuses and fairs, according to

He will open an office in Toronto to handle Canadian business. Specifically, he will handle national publicity in addition to overhauling the present ad-vance set-up, Lisogar says. He has already paid visits to arena managers, newspapers and radio stations in Niagara Falls, St. Catherines, Guelph, Galt, London, Toronto and Brantford.

Show, on its second annual Canadian coast-to-coast tour, is in Ontario and has been receiving excellent reviews, Lisogar reported. A cast of 55 includes Yvonne Broders, Neville Murray, Joyce McFarlane, Chris Peebles and the Flying Wendts, aerialists.

# Denver Books 4 Dance Units

DENVER, Colo., Dec. 12.-Local concert manager A. M. Oberfelder this week announced four top dance attractions in the United States will appear here this season as part of the 1953-'54 Festival of Dance. Last-minute box office sales have pointed toward a full house for the Sadler-Wells Ballet slated for next North Dakota early this month week-end (18-19) at Denver City Auditorium.

Agnes DeMille's Dance Theater is booked into the same place for a matinee and night performance provement as the regular basket- on February 6, followed by Jose ball season began, with Hovland Greco and his Spanish Dancers anticipating the coming weeks on February 18. Four days later will be the best because of wider Devi Dja and her Bali-Java dancers play a one-day stand and the series will conclude April 3 when the American Ballet Theaheadlining Alicia Alonso, Igor Yousekeivitch, John Kriza and Mary Ellen Moylan, makes

# two appearances. Beneke Fair In Providence

PROVIDENCE, Dec. 12.—Meyer Stanzler returned Rhodes-onthe-Pawtuxet ballroom to a name band and record personality policy Thursday night (3), with the Tex Beneke ork drawing only fair business. Thursday is a late shopping night for this area.

Stanzler will follow with the Sauter-Finegan orchestra Wednesday night (30). Loc: bands play for dancing three nights a week, usually Fridays and Saturdays and one other night, with the name orks booked in any of the

## remaining nights. Dramatic & Musical Routes

Beatrice Lillie: (Royal Alexandra) Toronto. Caine Mutiny: (Opera Hosue) Boston 16-

19. Good Night, Ladies: (Civic) New Orleans. Guys and Dolls: (Shubert) Philadelphia. His 'n' Hers: (Nixon) Pittsburgh. In the Summer House: (Shubert) Wash

Little Jessie James: (Ford's) Baltimore. Misalliance: (Selwyn) Chicago. New Paces: (Curran) San Francisco. Oklahoma!: (Temple) Birmingham. Porgy and Bess: (Forrest) Philadelphia. Remarkable Mr. Penny Packer: (Walnut St.) Philadelphia.

Seven-Year Itch: (Erlanger) Chicago. South Pacific: (Iowa) Cedar Rapids, Ia. 14-16; (KRNT) Des Moines 17-19. Time Out for Ginger: (American) St. Louis Twin Beds: (Lyric) Allentown, Pa., 16-19. Wish You Were Here: (Shubert) Chicago.

## Arenas

Hollywood Ice Revue: (Stadium) Chicago

## Miscellaneous

Stars Over Harlem (Savoy) Fort Lauder-

**Detroit Okays Revised Plans** On Exhibit Hall

DETROIT, Dec. 12 .- A 90degree shift in position and enlarged area for the Exhibits Building of the new Detroit Civic Center have been approved on request of the architects. The new plan will place the building across Jefferson Avenue and provide 900,000 square feet. The exhibit space proper will be 402,000 square feet, with columns spaced 120 feet apart.

Use of the roof area is still undecided, with present plans including a roof garden to hold 5,000 persons as well as to provide a spectator area for riverfront events. Approval of plans to make the roof suitable for various sports activities and for dancing was also given this week.

The Exhibits Building will be separate from the Convention Hall, which is to have a seating capacity for 14,000, including 4,000 temporary seats, and a total area of 1,275,000 square feet.

Cost of the two buildings is now estimated at \$23,000,000. Provision for parking of 2,280 cars is included in the revised plans for the Exhibits Building, with twolevel underground, roof area, and a separate parking lot.

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# On Houston Run Girl Cagers to Tour Alaska; Grosses Off in Canada, East

ketball team, is planning a 10-day tour of Alaska, it was an-nounced this week by Dempsey Hovland, of the show.

The troupe has Pamela and Louise, acro comedy; the Davidsons; Florence Holder, shooting act, and the basketball players. They have played more than

**REVIEW** 

Hollywood Ice Revue,

Milwaukee

The show is lavish and colorful

the best trained and precise skat-

ing chorus lines to appear here.

Featured acts, headlined by Bar-

bara Ann Scott, comic Freddie

Trenkler, the Bruises and Skippy

Baxter, all won tremendous mitts

for their outstanding blade work.

wood" have been guilty of forcing

Barbara Ann Scott to go thru her

paces to prove to audiences that

warm personality as well as a

Gains Showmanship

her amazing spins and flawless

form to maintain her position in

sensational in her work as Goldi-

locks in a new version of the

up a lot of showmanship since

Freddie Trenkler continues as

and the old standbys are still

good for as many laughs as ever.

Surprise is the vocal solo in which

he steps out of character to un-

year's roster is titian-haired

Karen, who handles the hip-

swinging rhythm solo chores.

Gal's talented ice terpery doesn't

call into play an abundance of

actual skating artistry, but her

zestful selling technique shows

Bouncy Bobby Blake sparkled

routine, torridly performed.

Outstanding addition to this

veil a very listenable voice.

Miss Scott displayed enough of

Previous editions of "Holly-

on the road.

champion.

BELOIT, Wis., Dec. 12.—The 60 of the contemplated 200 en-Texas Cowgirls, exhibition bas- gagements this season. The tour gagements this season. The tour began with mediocre returns in New Brunswick, Nova Scotia and Prince Edward Island in October. This was followed by appearances in Maine, New Hampshire, Massachusetts, New York and Erie, Pa., before heading for the West.

> The Cowgirls show was in and it was contracted to play West Coast time before turning toward Alaska, Hoyland said.

> Business has shown major iminterest in cagers.

# 'Follies' Breaks Its Cincy Mark

CINCINNATI, Dec. 12. — "Ice Follies of 1954" broke its own attendance mark of 110,981, established in 1951, during its 15-performance run at the Cincinnati Garden, November 19-29. This year's engagement drew a gross attendance of 125,782. In 1951 the show was here for 11 days and 16 performances.

A new Sunday schedule was inshe was worthy of her Olympic augurated this year which may skating laurels. This version more have accounted for some of the effectively showcases the lass as a increase. No evening performances were scheduled, but the show played two matinees on each of the two Sundays it was in town. Box-office figures showed that 40 per cent of business was from out of town, an increase of 10 per the front ranks of today's skating cent. Tickets were priced at \$3, performers. Petite charmer was \$2.50, \$2 and \$1.25.

## story. She obviously has picked 2 BANDS HELD TOO MANY, SO AUD MGR. QUITS

SAN ANTONIO, Dec. 12 .-Dude Skiles, manager of the local Municipal Auditorium, has resigned as a result of a "battle of bands." In the auditorium the San Antonio Symphony was being pre-sented in its regular Saturday night concert with Jean Casadesus as soloist. In the basement a band was beating it out for a dance. The dance band gave out with a mambo as Casadesus began a delicate Debussy selection, which touched off arguments on Skiles' ideas on auditorium management. He said he thinks it should be for "all the people."

plenty of promise. Her first num-ber, "Tobasco," was an aptly titled thru his "Yankee Doodle" number and found an able partner in usual mounting excitement of his barrel jumps and the leaps thru trick moving knives have been skating routines.

On only once, Skippy Baxter's Karen in their flashy Caribbean amazing back flips, lightning spins Carnival opus. Apache number by Ice Capades of 1954: (Aud.) Fort Wayne, and leaps still mark him as one the La Vonnes got the show off of the best of the ice athletes. The to a good start. Raffloer and Conn., 13-20.

> Benn Ollman. dale, Fla., 15-Jan. 30.

Communications to 2160 Patterson St., Cincinnati 22, O.

# NIGHT CLUB-

VAUDE

• Continued from page 53

ing bit to the various tables, using her hand-mike to good effect. She displays a good voice and ranges her numbers to give the audience both pops as well as classics. Included are "Life Is a Beautiful Thing," "I Love Paris," "C'est Magnifique" and several tunes from her "The King and I." An effective part of her stanza is the aria medley from "Madam Butterfly," for which she uses a special platform plus props.

The dance team of Wonder and Banks get plenty of audience response for their bit. They open with a swing routine to "Organ Grinder's Swing" and segue into an interpretation of the "St. Louis Blues." Both dancers rate well, but Tommy Wonder gets top reaction for his spins, which are the fastest seen around these parts. He goes into a spin at full clip and stops just as suddenly, needing no time to decelerate. The team closes with a special novelty number, "Sky Sky Scraper Fan-

Robert Lamouret, recently seen on the Ed Sullivan show, works very effectively with his duck dummy. His ventro work is good, but it loses its effect when the audience fails to understand his French accent. The sight effect of the dummy, however, offsets much of the lost sound because of the unique value of the presentation. Audience reception was Steve Schickel. good.

## Hotel Sahara, Las Vegas, Nev.

(Saturday, December 6)

Capacity, 500. Price policy, no cover, no minimum. Shows at 8:30 and 11:30. Operator, Milton Prell. Booker, Bill Miller. Entertainment director, Stan Irwin, Publicity, Hebert-Rose Associates. Estimated budget, \$15,000.

Edgar Bergen's first date here in three years played to good house. Helen O'Connell and Szonys fill out the bill. The line is still a standout in a town where all the hotels have chorus lines.

The Sahara last week opened with Edgar Bergen in one of his night club appearances, his first locally since he opened the Desert Inn in 1950.

Altho ventriloquist Bergen still can't keep his lips still when his dummies talk, the clever dialog and the fascinating "alter egos' permit him this defection.

The audience is treated to large

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helpings of Charlie McCarthy and Mortimer Snerd, of radio fame, as well as the less familiar female dummies. Effic Klinker and the dummies, Effie Klinker and the full-size Southern belle, Podine Puffington, with whom Bergen waltzes as part of the routine.

Part of the Bergen act is pretty, redheaded songstress Anita Gordon, who is attractive enough to take the eyes of audience males off the pixieish dummies. sings well, delivering "Old Devil Moon" and "Singin' in the Rain" in okay style.

Helen O'Connell Second spot on the show was held by recording thrush Helen O'Connell, who pleasingly vocalized "The Only One I Adore,"
"Ebb Tide," "All of Me," "Green
Eyes" and "Tangerine." Highlight of her act was a specialty number, unique in that its title is a wolf whistle the reviewer won't attempt to spell.

Opening act was the Szonys, the artistic brother-sister dance team, better than most of this type-a fact recognized by unusually vigorous audience response.

The chorus line numbers by the Sa-Harem dancers measure up to their usual excellence as a continued tribute to their exacting director, George Moro.

Music is by Cee Davidson and his orchestra. Ed Oncken.

## Radio City Music Hall, New York

(Thursday, December 3)

Capacity, 6,200. Price range, 80 cents to \$2.40. Four shows daily. House booker-producer, Leon Leonidoff. Show played by Raymond Paige house ork.

New Christmas show is thoroly up to standard. Nativity spectacle, as usual, is great. Two top waude acts, plus excellently staged contribs from ballet, chant speed judges. department and Rockettes, add up to program that should pull both oldster and youngster in-

Every year a reporter thinks the Music Hall has done about everything possible in the way of variation on its annual Christmas stageshow. The 1953 edition is one of its best.

Tee-off, as usual, spots Nativity spectacle, utilizing the choral ensemble and the Hall's symphony ork for an effect that is worth going miles to see and hear. Follows a theme of "Christmas, U.S.A." introed by a holiday shopping bit which segues smoothly into a lovely corps de ballet pattern based on "The Sleeping Princess." Jeannette Hornby score as soloists, and director Margaret Sande has included some of the familiar nursery rhyme divertissements to intrigue the younger element.

The choral group are handsomely set off via a mill-pond holiday interlude, replete with skaters, tobogganers, etc. Carola novel finish is provided by the use of individual chimes.

Naturally, Santa Claus has to are costumed as Christmas trees which light up for startling eyefilling effects. Finale has the gal's grouped to form one huge tree against the background of a mammoth greeting card. Russell Markert, Albert Johnson and Frank Spencer deserve bows, as well as the gals.

fine is the familiar virtuosity of Gaudy's greyhounds and monkeys. This act is a crowd-pleaser larious monologues for a beg-off. and proves it all over again.

In sum, the Hall has put on another holiday show that should pull oldsters and youngsters alike.

Pic: "Easy to Love." Bob Francis.



HAGEN: Show starts with jug- American dance rhythms. Paddy,

# Set for AOW's Speed League

ELIZABETH, N. J., Dec. 12.-Joseph Barnes, president of the United Rink Operators and operator of Adelphia Sporting Club, Philadelphia rink, has aligned his Waltz Skating Club with the America on Wheels inter-rink racing league, according to Jack Ed-wards, AOW director of speed. Adelphia skaters will officially join the league in September, 1954. Meanwhile, its racers will skate under the banner of Capitol Arena, the AOW chain's Trenton, N. J., entry.

Nine Adelphia skaters, under the direction of Warren Grubb, club secretary, will be in the lineup at the next AOW meet, to be held December 19 at Sinking Spring, Pa. They have b en outfitted in Adelphia uniforms, but any points they win will be credited to the Capitol team. Adelphia skaters are Paul McCann, Bernard Krause, Bill Hald, William Stott, Bertram Krause, Joe Daly, Jack Kolb, Louis Marine 81 Pass Tests and Harry Soloman.

The Philadelphia entry is the third URO club to join in AOW's racing promotion. The league now has 12 teams, with Reading, Pa., playing a dual role in the Northern and Southern divisions. Edward said that the speed promotion has caught on so well that the United States Amateur Roller Skating Association is working on a soon-to-be-announced test for

As of December 6 the Paterson the 58 registered by the second- Skating Association. place Mount Vernon (N. Y.) Arena. In third place was the Readin: team with 46 points, followed by Boulevard Arena, Bayonne, N. J., 36; Twin City Arena, Elizabeth, 10; Florham Park (N. J.) Rink, 8; Capitol 6, and Peek-skill (N. Y.) Arena, 0.

# Orsatti Quits Philly Ciro's

PHILADELPHIA, Dec. 12. -Tannen, Jack Beaber and Jayne Arnold Orsatti, named by the receivers to manage Ciro's, gave it up after two nights' operation. He paid off the musicians and the

help Saturday (5). Orsatti said the club owed between \$80,000 and \$90,000, of which \$20,000 was in taxes owed the government.

Ciro's changed hands a couple ing, as usual, is top drawer, and of weeks ago when Martin Romm headed a group that took over, but the accumulated debt was too much for the new owners, and get into the picture to intro the Romm went before Judge Thomas Rockettes in one of their most ef-fective precision routines. Gals a proposal of a settlement at 10 cents on the dollar. The Court named the receivers, who asked Orsatti to survey Ciro's as a potential operation.

good hand. Lis and Arne Rasset, voice and piano team, do job on Danish pop melodies for excel-The two vaude interludes spot lent returns. The clever young excellent acts. Acro team Nita girl contortionist, billed as "The and Pepi are clean, fast and work Little White Rabbit," is a hold with a perfection of timing to over and still clicks solidly. Gitte make even an old trick look like Pyskow, moppet prodigy new a novelty. Duo are excellent and here, is unspoiled and natural. deserve every bit of the tremen- She does a fine xylophone act, to dous hand they get. Likewise big applause and two encores. Guest emsee Kjeld Petersen show-stopped with gags and hi-

The Five Amandis, tumblers and teeterboard act, who have recently worked in America for Ringling - Barnum and Hamid, had no difficulty in pulling a show-stop with their fast-paced routines and clever showmanship. Tommy and Milleur, comics, also recently returned from the United States, pulled laughs for a good send-off. Aage Juhl Thomsen's ork cuts the show and plays the SKATER'S FAVORITES ... dance sessions, with a relief spell from John Steffensen's Cuban NATIONAL-SCALA, COPEN- Quintette, which provides Latingling by Paddy, who works smoothly, ending with back-hand tossing of a lighted match to light a cigarette in his mouth, for a lighted match to light a cigarette in his mouth, for a light light

# Rollatorium Sold For Fabulous Loot

Gilbert Readies Converted Fresno Icery for Gala Opening January 1

Stockton Rollatorium, managed by skating school sessions, along with Paul J. Gilbert, will close December 19, the building having been sold by the owners, Len Honey and Bill Hunefeld, to a California has prompted the management to supermarket chain. Engineers are already at work preparing the building for occupancy by the new

Honey and Hunefeld agreed to sell the building to the chain after receiving an offer described as "fantastic" by Gilbert, despite the fact that it has probably been one of the top grossing skating establishments on the coast. Gilbert said Rollatorium business has been "unbelievably" good, school bookings accounting for a healthy chunk of the trade. Each Monday and Tuesday afternoon in recent years, from October 1 until June

# At Lansing's Palomar Spot

LANSING, Mich., Dec. 12.— Palomar Dancing Wheels Club held the first of a series of dance tests at Palomar Roller Gardens (N. J.) Arena entry was heading here December 6, sanctioned by the league with a total of 74 points, the Amateur Athletic Union and a comfortable 16 point lead over the United States Amateur Roller

Passing the bronze bar test were Donna Oswald, Dalene Molder, Richard Young, Jerry Sumerix, Phoebe Abbott, Betty Lundy, Beverly Stevens, Norma Jacobs, Sue Ann Warren, Sue Corwin, Lucille Peterson, Judy Mitchell, Richard Harris, Bonnie Brenke, Betty Ray, Marlene Swan, David Brown, Willard Love, Barbara Murphy, Angela Kieser, Mary Lundy, Lois Hardy, Sally Hornus, Donna O'Connor, Mary Lanstra, Janice Stevens, Gerald Wageman, Mike Ladd, Keith Swathwood, Irene Boyd, Caroline Cherry, John Wakulsky, Jack Aungst, Velma Aungst, Maxine Davis, Cecil Simpson, Joanne Yerlie and Sharon Skaggs.

Winners of the bronze medal included Jerry Shimin, Kathy Davis, Keith Swathwood, Caroline Cherry, John Wakulsky, Jack Aungst, Velma Aungst, Maxine Davis, Cecil Simpson, Sue Corwin and Bonnie Brenke. Silver bar winners were Everett Saint, Larry Schwartzman, Ondorae Hemenway, Dorothy Devereau, Eddie Gesner and Pat Boyd. Also passing the silver medal test were Palomar pros Barbara and William Longest.

A total of 81 skaters took the tests, including representatives from Grand Rapids, Battle Creek and Albion, Mich. Juding was done by Dorothy McLaughlin, Detroit, and George Eads, Walled Lake, Mich.

STOCKTON, Calif., Dec. 12 .- | 5, the rink has been conducting night sessions twice a month for two high schools. Other heavy party bookings in recent months take Wednesday nights off the public skating schedule, giving the rink Monday, Wednesday and Thursday nights for private affairs. Much patronage also comes from the 500 members in the Stockton Skating Club, controlled by 90 parents of skaters.

Gilbert has hopes for equal success for Skateland of Fresno, Calif., which he and associates plan to open January 1. Gilbert is president of the new operating firm, with Len Honey as vicepresident; John J. Hurtley, secretary, and Mrs. Hazel G. Gilbert, treasurer. The firm has taken over a former ice rink in Fresno and converted it for roller skating. It is attempting to capture a large segment of the trade that formerly patronized the icery.

Gilbert is going all out in mapping the opening. Skaters from Stockton, Fresno and Pasadena are scheduled to give roller exhibitions. Arrangements have also been made for an orchestra to supply ballroom dance music for specially invited guests following the 11 p.m. close of the regular skating session. A catering firm has also been engaged to supply food and refreshments.

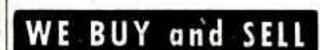
## Kruchko Exits RSROA **Skating News Post**

DETROIT, Dec. 12. - George Kruchko, formerly with the headquarters staff of the Roller Skating Rink Operators' Association handling press relations and serving as editor of Skating News, is now editor of PIME, new Catholic literary publication. First issue is scheduled to appear in January.

Kruchko was recently host for a kick-off dinner for the new publication, held at his apartment, with Father Leo J. Trese, noted author, as guest of honor.

## **Aids Blind Skaters**

BROOKLYN, Dec. 12.—Andy's Skate Shop here recently gave an assist to the skating program for the blind at the New York Lighthouse by overhauling free of charge 25 pairs of skates.





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# The Final Curtain

ANSTETT-Robert,

62, property man at the Roxy Theater for 21 years, on December 11 at his home in New York City. He was former president of Theatrical Protective Union No. 1, stagehands' union. He is survived by his widow, Sadie, and a son, Robert Sr.

BURSTYN-Joseph,

53, motion picture film importer and distributor, November 29 in New York. Polish born, he began his career in this country in 1921 as a publicity man for Yiddish theaters. His most recent film import, which brought him widespread attention, was "The Miracle," the ban on which was taken to the United States Supreme Court.

COATES-Dr. Albert,

71, noted British conductor and composer, on December 11 at Cappetown, South Africa. He had suffered a stroke last February. A child virtuoso, he studied music in St. Petersburg, London, Leipzig and elsewhere. He became a conductor in Dresden and later of the Petrograd Imperial Opera. In 1919, after the Russian revolution, he returned to England, and since had led symphony orchesiras in many parts of the world. His own compositions included the operas "Samuel Pepys," "Ashurbanipal" and "Pickwick Papers."

CONRON-Francis,

53, former manager of Cliff Bell's, Detroit night spot, December 9. Survived by his widow, Viola. Interment in Holy Sepulchre Cemetery, that city.

CUNNINGHAM-Claude, C., 80, who said he brought vaude to Houston, at Houston December 5. Twice he gained publicity by "running for President." Burial Monday (7) at Burial Monday (7) at Houston, Survived by his widow, one sister and a brother.

DE B. TAYLOR-Helen,

65, writer of plays and children's stories. December 8 in Mount Vernon, N. Y. Born in Switzerland, she came to the U. S. 35 years ago and wrote in English, French and Italian. An early woman aviator, she served with the American Red Cross in Europe during World War I.

DOBROWEN-Issay Alexandrovich,

59, Russian-born conductor and composer, December 9 in Oslo, Norway, An exponent of Russian music in Europe and the U. S., Dobrowen conducted the San Francisco Symphony, the New York Philharmonic and the Philadelphia Symphony orchestras, as well as at La Scala Opera in Milan, Italy; Norway's Philharmonic, the Stockholm Orchestra and in several German cities. As a composer he wrote a great deal of stage music for Stanislavsky productions. Most recently Dobrowen was known as a record ing artist, having cut records for Victor, HMV and Angel records. His widow, two children and a brother survive.

FOEHL-Mrs. E. E.,

wife of the president of the National Association of Amusement Parks, Pools and Beaches, at Willow Grove, Pa., Friday (11). Burial at Willow Grove Monday (14).

HAMMES-Fred,

member of the Los Angeles Philharmonic Orchestra since its founding in 1919. December 6 in California Hospital, Los Angeles. He was a versatile musician, an expert on the bass violin, flute and piccolo, but switched to percussion instruments to become one of the greatest on cymbals. He could play all striking instruments, the triangle, xylophone, drums, and glockenspiel. He was born in Chicago and had lived in the Los Angeles area almost 50 years. In addition to playing with the Philharmonic, he also

> In Memory Of My Beloved Husband SAM SERLEN Who passed away December 13, 1951. HELEN SERLEN

IN MEMORY OF LASSES WHITE Passed Away Dec. 16, 1949

HAPPY KELLEMS Writer and Producer Bailey's Minstrels, '53-'54 played the Hollywood Bowl seasons. He leaves his widow, Blanche, and a sister, Mrs. Marie Plant.

HANSEN-Joe,

elephant trainer, while driving a truck for King-Cristiani circus near McRae, Ga., November 26. He was with Hamid-Morton Circus for many years, leaving a year ago to work at Benson Wild Animal Farm until joining the King circus a month ago. Survived by a son and daughter in Atlanta. Burial in

50, concessionaire, December 9 in his

New York home after a long illness. (Details in Carnivals section.)

JAKIELSKI-Franz,

HERBERT-Sidney.

51, editor and co-owner of Echo, Danish vaude-circus-park trade monthly, December 5 in Copenhagen, Denmark. His widow survives.

KIRBY-George T.,

74, veteran stage and screen actor, December 2 in his home at Van Nuys. Calif. Born in London, he attended Oxford University and served with Winston Churchill in the Boer War and in the British Navy during World War I. He came to the U. S. 49 years ago and appeared with Ronald Colman, Kay Francis and others. Surviving are his widow, Martha, and a daughter and two sons in England. Interment in Forest Lawn Memorial Park, Glendale, Calif.

LANGHORST-Jannie,

mother of Clyde (Duke) Patterson, circus clown, December 6 in Cincinnati. In addition to her son, she is survived by a brother, John Switzer. Burial in Cor-

LOCKMAN-Ross C.,

51, radio-TV time salesman for 20 years, December 7 in North Hollywood, Calif. For the last three years he had worked for KECA-TV, and earlier had been associated with CBS Radio. He leaves his widow, Janet; two daughters, Janet and Susan, and a son, Richard, Interment in Forest Lawn Memorial Park, Glendale, Calif.

MASON-Daniel Gregory.

80, composer and author, December 4 in Greenwich, Conn. Professor emeritus of music at Columbia University, he composed for the plane and string instruments and was the creator of three symphonies. He also wrote books on music and composers. Survived by his widow, Mary. Burial in Cambridge (Mass.) Cemetery December 8.

McCULLERS-J. R. Jr.,

40, a former staffer at Station WOR, New York, and husband of playwright Carson McCullers, November 18 in Paris. Several weeks ago he was injured in an automobile accident. His home was in Nyack, N. Y. He attended New York and Columbia universities. During World War II he served as a captain in the Rangers, winning the Silver Star, Bronze Star and Purple Heart during the Nor-

MEEGAN-John J.,

62, secretary and director for The Buffalo Courier-Express, Inc., and WEBR, the paper's radio station, December 7 in Buffalo. He began his newspaper career 40 years ago.

MEYERS-Harry.

65, a stagehand at Loew's Majestic. Bridgeport, Conn., December 9 there.

MILLMAN-David,

43, poet and playright, November 23 in the Bronx, New York, Among the plays he has written are "The Last Generation" and "All the World's a Stage," which received performances in New York and Brooklyn, respectively. His mother, a sister and two brothers

MILLS-Thomas R.,

75, veteran stage, screen and radio actor, November 29 in the Motion Picture Country Home, Hollywood, Born in England, he went to Hollywood 35 years ago. He leaves a niece, Mrs. Dorothy Wight. Interment in Chapel of the Pines.

MITCHELL Esther,

stage, television and radio actress, November 26 at Midtown Hospital, New York. A native of Australia, she made her debut in "The Blue Bird" there. In 1922 she came to this country, making her American bow with the Neighborhood Playhouse group in "The Madras

In Loving Memory Of Our Wife and Mother

# DAINTY DOTTY JENSEN

Who Passed Away December 17, 1952.

We Miss You Darling.

Owen Jensen and Son Junior

IN LOVING MEMORY OF MY WIFE AND OUR DEAR MOTHER

MRS. WILLIAM F. KORHN WHO PASSED AWAY DECEMBER 17, 1945

WILLIAM F. KORHN RAYMOND J. KORHN VERNON KORHN MRS. WILLIAM DUNCAN YOU ARE ALWAYS IN OUR THOUGHTS House." She had appeared in a number of hits since then, including some staged by the Theater Guild and others by the Grand Street Follies Company. Among better known plays in which she appeared: "I Know My Love," "O Mistress Mine," "The Corn Is Green." She also played "Hamlet" and "Merchant of Venice" with Ethel Barrymore and Walter Hampden. Recently she played in summer stock and on radio and television programs, including the United States Steel Hour. She is survived by her husband, J. Plumpton Wilson, an actor who had appared in a number of plays with

THE BILLBOARD

MONTER-Rudelph.

51, screen and TV film producer, in Cedars of Lebonon Hospital, Los Angeles, December 5. A resident of Beverly Hills, he was associated with Sovereign Productions and had been earlier instrumental in production of a number of films for theatrical release, including "Voice in the Wind" in 1944. A native of Prague, Czechoslovakia, he was an attorney for many of Europe's leading motion picture companies before the Germans occupied his homeland. He came to the U. S. in 1939. He is survived by his widow, Ruth; a daughter, Dianna, and his mother, Mrs. Olivia Monter.

NEGRETE-Jorge.

42, Mexican motion picture, radio and concert star, December 5 in Cedars of Lebanon Hospital, Los Angeles. He was one of Latin America's most popular singing actors, beloved by Spanish-speaking fans for his dashing film roles and baritone voice. Among his most popular films were "Rancho Grande," "Camino de Sacramento," "La Madrina del Diable," "Caminos de Ayer" and "Si Adelita Se Fuera con Otro." He was a founder, former executive secretary and current president of the Actors' Guild of Mexico. He had turned down many offers to appear in Hollywood movies, preferring to work in his native country. Negrete and Maria Felix, Mexican actress, were married Oct. 12, 1952, in Mexico City. Besides his widow, he is survived by his mother, Mrs. Emilia Negrete; a sister, Consuelo Negrete, and a brother, David, all of Mexico City. where interment was made.

PELUSO-Joseph, 86, retired employee of the Loew theater eircuit, Bridgeport, Conn., December 3 in that city after a short illness. He retired in 1947 after 45 years of service at the Poli, Globe and Lyric theaters in that city. Survived by two sons, Vincent and Louis, both of Bridgeport, Burial in St. Michael's Cemetery, Stratford, Conn., December 7.

PERELMAN-Lewis,

83, a pioneer exhibitor of motion pictures, in Hahnemann Hospital, Philadelphia, November 22. He entered the industry in 1919, operating the Eureka Theater. He operated a number of neighborhood houses over the years and built a theater in suburban Yeadon, Pa. He retired in 1944. Surviving are his widow, Sarah; two daughters and two sons. Funeral services November 24 in Philadelphia, burial in Mount Sharon Cemetery

SCHAEFER-Alfred.

66, band director, in San Antonio on December 2. Survived by his widow, son, brother, three sisters and four grand-

SHIELDS-Lawrence,

60, November 21 of a heart attack in his Hollywood home. He was a pioneer jazz musician and composer of more than a score of jazz songs, including "Tiger Rag." A native of New Orleans, Shields played clarinet in the original Dixieland Jazz Band and accompanied the group on a tour of the U. S. and Europe in 1916-'17. He was listed alone and with other musicians as the writer of "At the Jazz Band Ball," "Clarinet Marmalade," "Fidgety Peet" and "Ostrich Walk." He retired from the music business in 1938. In addition to his widow, Clara, he leaves two brothers, Harry Shields and Jimmy Ruth, and two sisters, Mrs. Mamie Ducas and Margaret Ruth, all of New Orleans. Interment and requiem mass in New Orleans.

SLY-Fred J.

74, yeteran circus and carnival trouper, in Beloit, Wis., November 25. Born in Lenox, S. D., he formerly was a stage-hand at the Wilson Opera House, Beloit, and later, for many years, traveled with circuses and carnivals thruout Wisconsin, Illinois, Minnesota and the Dakotas. Survived by four brothers, Thomas, Roy, Louis and George, and three sisters, Mrs. Rose Ellen Brown, Mrs. Myrtle Paige and Mrs. Venus Barrix.

SNYDER-Mrs. Nina Belle,

63, mother of cowboy singer Clifford Stone, December 6 in Burbank, Calif. In addition to her son, she is survived by her husband, Cilfford Herman; one sister, a brother and three grandchildren. Burial in Porest Lawn Memorial Park, Glendale, Calif.

STENSON-Edna, 58, past-president of Caravans, Inc.,

December 7 in Jasper, Ind. Details in Carnival Section, this issue. STENTZ-J. Dale,

71, first manager of Station WWNC.

Asheville, N. C., November 30 in Concord, N. C. Survivors include the widow, a son and two daughters. Interment in Carolina Memorial Park Cemetery, Con-

TRAVIS-C. Merwin,

59. Western division director of sales services for ABC, December 8 in Cedars of Lebanon Hospital, Los Angeles, from a heart attack. He had been with ABC two years, a portion of which was as director of promotion for the Western division with headquarters in Hollywood. Earlier he had been director of public relations for the Desert Inn, Las Vegas. During World War 11 he was with the film division of the War Production Board, later serving with the Office of Motion Pictures for the Americas. Before World War II he was with Consolidated Film Laboratories and Pathe Laboratories. He leaves his widow, Gladys, Brentwood, Calif.; a son, Charles M. Jr., Tenafly, N. J.; a daugh-ter, Mrs. Don C. Luchessa, San Francisco; two sisters, Mrs. J. McDonald De-

# Roadshow Rep

ness as Jimmy Gale, recently had 30's, six Chevrolet tractors and his right foot amputated and is semis, a new 15 kw. Koehler light confined in Ellis Hospital, Schenectady, N. Y. He would like to hear from such old friends as Lew and Kitty Green, Jimmy Williams chronium office trailer; sound and Jack LaMont. Gale had a rep truck, two new Ford panel adshow on the road under canvas vance trucks, flexible bus for for 15 years, and altho he will personnel, management cars and walk on crutches for the rest of living trailers and Chevrolet adhis life, says he will still be able vance car for agent. The 1953 staff to work as a singer-pianist-comic included Earl and Joe Hendren. once he's released from the hospital. . . . Frank Korten, Hartford, Hendren, secretary-treasurer; J. Conn., wants to know whether any reader of this column can give him info on the old Stanton "Un- seats; T. C. Morrison, Glen Ingle, cle Tom's Cabin" company, which Elmer Veter and Newt Hatfield, was on tour in the late 1880's, and Edward O'Conner, who appeared with the show at that time. . . . A. A. Dickerson has been working and front door tickets; Charles on amateur show promotions in the Baltimore area, but says that it's tougher this year than it has Harper, boss canvasman with been in past seasons. . . . Happy crew of 18, and William Charles-James Belleveau reports poor returns with his merchandise show in the Kingston, Ont., area and says that he is planning a 200-mile jump to Western Canada. . . From Miami, Fla., Chester Sawyer writes: "Have been here a couple of weeks after a tough med season, but plan to move soon as there is no chance for Fields, trombone; Barney Johneven pin money in this area in son, drums, and Herby Shotwell, my line. The State offers nothing bass. Other personnel included for small-town showmen, as the Nikki Layne, dance director; winter population is a big-town Sweetie Walker, stage manager affair and the best salesman in and comedy producer; Sunny the world couldn't make peanut Foxx, emsee and straights; Guy money. I came here to shake off Johnson, James Manning, elecsome rheumatics and feel now tricians and props; Eddie Light-that I will be able to stand the foot, spotlights; Bertina Jackson, gaff for awhile, so will move wardrobe mistress; Stella Ford, northwestward."

66 NOTE in recent columns many inquiries as to what has happened to one-night tent Erwin, Tenn. "Altho I cannot speak with authority, I know of only two such outfits that continue operations-F. S. Wolcott's "Original Rabbit Foot Minstrels" and the "Silas Green From New Orleans" outfit. I have been connected in an official capacity with the "Rabbit Foot" show since its purchase from Wolcott by Capitol Amusements in 1950. Since that time all equipment and the pro-duction and route have been replaced or revamped and developed into one of the 10 largest one-night tent shows in America, including the circus field, insofar as rolling stock, equipment and personnel are concerned. The 1953 season was highly satisfactory according to the management, and despite drought and late cotton it was on a par with the sensational success enjoyed by the 1952 show.

vin, San Francisco, and Mrs. Louisa Richardt, Houston, Interment in Forest Lawn Memorial Park, Glendale, Calif.

WALLACE-William, 49. December 1 in Washington of a heart attack. He was head of the accounting department of TV Station WTTG and was formerly an auditor with radio stations WOL and WEAM. Survived by his widow, Virginia; a daughter and his

WALTER-Edwin, 82, stage actor for 57 years, November 23

in New York. He began in the professional theater at 18 in "The Danger Signal," appearing subsequently in "The Inspector," "Uncle Isaac," "The White Slave" and others. Under the management of George M. Cohan and Al Woods, Walter appeared in "The Tavern," "Elmer the Great," "The Potters," "Potash and Perlmutter" and "Crime." He also succeeded Cohan in "Seven Keys to Baldpate." In 1928 Walter appeared in "Easy Come, Easy Go," followed by "The Kidding Kidders" and "She Means Busibefore his last role in "Tobacco ness," before his last role in "Tobacco Road." Walter appeared in the last named for six years without missing a performance, either in New York or on the road. A niece survives.

WINCHELL-Mrs. Clara, 58, mother of TV and night club enter tainer Paul Winchell, December 4 in Cedars of Lebanon Hospital, Los Angeles, after a short illness. She had lived in Los Angeles 15 years and was a native of Austria. Besides her son, she is survived by her husband, Sol Winchell, and two daughters, Mrs. Ruth Kutcher, Tarzana, Calif., and Mrs. Rita Barr, Santa Clara, Calif.

53, head of the Music Corporation of America's band department, recently in New York. (Details in Night Club-Vande Department.)

ZOKOVITCH-Joseph B., 65, head of RKO's studio staff depart-

ment, November 22 in Temple Hospital, Los Angeles. He was a native of Yugo-slavia, but had lived in Los Angeles for 40 years, 30 of which he worked in the film industry. Prior to joining RKO 20 years ago, he was affiliated with Universal and United Artists Studios. Surviving are his widow, Branka, and two brothers, Andrew and Angelo, both living in Yugoslavia. Interment in Forest Lawn Memorial Park, Glendale, Calif.

JORMAN WOODRUFF, known The show this season carried a professionally in the rep busi- new 80-foot round top with three general managers; Mrs. Maude W. Foster, general agent; Ed W. advance billers; King Ed Gentry Walsh, lot and seat superintendent; W. H. Sanders, sound car Arwood, superintendent of concessions and office clerk; Dave ton and M. L. Mitchell, mechanics and electricians. In the band, led by Sarge King, were Billy Holloway, arranger: Hosea Sapp, Freddy Jones, Clifford Mallory, Sarge King, trumpets; Billy Hollo-way, Jessie Charles, Joe Walker, Noble Perkins, sax and clarinet; Larry Costello, piano; Sunflower chorus captain; John Hall, vocalist; Flash Ford, eccentric dancer; Guy Johnson, acro skate dancer; Albert Beasley, blues singer; Nikki Layne, interpretative dancer and contortionist; Hosea Sapp, trumpet specialty; Vivian shows," writes Joe Paul Eutsler, McWilliams, exotic dancer; of Capitol Amusements, Inc., Bertina Jackson, Theodore Tony, James Townsend, La Conga Trio; Peg Lightfoot, pegleg dancer; Burt Moore, unicycle; Sweetie Walker, Rastus Murray, Catfish Bradd, Lasses Brown and Kid Charleston, comedians, and Nikki Layne, Sara Foxx, Gail Johnson, Bertina Jackson, Elizabeth Jones, Cecile Williams, Vi McWilliams, Lauretheo Cole, Stella Ford and Toni Lee, Strobe productions. All equipment is now stored at Mid-South Fairgrounds, Memphis."

# Drivin' Round The Drive-Ins

AT THE ANNUAL convention of the Maritime Allied Exhibitors' Association held recently at St. Johns, N. B., special ... attention was devoted to a campaign for new members and a recovery of those who had left the association. Specific attention was given to owners of drive-ins. It was reported that owners of driveins would be contacted personally with a view to having them become members. The question of how much the membership assessment should be was discussed, but nothing definite was decided. One suggestion was that the annual fee be based at the rate of \$1 per car capacity. It was emphasized that the association should be prepared for heavy demands for legal advice and possible court cases and so is seeking a big increase in members. Thus far, the association has devoted little attention to drive-ins and a comparatively small number of drive-in owners are members. . . . Reading Drive-In, Reading, Pa., which ex-tended its season because of favorable weather, closed last week for the winter. . . . Henry Friedman, Philadelphia motion picture exhibitor who has been wintering at St. Thomas, Virgin Islands, has managed to beat the monopoly there. His bid was picked up and Friedman received a five-year lease to open a drive-in theater near the submarine base. .

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OUTDOOR

# Gooding Awarded Indiana State Fair Carnival Contract

Action Cuts Into Cetlin & Wilson; Barnes-Carruthers Gets Revue Pact

INDIANAPOLIS, Dec. 12.—The Gooding Amusement Company, headed by Floyd E. Gooding, added to its already powerful Buck's Model Shows, represented route of major fairs here Friday (11) when it snared the contract for the 1954 Indiana State Fair.

Gooding was awarded the contract after spirited competition from the Cetlin & Wilson Shows, which had provided the midway attractions at the big Hoosier annual for the past seven years. During that time, the C. & W. aggregation turned more than \$300,000 over to the fair. Last year's percentage to the fair totaled \$42,640.

# Ore. State Fair Turns in Record 65G Net Profit

SALEM, Ore., Dec. 12.—The 1953 Oregon State Fair showed a net profit of \$65,290, the annual report of Manager Leo Spritzbart showed. He said net profit and attendance exceeded those of any previous fair.

Total income for the fiscal year ending November 1 was \$463,028. of the legislation. Total expenses, including sub-

equipment, were \$397,738. Dr. E. B. Stewart, Roseburg, president of the State Fair Commission, said virtually all the 1953 profits would be used for new facilities.

Total attendance in 1953 was 313,881, an increase of more than

# Tracers Seek Wilmet Shields

CINCINNATI, Dec. 12.—Wilmet Shields, a showwoman who gave her address as Care The Billboard, Cincinnati, when purchasing securities at some time in the past, is being sought by the Tracers Company of America, 515 Madison Avenue, New York 22, so that the company or companies which issued the securities may bring their books up to date as to payment of dividends, periodic mailings of reports to stockholders, etc.

Miss Shields' name appeared in a list of "lost" stockholders in the Cincinnati area published in the December 8 edition of The Cincincle stated that Miss Shields and contact the Tracers concern.

HAMID ASKS HELP

More Aid Needed

NEW YORK, Dec. 12.-Assert- under. Such a program, of course,

ing that amusement parks and would almost solely benefit the

relief measures passed by the parkmen function properly with next session of Congress, George a legislative committee repre-

carnivals would probably be the outdoor industry.

## Two Other Shows Bid

Other carnivals which submitted proposals were O. C. by Dave Endy, and the Metroand his aid, Hal Eifort, were on hand for the Gooding organiza-

also acted on grandstand and He said he and his wife, June, announcement that the parting thrill show contracts in a meeting which started at 10 a.m. and lasted until 7:30 p.m., with time out only for lunch and dinner. Barnes-Carruthers Theatrical Enterprises, Chicago, again was awarded the night grandstand revue contract, and commitments were made to Irish Horan to have him present his Thrill Show at the fair. The number and time of thrill show performances was left for later determination.

## Open to Press

In unprecedented action, the board opened the meeting to the press. This action stemmed from anti-secrecy legislation passed at the last session of the State Legislature. Such legislation makes it mandatory for State agencies to open their sessions to the press. There was some question whether this law is applicable to State fair board meetings, but the board decided to go along with the spirit

Newspapermen missed the early stantial improvements to fair- part of the contract meeting, enground buildings and purchase of tering after the midway contract had been awarded, but they were told details of the carnival bids submitted and invited to ask questions. They remained thru the remainder of the meeting. Eyes Water Show

To Gooding, who scored huge all-time attendance record gains at the recent Chicago meet-ings, where he picked up con-Permanent improvements on

# CRISTIANI, KING SPLIT; MALEY JOINS NEW FIRM

## King Bros.' Circus to Troupe; Cristianis Turn to Indoor Date

Circus from 1949 and which made dates. the King Bros. & Cristiani Circus

King Bros.' Circus in 1954.

family of performers, will not to work out differences. The State fair board, in addition be identified with any circus in to awarding the midway contract, 1954, according to present plans. It was emphasized in their

and Lucio Cristiani was dissolved Cristiani bareback riding and cially announced. here Wednesday (9), ending the acrobatic acts will be booked for set-up which operated King Bros.' indoor dates and possibly fair

Break-up of the partnership Arnold F. Maley, treasurer, will unofficial reports increased in the politan Shows, represented by Bobby Kline. Jack Wilson sub-mitted for C. & W.; Floyd Gooding in ownership and operation of split did not come until this week. Until then there appeared Cristiani, head of the large to be a chance for the partners

Part as Friends

# Dallas Fair Profit Hits 350G for Year

Net Is Second Highest in Expo's History As Upped Expenses Offset Peak Gross

Fair of Texas made a net profit tion of a new herdsmen's dormiof \$350,438 for the fiscal year end- tory and a Pan-American lounge ing November 15, a financial re- in the livestock area, the report port at the annual stockholders' stated. meeting Tuesday (8) revealed.

higher.

halfway between the \$397,677 for fair up to January 1, 1961. the banner year of 1952 and the \$320,063 for the good year of 1951. Fair execs commented that it was "beyond all expectations."

269G in Improvements

The fair ended its 1953 run with a total attendance of 2,382,712, heavy rains the last night washing out chances of breaking the

(Continued on page 66) the fairgrounds during the year

DALLAS, Dec. 12.—The State cost \$269,565, including construc-

The fair was to make two pay-The statement showed that the ments before December 15 on fair grossed slightly less than in principal and interest on Cotton 1952, and that expenses were Bowl bonds totaling \$115,615. The payments reduce the bonds out-

> Re-Elect 16 Directors Stockholders re-elected 16 members of the 48-man board of directors for three-year terms-W. J. Brown, John W. Carpenter, Jack P. Burrus, Edward M. Dealey, Andrew W. DeShong, W. Alvin Herold, Don H. Houseman, J. J. Kettle, W. E. Mitchell, Harry S. Moss, R. J. O'Donnell, J. Bruton Orand, Alphonso Ragland Jr., Denys R. Slater, T. M. Watson and Earle Wyatt.

The Dallas fair has netted \$3,160,401 during the eight years since the exposition resumed operation in 1946 after a wartime lapse. Biggest profit for one year was \$511,000 for 1949. All profit is plowed back into permanent improvements and operation of the exposition. The fair is an independent, self-supporting institution which receives no State funds or other tax money.

# Talent Sought For Events in Up-State N. Y.

NEW YORK, Dec. 12.-C. J. Larson, secretary-manager of the Chautauqua County Fair in Dunkirk, was in New York this week to arrange for bookings with Abe Feinberg for special events in Chautauqua and Dunkirk.

On the calendar so far are an auto show in Jamestown, February 18, and a home snow for both communities on January 15. Feinberg will provide name bands, TV personalities, and children's attractions. Larson is also secretary of the New York State Fair Association.

## Showmen Honor Grossman, Williams

DES MOINES, Dec. 12 .-CHICAGO, Dec. 12.—Plans Memorial services were held here were completed during the outdoor conventions here last week and Billy Williams, veteran bookfor a return engagement of the ers of fair attractions, who died Jimmie Lynch Death Dodgers in during the past year. The services 1954 at Utah State Fair, Salt Lake were held Tuesday (6) during the to about \$100,000 in scholarships City. Announcement was made by annual meeting of Iowa fair awarded annually in the local J. A. Theobold, secretary-manager managers in the Hotel Fort Des and State contests. He said that

that would allow for the pooling This year's date at the fair was for the rites. Sam J. Levy \$35,000. He added that this year's Crediting Washington sources, of their aid. He reiterated his be- the first Far West engagement of introduced George B. Flint, chappageant wound up in the black, the Lynch show since 1950. Reed lain of the Showmen's League of leaving a \$7,000 balance to be also announced that the show will America, who read the tribute. duction in the 20 per cent excise country could best represent the continue on for an extended coast Bill Raible sang a solo accom- will be greater to take advantage tax, the relief would be limited industry and asked that each ap-to admissions of 40 cents and (Continued on page 63) the 1954 Utah fair date. panied by Barbara Small on the of the Centennial Celebration of the resort.

MACON, Ga., Dec. 12.—The will start a tour of Europe in was on a friendly basis. Cause partnership between Floyd King about 30 days and that the of the dissolution was not offi-

Details as to how the old partnership's assets, the show equipment, would be distributed the king Bros. & Cristian Circus
the biggest money-maker among has been rumored for many outdoor circuses in 1953.

has been rumored for many Paul M. Conaway, attorney for weeks, and, while the pace of the show, went to New York at were not worked out at once. mid-week to attend to a legal matter and further developments were held up pending his return Tuesday (15). However, advance guesses were that King and Maley would have most of the present layout for their 1954 show. In addition, it was believed they are dickering to buy other equipment and stock to replace some which Cristiani might retain. Some of the King-Cristiani outfit was not owned by the partnership.

> The new show will mark Maley's first venture as a circus owner. He has been associated with King enterprises at various times since 1926, starting as treasurer of Gentry Bros.' Circus. He also has been secretary of Robbins Bros. and of Cole Bros.

> The King show is wintering at Central City Park here. The new season will open April 10.

## To Scout Europe

It was reported that one of the owners is planning to go to Europe this winter in search of (Continued on page 63)

# The profit figure fell about standing to \$796,500 and pays the alfway between the \$397,677 for fair up to January 1, 1961. Be Flect 16 Directors Set for City Use

DETROIT, Dec. 12.—Decision to draft an agreement for the use of a portion of the Michigan State Fair plant here for use by the city was reached this week.

The city will take over the Agricultural Building and a large dairy barn in the off-season. Plans also call for installation of an ice skating rink. The ice plant would be available, too, for lowering temperatures for agricultural exhibits during the fair.

The tentative agreement was hailed by Fair Manager James M. Hare with the comment, "For the first time we're breaking down the artificial division between city and State."

The switch of the two structures to permanent city recreational use, except during the fair period, may mean cancellation of major dances and other special events which have been held in them in the past.

# Name Wathen Miss America Pageant Head

ATLANTIC CITY, Dec. 12 .-Hugh Wathen was elected president of the Miss America Pageant at a meeting of the board of directors this week. An executive of the South Jersey Gas Company, he replaces Arthur C. Broll, head of a local soft drink bottling firm, who had served as Pageant president for three years.

In his annual report to the directors before retiring, Broll said that \$231,000 in scholarships have been awarded by the Pageant Board since 1945, in addition budget for 1953 was \$129,000 as Over 100 showmen turned out compared to a 1940 budget of

# OVER 300 FROLIC AT PCSA BANQUET **Event Climaxes Three-Day Program**

Including Memorial, Prexy Party

Pacific Coast Showmen's Associ-Strip in Hollywood. Sam Steffin the Ciro's orchestras. was the chairman of the event nati Post. The accompanying arti- with Frank Fay its co-chairman.

Staging of the annual banquet two other stockholders who gave at Ciro's was an innovation for a Cincinnati address at time of the club. In past years the purchase together own securities policy has been to hold it at valued at \$6,000. Miss Shields or the Biltmore Hotel and on one anyone having information as to other occasion the Elks Club was her whereabouts are requested to the scene. Also new was the fact that the event was set early this

Hamid said that while the

LOS ANGELES, Dec. 12.—The year, giving ample time for the winter social calendar of the planning of events.

The occasion used the flooration and its Ladies' Auxiliary show that opened that night at was highlighted here Tuesday the plush nitery. It was headnight (8) when more than 300 lined by Nellie Lutcher with attended the 31st annual banquet the Amin Bros., balancing act, and ball at Ciro's on the Sunset also featured. Dancing was to

> Harry G. Seber, senior PCSA past president, was toastmaster for the evening. At the speakers' table were Moe Levine, PCSA president; Hunter Farmer, vicepresident; Al Weber, treasurer; Joe Mead, secretary; Al Flint, executive secretary; Steffin; Ted LeFors, chaplain; Dr. Ralph E. Smith, club physician; Grace Merkel, president, Ladies' Auxiliary; Josephine Haywood, Miss (Continued on page 63)

# **Utah Annual** Re-Inks Lynch

A. Hamid this week renewed his senting the national organization, J. A. Theobold, secretary-manager appeal for co-operative effort by the carnival owners had not yet of the fair, and Bill V. Reed, Moines. members of these and allied in-banded together in any fashion owner of the Lynch show.

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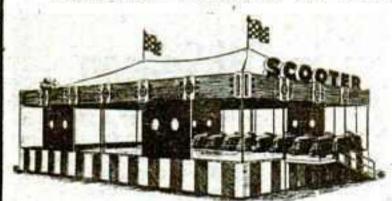
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# Fair Assn. Meetings

Indiana Association of County Indianapolis, January 3-5. William H. Clark, 360 Walnut, Frank-

lin, 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., secretarytreasurer.

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 Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 12-13. Everett E. Erhart, Stafford, secre-

Ohio Fair Managers' Association, Deshler-Hilton, Hotel, Columbus, Januar, 12-14. Goldie V. Scheible, 709-10 Riebold Building, Dayton, executive secretary. Missouri Association of Fairs & Agricultural Expositions, Governer 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.

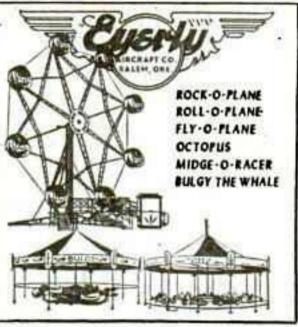
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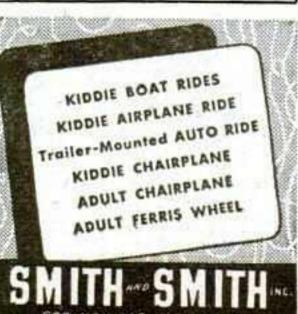
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Michigan Association of Fairs, and District Fairs, Hotel Severin, Fort Shelby Hotel, Detroit, January 17-19. Harry Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Royal Alexandria 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, sec-

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.

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 (Continued on page 63)

## Winter Fairs

## California

Indio-Riverside Co. Fair & Date Festival. Feb. 17-22, R. M. C. Fullewider, San Bernardino-National Orange Show March 25-April 4. Earl Buie,

Florida Bartow-Eastern Imperial Brahman Show & Sale. March 16-18. Bowling Green-Hardee Co. Strawberry Festival. Jan. 18-23. G. W. Glendenning. Dade City-Pasco Co. Fair. Jan. 13-16 J. F.

Higgins. Eustis-Fla. Sportsmen's Expo-Lake Co. Fair. March 15-20. Karl Lehmann. Fort Myers-Southwest Fla. Fair. Feb. 1-6.

J. Clyde King. Fort Pierce-Indian River Youth Show. Feb. 18-19. M. B. Jordan. Inverness-Citrus Co. Fair. Jan. 19-23.

Quentin Medlin. Kissimee-Kissimee Valley Show. Feb. 12-21. J. R. Gunn. Largo-Pinellas Co. Fair. Feb. 17-21. J. H.

Miami-Dade Co. Youth Fair. Jan. 20-24. C. H. Steffani. Ocala-Southeastern Fat Stock Show & Sale. March 1-6. Louis Gilbreath.

Orlando-Central Fla. Expo. Feb. 22-27. C. T. Bickford. Palmetto-Manatee Co. Fair. Jan. 25-30. W. H. Kendrick.

Plant City-Fla. Strawberry Festival. Peb. 22-27. Fred W. Nulter. Quincy-West, Fla. Livestock Assn. Feb. 16-18. A. G. Driggers. Ruskin-Fla. Tomato Pestival. April 14-16. Lyle C. Dickman.

Sarasota-Sarasota Co. Agrl. Fair. Jan. 18-24. G. W. Potter. Sebring-Highlands Co. Fair. Feb. 23-27. Stuart-Martin Co. Fair, Jan. 20-23. L. W.

Tampa-West Coast Dairy Show. Jan. 9. Tampa-Fla. State Fair. Feb. 1-13. J. C. Huskisson Titusville-Brevard Co. Fair. Feb. 1-6.

Montana Bozeman-Mont. Winter Fair. March 13-20. Geo. T. Sime. Texas

San Antonio-Livestock Expo. Feb. 12-21.



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Showmen's Representative Several Makes and Models of NEW AND USED TRUCKS AND TRAILERS

"Special Finance Plan for Showmen" See Us for a Good Deal on a NEW OR USED CAR

MIDWAY MARVEL

FLOSS MACHINE

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# Sure Way Found to increase Profits in Small Space

Crowd-pleasing specialties like soft ice cream, malts and shakes served Fresh from SWEDEN Freezers at assembly-line speed have caught on - but good! Claims that per-foot profits are stretched terrifically by SWEDEN have been confirmed by reports received from all over the country.

While building volume, SWEDEN also reduces labor costs by eliminating dipping, scraping and handling. Food costs are cut sharply by use of less expensive ingredients.

SWEDEN models with completely automatic operation for continuous production of soft ice cream, malts and shakes are now available for your big profit season ahead. To make your small space pay bigger profits; refer to phone listing "Ice Cream Freezers" for local dealer; or write, wire or phone

SWEDEN FREEZER MANUFACTURING CO.

Dept. P-12, Seattle 99, Wash., for details

No. I Cards, heavy white, black back Cards. 35 cents. \$3.50; 50 Cards. \$4; 75 cards. \$4.50; 100 cards. \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers. 75c; Wood Calling Numbers. 75c; Wood Calling Numbers. bers, \$1; Printed Tally Card. 15e; Colored Heavy Cards, #3. same weight as #1. in Green. Red. Yellow @ \$6 per 100. DOU-BLE CARDS, No. 1 size, 514x1414, 10c es.

## 3000 KENO

Made in 30 sets of 100 cards each Played in 3 rows across the cards, not up and down. Light weight cards. Pet set of 100 cards tally card, calling markers \$3.50 LIGHT WEIGHT BINGO CARDS. 

1000 to lb. Either size, lb. Capitol Bingo Blower, electric oper-aled complete with 75 numbered Ping Pong Balls, weight 100 s. Send for filustrated circular for 160.00 All above prices are transportation extra Catalog and sample cards free. No

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brushes, holders,
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FREE parts. Wonderful
opportunity to start
your own business big
money. Write for literature TODAY. Old cusmachine in now for check-up.

ELECTRIC CANDY FLOSS MACHINE CO. Nashville 4, Tenn. 26 Benton Avenue

# Talent Topics

Marlene and Chuck Berry, voungsters in the Charlie Berry act, recently cut a platter session in Kansas City. Marlene did her first disk on the Damon label with the Westport Kids, while Chuck cut a country and western tune for Marlene's Records. Both were skedded to be released before January 1. The elder Berry infos that they got their corn in on their Lone Jack, Mo., farm and have been working club dates in Philadelphia. Act will again

Carnival Routes

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Routes are for current week when no

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Dion, Ted: Evergreen, La.

play for George Hamid next season. Y. (Goo-Goo the Clown) Natar-

no will miss spending Christmas in his Hollywood home for the first time in years because of an extensive tour. Out eight weeks already, he has filled dates in Colorado, South Dakota, Wyoming and Colorado. The tour still includes stops in Montana and Missouri, plus a return to Colorado. Natarno plans to be out until April.

IDA E. COHEN 175 W. JACKSON BLVD. CHICAGO, ILLINOIS

## FOR SALE

Kiddie Boat Ride, portable, complete with aix boats: electric motor, center beacon, on 22-ft. circular steel platform, good running order; made by Mangels, \$750.00.

WM. E. AUER #148 Beach 97th St.

Supplies and equipment for Papcorn-Cotton Candy-Snowcones-Candy Apples-Cookhouse. Featuring "Star" and "Crotore" Popcora Machines-"Echole" Ice Shavers.

UP TO \$100 TRADE-IN

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10M S12.60 - ADDITIONAL 10M's SAME ORDER, \$2.60 CASH WITH ORDER PRICES ---Each change of wording and color add \$5.00. For Must be even multiples of 10.000 tickets of a kind and color. Above prices for any wording, change of color only, add \$1.50.

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WELDON, WILLIAMS & LICK

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# MACHINE-MADE COTTON CANDY CONES

Here's good news for the Floss Operator-now we can let you have all the machine-made Cotton Candy Cones you need. Packed 4,000 to the carton, price \$15.00 per carton, immediate delivery. Stocked by leading Concession Supply Jobbers

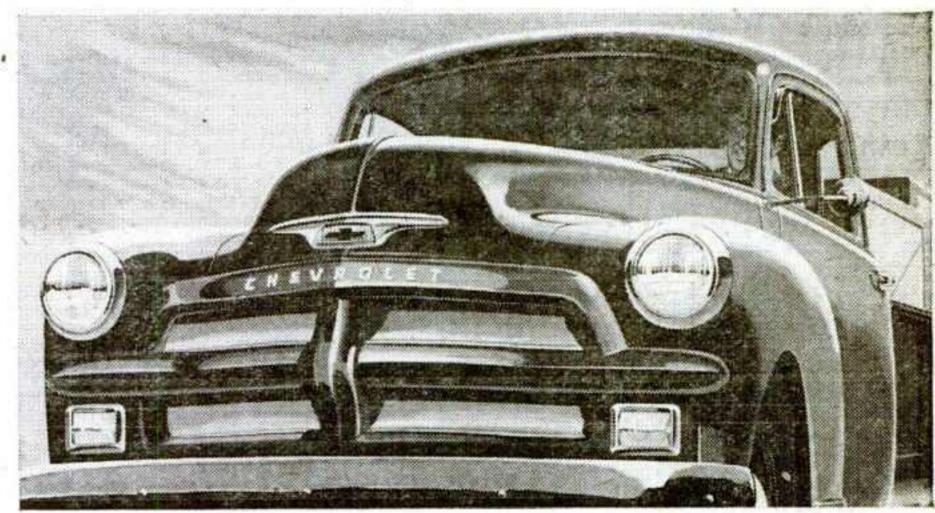
Don't get caught short on your Fair dates-always carry a few cartons on hand and be ready for the Big Ones. Samples sent upon request or better still, get your order in now.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET

CINCINNATI 2, OHIO

# NEW 1954 HEVROLET TRUCKS



## Completely new - the most powerful, finest performing, best-looking Advance-Design trucks ever built!

NEW COMFORT

AND CONVENIENCE

Here's America's greatest truck builder's latest and greatest truck! Here's the brand-new line of Chevrolet Advance-Design trucks for 1954! You'll find they're packed with great new features . . . loaded with big new advantages that mean faster, more efficient service and lower operating costs on your job.

NEW POWER AND ECONOMY You get new high-compression power and greater operating economy with three advanced

valve-in-head engines. Bigger, brawnier "Thriftmaster 235" engine. Rugged, durable "Loadmaster 235" engine. Mighty, all-new "Jobmaster 261" engine\*-most powerful in Chevrolet truck history.

NEW RUGGEDNESS AND RELIABILITY

Heavier axle shafts on 2-ton models. Bigger, more durable clutches on light- and heavy-duty

models. Stronger, more rigid frames on all models. New pickup and stake bodies are built to stand the roughest going and to keep coming back for more-and they give you greater load space for '54!

CHEVROLET

ADVANCE-DESIGN TRUCKS

Ride Control Seat\* brings you extra driver

comfort. New truck Hydra-Matic transmission\*

offers the last word in no-shift driving ease.

Available not only on 1/2- and 3/4-ton Chevrolet

Plan to see the completely new '54 Chevrolet

trucks, and get the whole money-saving story

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MORE CHEVROLET TRUCKS IN USE

THAN ANY OTHER MAKE!

Most trustworthy trucks on any job!

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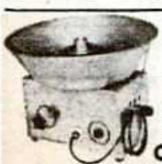
Optional at extra cost. Ride Control Seat is standard on C.O.E. models, available on all other cab models as extra equipment. Rear corner windows in standard cab, optional at extra cost.

# NEW 20x30's-20x40's, & Ft. Sidewalls, in Stock for Concession Tents, Show Tents. armie Mendelson—Charles Driver

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## PRODUCTION . . . GUARANTEED ! MODEL 120 FLOSS MACHINE

Concession Supply Company guarantees more production with the Model 120 than with any other standard floss machine on the market—or your money back! Get the best the first time . . Floss Machines by Concession Supply Company . . . complete One-Stop Service for Concessionaires. Popcorn, Floss, Food Supplies, Waffle Molds, Boxes, Bags, Supplies, Repairs.

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New Comfortmaster cab

provides increased visi-

bility with new one-piece

curved windshield. New

Communications to 188 W. Randolph St., Chicago 1, Ill.

# Cascade Aims for Major Park Status

Rides, Ballroom, Lake and Scenery Set as Lure for Ohio-Pa. Residents

Five major and eight kiddle rides above Pittsburgh and less than 20 and a host of other attractions are from Youngstown, O., the park's Cascade Park opens next spring, few old ones that got light play, major amusement centers in the become more of a picnic area than Middle West. The park will fea-ture a dance hall, newly remodeled swimming pool, three food comes own the National Roller stands and four refreshment Coaster, Rensselaer Miniature stands.

The operating firm name of Branscome, Vesco and Branscome Bug that will operate in 1954. The will shortly be changed to Cascade Amusements Corporation, with accordion studio operator Paul Vesco as one of the principal officers. The park has been managed for the last four years by Councilman Joseph Medure.

The hopes for success held by all involved in the project of revitalizing Cascade Park, are evident in the neon-lit, 40-foot sign that flashes the words "Beautiful Cascade Park" across the entrance. The sign was a co-operative venture paid for by the concessionaires.

With its rolling landscape and new pool as a lure, Cascade has been capitalizing in recent years



## The only LUNA PARK in ISRAEL is looking for connections with other LUNA PARKS in the U. S. A.

We need used Amusement Items on a basis of partnership. Apply to: P.O.B. 230, Jaffa (Israel).

## RAILS

12#-16#-20# With Splice, Bars, Frogs, Switches, Bolts and Ties or Kiddle-Car Railroad. Also Locomotives. Cars and Equipment for

M. K. FRANK 480 Lexington Ave., New York 17, N. Y. 105 Lake Street, Reno, Nevada 401 Park Bldg., 5th Av., Pittsburgh 22, Pa.



NEW CASTLE, Pa., Dec. 12.- on its scenic values. Forty miles expected to be in readiness when ride attractions were limited to a with hopes of joining the ranks of with the result that Cascade had an amusement spot.

> Vesco says he and the Brans-Train, Lusse Skooter, Seaplane, Merry-Go-Round, and Tumble line-up will also have a Fire Truck, small Fun House, and several other kid items. Five kiddie rides have been added in the last two years, operated by the A&R Amusement Company. A long range shooting gallery and Skee Ball alleys complete the amusement devices.

> Cascade's large lake is available for rowing and motor boat riding, with plenty of both types of craft in supply.

## Mile-Long Train Ride

The Miniature Train is a milelong ride, Vesco reports, that takes moppet customers over a 75-foot bridge, over a waterfall, and thru a 60-foot tunnel. A 150-foot station is laid out in semi-circular fashion with a fountain in the center. There are two MT locomotives and four passenger cars.

National's Roller Coaster is just out of the planning stage and construction will get under way shortly. The ride will be built in a deep gorge and will pass by the the ride, make several dips, be free. pulled up the far side of the gorge, and drop back into the gulley for the return ride.

# Mrs. E. E. Foehl, Wife of NAAPPB President, Dies

WILLOW GROVE, Pa., Dec. 12. -Mrs. Elmer E. Foehl, wife of the vice-president and general manager of Willow Grove Park here, died early Friday (11). She

had been ill for some time. Funeral services were set for Monday (14).

Foehl recently was named president of the National Association of Amusement Parks, Pools and Beaches.

## **High Quality** KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

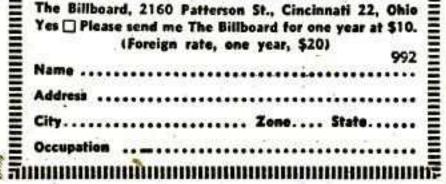
Illustrated Circulars Free

W.F. MANGELS CO., Coney Island 24, N.Y.



You'll know in advance just what's developing in your business - and where - with a subscription to The Billboard!

Act Now - Fill in Coupon Today for Money-Saving Subscription Rates.





AWARDS FOR OUTSTANDING Roller Coaster promotion were given in Chicago to Richard Geist, vice-president of Rockaways' Playland Amusement Park, New York, and Douglas Helgeson, managing director of Cinerama in Chicago. Presenting the plaques are George A. Hamid Sr., president, and Paul Huedepohl, executive secretary of the National Association of Amusement Parks, Pools & Beaches, Left to right: Hamid, Helgeson, Huedepohl and Geist. The park's Roller Coaster was erected by National Amusement Devices Company, which had the plaques made.

## KID PARK TWIST

# Free Tickets To PAL Group **Bring Repeats**

NEW YORK, Dec. 12. - Pal-Land, the kiddie park on Southern Boulevard across the street from the Bronx Zoo, is pushin a gimmick this winter that has resulted foot of the waterfall. It will offer in a fair amount of repeat busiplenty of speed, Vesco says, as the ness. The spot opens on weekstarting station is 60 feet above days for Police Athletic League the floor of the gorge. The cars parties, at which 9-cent tickets will drop sharply at the outset of are given to moppets-absolutely

> Strips of four or five tickets are handed out. Repeat business has been noted both in the return of familiar faces and in the steady flow of the free tickets on week-ends. The free ducats are refused on week-ends, being good only for PAL outings.

> Pal-Land, an enterprise of Sebastian and Tom Palmieri, has tried most methods of stimulating business in its three years of operation. Combination tickets which would get a ride for a nickel were given out in neighborhood stores. White cardboard overseas hats with the park's name emblazoned on them were handed out. Lollypops were given away. Special rates were given to birthday parties, which would bring their own cakes but have tables and favors supplied by the park.

## Clown Every Week-End

The midget clown Jojo entertained every week-end, riding with kids and handing out favors.

Pal-Land is completely paved. It contains a Little Eli Wheel, Schiff Roller Coaster, King Boat Ride, and Mangels Roto-Whip, Poney Cart, and Kiddie Merry-Go-Round. Prices are 9 cents display with Harold Steinman. each, and six tickets for 50 cents. Also on the property are a small tent with three coin-operated rides and 10 Arcade machines. They did all right in their first season just ended, and a more spacious and attractive set-up is contemplated for them in 1954.

## HOLIDAY DISPLAY

# Kid Carousel Is Stage for Lever Items

NEW YORK, Dec. 12. - The Lever Bros. firm employed a new setting for its products on Wednesday (2)—a three-abreast Mangels Kiddie Merry-Go-Round.

They rented the ride from Ben Merson, paying transportation up to Lever House from his Long Branch, N. J., kiddie park and the ground-floor display area. also laying out a neat stipend Besides collecting, Merson is savdaily until January 4, when the ing wear and tear on the ride's display will be removed. The motor. Lever decided the Merryride is decked out with tinsel, Go-Round moved too rapidly so colored paper and other holiday they took out the single-phase decorations, plus plenty of gro- motor and installed a three-phase cery and cosmetics products. It one to slow it down.

## WHEN IS PONY NOT A PLACE?

CHICAGO, Dec. 12.-A pony is not a place unless it is wooden. That's the way Art Fritz, Kiddieland pioneer, interprets Internal Revenue tax rulings, and it bothers

Eritz says the tax law calls for a 20 per cent levy on admissions to a "place, struc-ture or area." He reports that talks with revenouers brought the concession that kiddie rides, were not structures, nor were they areas. But the tax is due, so Fritz reasons that kiddie rides must be "places." Next question. What is a place? Fritz answers that there is no adequate definition for this usage.

Greatest complication comes, he says, in trying to tell why a Merry-Go-Round herse is a place-and taxable-while a live pony apparently is no place and not taxable, according to Internal Revenue rules.

## FIRST PARK

# Riverview To Feature Water Spec

NEW YORK, Dec. 12.—"Dancing Waters," the elaborate aqua spectacle, has been set as a show feature at Riverview Park, Chicago, for the 1954 season, it was announced here this week by Sam Shayon, a partner in the fountain

The spectacle will be housed in the building last used for the government atomic energy display. The structure was termed ideal for the showing of "Dancing Waters" by Shayon who visited the park while attending the outdoor conventions in Chicago.

Riverview is the first amusement park to set the show as a full-season feature. The spectacle will also be presented as a show feature by the touring Royal American Shows and the Amusement Corporation of America.

The unit was first presented as a separate show feature last fall at the Eastern States Exposition, Springfield, Mass., where daily grosses in excess of \$2,000 were reported.

operates three minutes out of every four and is roped off from the public.

Recorded carousel music is broadcast both inside and outside

# See Beginning Of New York's **New Aquarium**

NEW YORK, Dec. 12.-The first stage of Coney Island's new Aquarium should get under way by next June, planners say. The \$10 million structure is expected to be completed by May 1, 1955, according to Harrison and Abramovitz, the architects.

C. W. Coates, director of the new Aquarium, has been busy scouting up fish, marine mammals and other items with which to stock it. Stage one of the project will include large outdoor polls, one of which will house a walrus to be supplied by collectors in Norway.

Coates is making arrangements with fishermen all along the Atlantic Coast as far south as the Florida Keys, under which the Aquarium will be offered unusual species as they are netted.

A sum of \$900,000 has been set aside for the construction of stage one, supplied partly by the city and partly by the New York Zoological Society, including gifts from Lawrence Rockefeller.

# Firm to Test Light Poles At Rockaways'

NEW YORK, Dec. 12.-Rockaways' Playland will serve as a light pole laboratory next season for the Broadway Maintenance Company, leading street lighting maintenance firm in the U.S. The Queens funspot acquired 30 poles from the New York World's Fair after the close of that event, and it is expected that all will be replaced as a result of the experimentation.

President A. Joseph Geist, of Playland, said the World's Fair poles are rotting away despite all maintenance measures. The lighting firm will install several new types and designs of poles and will keep them under observation during the 1954 season, to study what effects the elements have on the poles.

About 2,000 children will be entertained at the park on Saturday (19) by a Queens police precinct. The police will give out rebuilt toys and prizes to all, and Playland will distribute free tickets to rides and attractions,

## WANT TO BOOK OR RENT

New or almost new Kiddie Rides; will pay flat rent and furnish operator, or P.C. and you operate. This is your opportunity to live in Florida and make money. December, January, February and March only. The Rides are for the only Amasement Park in Palm Beach, located on Hy. A—I—A to Miami, overlooking ocean, with paved parking space for 1,000 ears next to Casino with public swimming pool, dancing, food, complete shopping center and 165,000 people to draw from. Total cost of improvements well over one million dollars. It can be permanent from year to year if satisfied. Phone 9727 (no collect calls) or write 332 North 19th Ave., Lake Worth, Florida. ROY B. HARRELSON Funland Amusement Park, Inc.

## KIDDIE BOAT RIDE

Lucas Electric Ride, will accommodate 26 youngsters; complete less tank. Used only 2 seasons, in good condition, \$500.00.

PHILIP AFTOORA 7803 Pelham Dr. Parma 29, Ohio

## BUY OR BUILD

The greatest and safest one-fourth scale Diesel Train for park installations. All out of Ford Motor Car Co. parts. We furnish plans and completed parts. Pictures \$1.00.

RAIL MASTER MFG. 136 Northampton St. Buffalo, N. Y.

## HOLMES COOK MINIATURE GOLF

Now has New York headquarters,

631 Tenth Ave., N. Y., 36 Phone: Plaza 7-3552

FAIRS-EXPOSITIONS

# la. Managers Move Toward Stronger County Aid Program

## Honor Deak Williams at Rites; **Elect Cap Lawson President**

By CHARLIE BYRNES

DES MOINES, Dec. 12. - A stronger and more uniform county aid program that would make cities is eased, fair attendance payments to fairs mandatory will be sought by the Fair Managers' Association of Iowa at the next meeting of the Legislature. This action was taken at the 46th annual meeting of the association OWa State here Monday and Tuesday (7-8) in the Hotel Fort Des Moines.

Under the present law the county boards of supervisors "may" levy one-fourth of a mill for the purposes of improving fairground plants or to assist in the fair's youth movement. The fair managers seek to have the word "may" changed to "shall" so that all fairs will receive this assistance each year. The proposition was introduced by C. C. Nichols, who headed a committee composed of Andy Hanson and Grant Lower.

Nichols reported that of the 100 fairs that operated in 1953, only 21 received the full levy and 23 received no aid. The rest of them received various amounts, none for the full amount. He also warned that some counties were dropping the aid, citing the fact that 10 of those that turned over funds to the fair in 1952 dropped the payment this past year.

## Elect Lawson

The convention, which was well attended, elected M. C. (Cap) Lawson, North Iowa Fair, Mason City, as its new president, succeeding Frank Harris, Davenport, who conducted this year's sessions. Andy Hanson, secretary of the All-Iowa Fair, Cedar Rapids, was named vice-president. W. P. Manatt, Audubon, and L. W. Hall, Eldon, were re-elected to the board of directors from Districts 2 and 3 respectively. Ed Estel, Waterloo, was elected to the board from District 5.

The late E. W. (Deak) Williams, who had served as association secretary for close to 30 years, was honored at a memorial service held Tuesday morning. Fol-Soderquist, E. S. Estel delivered the tribute in which he lauded Williams for his valuable contribution to the fairs of Iowa and his civic spirit in his hometown of Manchester.

H. L. Crittendon, of the Iowa Power and Light Company, was the kick-off speaker at the Monday afternoon session, addressing the fair delegates on "Soil Conservation in Iowa." He asked the fair managers to investigate the needs for soil and water conservation and to start a program

# **Essex Junction** Jumps Show **Budget 20%**

ESSEX JUNCTION, Vt., Dec. 12.-The Champlain Valley Exposition has increased its grandstand show budget for 1954 by about 20 per cent. The contract for the revue plus six acts, instead of the usual four, was awarded to George A. Hamid &

George A. Hamid Sr. and Bernard (Bucky) Allen, concession manager of the World of Mirth Shows, were guests of honor at a dinner given by the fair board here Thursday night (10).

The 1953 fair showed a profit of about \$4,000. This was termed very good in view of the heat wave and rain which hit the event.

Other attractions will be one program of stock car races by Frank Winkley; Holter's ostrich races as the draw on Kid's Day;

is also being contemplated.

that would benefit both the fair and its patrons. Crittenden warned the fair managers that unless the trend of people toward would fall off.

John D. Adams, secretary of (Continued on page 71)

# Nets \$58,358,

**Elected Managers'** Association Secy.

DES MOINES, Dec. 12.-The Iowa State Fair chalked up a net profit of \$58,358.62 from its '53 run and a total of \$167,128.53 from its entire year's operation, it was announced here at the annual State Agricultural Convention Wednesday (9).

The fair board re-elected H. L. Pike, Whiting, a veteran of 51 STORM DAMAGE ERASED years on the board, as president. W. J. Campbell, Jesup, vice-president, and C. J. Mathiesen, Monticello; C. S. Macy, Grundy Center; W. H. Maxwell, Winterset, and John W. Cory, Jr., Spencer, board members from the second, third, fourth and eighth districts.

Clair S. Miller, Tipton, was named secretary-treasurer of the Fair Managers' Association of Iowa, succeeding the late E. W. (Deak) Williams. Miller held the position since Williams' death in

Total fair receipts amounted to \$709,781.43 against expenses of \$651,422.81. On the year's operation, income totaled \$1,099,531.53 against expenses of \$932,403.

Major expense items included \$135,885.60 for maintenance of the buildings and grounds; \$128,925.01 for additions and improvements, and \$50,671.40 for advertising. The fair paid a total of \$177,650.69 in premiums.

# Set Dates for East Texas Fair

TYLER, Tex., Dec. 12.—The 39th annual East Texas Fair will be held here next September 13-18, according to General Manager Bob Murdoch. He said Bill Hames Shows has been contracted to supply the midway. Hames has played the event regularly for several years. The 1953 edition drew over 100,000 patrons.

# Cedar Rapids Sets Program

CEDAR RAPIDS, Ia., Dec. 12. The attraction program for the All-Iowa Fair has been completed, Andy Hanson, secretary-manager, announced on his return here from the Des Moines fair meeting this week.

While in Des Moines, Hanson closed with Ernie Young, Chicago booker, for "Ice Vanities," a new icer, for three night performances. Earlier, the fair had signed the William T. Collins Shows to provide the midway attractions.

A new cattle barn is planned one performance of the Swenson and a program of AAA auto and the painting of the grandstand Thrillcade; four afternoon pro- races thru Robert McGovern and grams of George Stichka's rodeo, Johnny Parsons.

# Hamid Blasts Dodds Ouster From Tax Fight Committee

## Cites Achievements in Asking McIntosh to Reconsider Move

NEW YORK, Dec. 12.—George A. | before Congress will again meet. | carnivals playing their fairs the elected president of the Interna- with seeking tax relief, Hamid efforts." tional Association of Fairs and worked closely with Dodds thru-Expositions, for the removal of out the campaign. He credited Bligh Dodds as committee chair-man in charge of government re-handed accompishment" in oblations, including tax legislation. taining the elimination of taxes The criticism was contained in a on gate admissions, and blasted letter to McIntosh which was also those members of the IAFE who slated for distribution to more took the gain for granted and than 100 association members.

Hamid said the rumor, which had gained considerable circulation prior to the conclusion of the outdoor meetings in Chicago last week, was confirmed in a wire from McIntosh in answer to a specific query. In his wire McIntosh said that a new committee was being set up to handle tax matters of interest to fairs and that he would head the new group as association president.

Disclaiming any interest in personalities, Hamid said that Dodds had done more than any other single individual 'or the organization, thru his efforts in having the federal excise tax removed from the gate admissions at agricultural

Urges Same Leadership

Efforts of local merchants

and fair directors have enabled

the Ontario County Fair to come

out of its tornado-stricken 110th

year without any bills remaining

grounds Saturday afternoon, Au-

gust 8, leveling all tents and

wind and rain had reached 20,000

for the week, about 5,000 behind

the previous year. Inclement and

threatening weather the final day

kept the turnout to around 2,000

persons, which helped in prevent-

The few permanent structures

on the grounds were not affected

by the 60-mph winds, but Fred

Warder of Geneva had all but

three of his 41 tents blown down

or destroyed, including two cattle tents, each 400 feet long. There

was no carnival at the fair, most

rides being owned by Albert

Warder said his tents were

covered by a "limited policy" and

estimated he suffered "almost a

complete loss" of about \$30,000.

Expenses Cleared

county agricultural society, said

this week that revenue from all sources at the fair amounted to

enough to just clear expenses of the 1953 operation. But help was

needed to erase the obligation of \$6,000 resulting from permanent

Everett Blazey, president of the

Wheelock of Syracuse.

ing fatalities.

Attendance at the time of the

toppling equipment and rides.

failed to extend any degree of credit to Dodds.

Noting that he had spent five days in Washington last winter with Dodds, Hamid said he was able to observe at first-hand ". the entree he had to some of the highest offices in Washington." He a whole. added that Dodds' valuable political connections with the Republican administration should not be wasted at this time.

"I believe that the government relations committee is needed now as much as ever," Hamid wrote. "To my knowledge, the exemption of the grandstand admissions is still in need of considerable clarification. Also, the entire outdoor amusement industry along with the motion picture industry and others are endeavoring to secure In view of the continuing im- exemption on admissions to all portance of legislation dealing amusements, including carnivals, with fairs, Hamid said that the and we are fairly certain of some continuity of leadership should success, and since most fair associnot be broken, especially at this ations are directly or indirectly time when only a month remains benefitted from the income of

works thruout the grounds, a new

pump house and electrical ex-

port of the community in gen-

donations and many cancellations

of bills, we have been able to

come thru with all of our bills

fair \$200, he added, and renting

the fairgrounds facilities in ad-

vance for 1954 stock car racing

has pulled in another \$2,000.

from renting out the horse barn,

Free Publicity

The tornado, while disastrous,

brought the Ontario County Fair

much publicity, and the society

will follow up in attempts to cap-

italize on the widespread mention

of its name in connection with

County Board of Supervisors.

for next year

the storm.

Each director has loaned the

"With the whole-hearted sup-

Stricken Canandaigua

Free of Debts for '54

CANANDAIGUA, N Y., Dec. improvements such as a water

to be paid. The storm hit the eral," Blazey said, "including

pansion.

Hamid yesterday leveled a blast Altho not an official member IAFE should be very much interat Richard H. McIntosh, newly of the IAFE committee charged ested in the outcome of these

In his letter Hamid asked Mc-Intosh to reconsider his plan to by-pass Dodds. He said that a number of IAFE members were concerned over the move and expressed the opinion that others would be when they became aware of the change.

Hamid said that he was acting in his capacity as president of the New Jersey State Fair, one of the oldest members of the association. He reiterated that he was not motivated by selfish interests, but by a desire to aid the industry as

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22; Paul Waters

23; Paul Waters, Director; c/e
Memorial Coliseum
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**Hotel Changed** For Tarheel Fair Meeting

RALEIGH, N. C., Dec. 12,-The North Carolina Association of Agricultural Fairs has issued a change in the hotel for its coming convention. The meeting will be January 21-22 at the Hotel Sir Walter here, according to Corbin Green, of Hickory, the secretary

"All in all," Blazey concludes, "things are shaping up very

Mis	s BeBe Says	Fil
	P OPERATOR SECRETAR CONCESSION	11
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# Beatty Filmers in Wind Storm; Confirms Parade Plan; Moore Back

Trucks to Haul Wagons Overland; Train to Remain at Present Size

schedule despite a blowdown of West Coast. the show's canvas, and onlocation work here is to be completed by December 23.

that a 68-mile-an-hour wind hit the top.

Orman also confirmed that the Beatty show will give street parades next season. Beatty recently acquired a bandwagon, tableau, calliope and 10 small cages from the collection of the late Frank J. Walter, Houston.

Orman said that earlier conversation about adding five cars to the show was not going to develop, despite addition of equipment and stock for the parade. He said that the parade vehicles would be moved overland. Orman also reported that the circus was buying some additional horses and ponies. The manager said that plans call for daily parades.

It also was confirmed by

# Polack Eastern Lists 4 Dates In February

WHITE PLAINS, N. Y., Dec. 12. -Polack Eastern has four dates tined up in February, with the County Center here to be played February 20-22. The tour will begin February 3 in Lansing, Mich., to be followed by London and Kingston, Ont.

The unit's line-up so far consists of the two Giraldos, double trapeze; nine Wallendas, high wire; Klausser's performing bears; Polly Orea's 15 white Spitz dogs; the MGM elephants: five Poodles Hanneford bareback riders; six Boginos, Risley; six Freilanis, bicycle: Greta Frisk, trapeze solo; 12-girl aerial ballet; three Merkys, comedy parallel bers; four Flying Voises, flying return, and clown alley headed by Gene Randow. Several additions will be made befor tour begins.

# **Paul Nelsons** Quit Circusing

OWENSBORO, Ky., Dec. 12.-Paul Nelson, equestrian director for Mills Bros.' Circus last season, has announced his retirement from the road and has opened a new trailer court here. He will be aided in the new venture by his wife, the former Jinx

Nelson is the last of the Famous Nelson Family to retire from the ring. Some of his sisters still are on the road, but none are performing. The acrobatic family act was with Ringling Bros., John Robinson, Sells Floto, Hagenbeck-Wallace and Cole Bros. Nelson is a brother-in-law of Zack Terrell, former owner of Cole Bros. and another resident of Owensboro.

# **Edith Barstow** Staging R-B

NEW YORK, Dec. 12.-Edith Barstow, who stages and does the choreography for the Dave Garroway TV show, left Tuesday (10) 1954. for Sarasota, Fla. She will do the staging for the Cuba break-in of Ringling Bros. and Barnum & Bailey Circus, for which her brother Dick is director. Opening date in Cuba is December 17.

PHOENIX. Ariz.. Dec. 12.- Orman that William Moore again are concerned. Orman said that Work on Clyde Beatty's new is agent of the circus, and that the George Hanneford Family, movie, "Ring of Fear," is on he is now contracting on the the Great Wallendas and the

The show has had good weather their parts. for filming since moving here In describing the storm which Bros.' Circus, were at Chicago Manager Frank Orman said persons have been on hand for the new guy rope developed by this week and reported "highly the new tents last week but that one of the producers, was at pany, saved the canvas. The spective shows. only damage was to sidewalling quarters this week. Mickey so-called funny rope is a special and the marquee. He credited Spillane was said to be on hand rope of guying to supplement the 1953 season Sunday (6) at week-end for a brief visit and a new guying system for saving and Pat O'Brien was here until main and storm guys. With this Charleston, W. Va. Mrs. Polack will return to Chicago before

completed so far as inside shots set-up.

from Demin, N. M. About 100 hit the show, Orman said that headquarters of their enterprise the movie work. John Wayne, O. Henry Tent & Awning Com- satisfactory" seasons for their remid-week, when he left to appear system, the top can be fully was with the Western show there on "This Is Your Life," TV show. guyed out for a storm by tighten- following the close of the Eastern He mentioned being on "Ring of ing 12 ropes, instead of about unit's season at Philadelphia. Fear" location on the program. 100 ropes. Beatty has the only Picture work, which is being top with this particular device, done in Cinemascope, now is altho Ringling has a similar Eastern show. It had added

## TIMES TOO GOOD?

# German Circuses Dip From 44 to 10

ern Germany is rapidly diminish- circus programs was lost on a Western unit's route, due to the Largest delegation will go to the ing as the last big pool of circus satiated public. endeavors in the free world.

Reports reaching here this week show that only 10 of the 44 circuses operating in Western Germany shortly after the end of World War II are currently in business. Of the 34 no longer operating 28 have gone out of

The decline has come in the face of rising employment and the best general economic situation that has prevailed since the war. The good times, paradoxically, are blamed in part for the disappearance of the shows. It is said that business is so good and people are so busy as a consequence that they have little time for such entertainment.

Two In Berlin

In Berlin two units are playing to good business. They are Circus Barley, a tented unit, and Friedestadt Theater, a house presentation. A large number of shows used to find Berlin fertile territory in the past.

An undeniable indication of the times recently was the sale of the famed 100 - year - old Hagenbeck Circus to Spanish interests. All of the physical properties were removed to Spain and its return to Germany for any purpose is

At the time of the sale owner Carl Hagenbeck said that there were too many circuses for the available business. The units, in effect, were playing on top of each other and the competition

# Ringling Takes Mister Mistin **Back to Cuba**

SARASOTA, Fla., Dec. 12.-Mister Mistin Jr., 1953 feature of Ringling Bros. and Barnum & Bailey Circus, is scheduled to head the R-B bill for its winter holidays run at Havana, Cuba. The unit opens there December

Mistin was a big success with the show at Havana last year and subsequently went with the cir-cus on its U. S. tour, where his act got mixed reaction, with numerous observers complaining that his musical turn was not a circus act. It was understood that he would not be with the circus in

Bill Fields, leading New York legit press agent, is handling advance press work for Ringling-Barnum in Havana. Allen Lester will move in to take over the press role for the wind-up...

NEW YORK. Dec. 12.-West- was such that the novelty of the by an extensive shift in the

financial venture.

Acts Face Problem

As a consequence of the fewer that averaged 885. business and six have left the circuses operating the large number of circus acts, both human already 85 per cent complete and Myriam France, traps. As ready and animal, available in Ger- Los Angeles set to open April 19, ported earlier, Los Latinos are many and the rest of free Europe. Stern said next year's route are facing fewer opportunities to would have fewer long moves.

# The Western unit closed its

managing directors of Polack

Mrs. Polack said this was the best season in history for the

several major engagements. Stern said he expected a final audit of the books to show the year's business for the Western show was on a par with last year, which was one of the unit's best. As factors which prevented an increase, he cited an unusual number of long moves and a

leveling off of business at the last half-dozen stands. These dates were in territory where effect of the prolonged drought was readily apparent. The long moves were caused

necessity of playing Los Angeles Atayde Bros. Circus, Mexico City. In addition, and a product of in late fall rather than early the properous time, the operating summer. This was to avoid concosts had grown faster than the flict with a football game which grosses making the continuance the Shrine temple there also of a large circus a treacherous sponsors. As a result, the show had five consecutive jumps that averaged 1,100 miles and nine

The 1953 trek covered 13 States It may be that European talent and one province of Canada. may look more to the United Longest engagement was 18 days States as a result. Since the war in Chicago. Others included a any number of acts have turned 12-day run, two stands of 11 days down deals to come here because each, a 10-day stand, another of work in Europe was very good nine days, eight one-week stands, a six-day engagement, one of five

# Polack Eastern Up; Western Equals '52

Stern, Mrs. Polack in Chi, Report 'Highly Satisfactory' Business

CHICAGO. Dec. 12.-Mrs. days, six for four days, eight for Flying Zacchinis have completed Bessie Polack and Louis Stern, three and 13 two-day stands. In addition, the show played an annual July 4 performance before more than 60,000 in the Rose Bowl, Pasadena, Calif.

> Stern went to New York this proceeding to the West Coast. Mrs. Polack was planning to 4 leave for her West Coast home.

# South, Central American Shows. Book U. S. Acts

SARASOTA, Fla., Dec. 12.-Several acts in the United States have been booked by South American and Central American circuses again this winter.

Those going to Atayde include the George Hanneford Family, the Flying Malkos; Malikova, high wire, and the Idalys, high act. Going to the Santos & Artigas Circus, Cuba, is the Spiller Seals act. Already with the Royal Dumbar Circus, Columgoing to the Razzore Circus in Venezuela, where Ben Davenportand the Carolis also are booked. Other U. S. acts going south include those Ringling-Barnumwill use in Havana.

## Canadian Rodeo Assn. Re-Elects Herman Linder

CALGARY, Alta., Dec. 12 .-Herman Linder, of Cardston, Alta., was re-elected president of the Canadian Stampede Managers' Association at the organization's annual meeting here. Dick Andrews, of Claresholm; was elected vice-president for Southern Alberta and Charles Cheeseman, Cardston, Southern Alberta director. Archie McDonald, of Red Willow, was named vice-president for Northern Alberta, and Pete Guenard, Hardisty, director. Irving Hansen, Swift Current, Sask., was named vicepresident for Saskatchewan with It was later in 1947 that Gerry Myers, of Moose Jaw, dis rectors. Irven Parsons, Calgary, was re-elected secretary.

# WHAT WILL ARTIE DO?

# Speculation Mounts On Concello's Future

kind of money that makes it Beatty before the 1947 season. unnecessary for him to work unless he wants to, he's not likely to sit by indefinitely. And when he moves, it probably will be in a circus direction.

Concello parted company with Ringling-Barnum last week when he and John Ringling North, president of the show, disagreed. In a late stage, Concello is said to have proposed cutting the show to 50 cars for next season. North countered that even if the existence of the show were threatened he would prefer to go down with the Greatest Show on Earth" rather than with an abbreviated version.

The Concello private railroad car, the Randy, has been moved from the show's winter quarters to a downtown siding.

## Manager in 1942

Concello's managerial career began in 1942 when he stepped flying acts to the general manager's post on the Ringling show.

A year later, North was out of control and so Concello was out of that job. He became an owner by purchasing the Russell Bros.' Neb.

parts of the Russell truck show

SARASOTA, Fla., Dec. 12 .- with wagons and cars from the Speculation continued this week Beckman & Gerety Shows to as to what circus steps Arthur M. form a new rail circus. He ef-Concello, former general manager | fected another combination with of the Ringling-Barnum show, Beatty for 1946, when he owned might take in the future. Con- the train and had a percentage census was that while Concello of the show. That outfit, except undoubtedly has amassed the the private car, was sold to

Concello loaned \$100,000 to North and the two again controlled Ringling-Barnum, Concello as general manager again.

## Makes Major Changes

The subsequent seasons found Concello perfecting the seat wagons now in use on the show. Aluminum quarter poles, a mesh arena, smaller cages and other changes in equipment were made. The policy of playing a winter stand at Havana Cuba, was begun.

In 1950 and 1951, a movie, "The Greatest Show on Earth," was made on the show and many viewers saw the leading character as one inspired by Concello. For the '51 season, Concello eliminated the menagerie tent and added a middle piece to the big top so animals could be displayed there. up from flyer and purveyor of At the same time, the arrangement of the midway and ticket wagons was changed. The '52 season brought an extensive trial of the local auspices system.

others were made by Concello. truck show at San Francisco in He took over the show as a 108conditions.

## Macon Shrine Sets New Turnout Mark

MACON, Ga., Dec. 12.-Macon's 20th annual Shrine Circus ended a six-day run Saturday (28) with a new record in attendance. More than 51,000 persons attended the six night and two matinee performances. The general admission was 25 cents and there was a 35-cent charge for balcony seats. The 1,200 balcony seats were sold out early each night. Heaviest attendance was Saturday night's 10,800. Shrine circus committee immediately moved to " reserve auditorium for Thanksgiving week 1954, for another circus week.

Art Eldridge is no longer with Cole Bros. . . . Big Bob Stevens and Gil Gray are wintering at Most of these changes and Gainesville, Tex., and making plans for bigger units next season.... Bob Dickman, of the Clyde 1943. Clyde Beatty and Concello car unit and left it on 70 cars, Bros.' advance, visited Kellyjoined in the 1944 Beatty-Russell with space-saving and labor- Miller quarters recently. . . . Roy circus, which faced much oppo- saving devices accounting for Barrett is in Hot Springs, followsition with Arthur Bros. and much of the difference. While ing winter dates at Houston and made a spectacular railroad jump many of the changes were criti- Fort Worth. He'll be with Orrin from Seattle to Grand Island, cized, some observers were con- Davenport starting in January.... vinced that Concello's ideas were J. C. Patterson is producing in-For 1945, Concello combined more practical in view of new door shows at Kalamazoo, Adrian and Battle Creek, Mich.

# Under the Marguee

from the King-Cristiani winter vises that the late Carl Waddell quarters at Macon, Ga., H. L. clowned with 101 Ranch, Cook (Cactus) Denny and William Ross Bros., M. L. Clark, Rhoda Royal, visited Carl E. Tyler and family in Corbin, Ky. . . . Kurt Oranto Main, Heritage Bros., Howe Bros., received the 32d degree as a Free-Clyde Beatty and Polack cirmason and was initiated into Medinah Temple, Chicago, November 27. The red fez was presented by Fred H. Kressmann, of the Barnes-Carruthers office.

Clowns who appeared at the recent Shrine Circus date at Fort Worth included Charley and Peggy Kline, Joe Lewis, John Toy, Lou Walton, Mingo, Happy Kellums, Ted Rea, Chick Dale, Roy Barret, Eddie Dullum and Kinko Barret. Jerry Bangs wsa the producer. . . . North met South in the middle of a Thanksgiving turkey dinner at Houston when Mrs. Bill Valentine filled half of the bird with Southern corn bread dressing and Mrs. Jimmie Troy filled the other half with Yankee dressing. . . . Clown John Meah worked a recent Christmas parade in his home town of Bristol, Conn.

Marge V. Kelly, of the Circus Clown-Club, announces the outfit will stage a membership cam-

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While en route home recently | paign. . . . Clown Billy Dick adclowned with 101 Ranch, Cook Christy, Honest Bill, Walter L. cuses. . . . Edward J. Caupert. of Memphis, closed recently as general agent for Bisbee's Tent Show and expects to return there next season. Meanwhile, he has his own magic show, with five big illusions, five people and twohour performance, trouping until March.

> Grover O'Day, comedy cyclist, after closing with the Tom Packs Circus in New Orleans, played an American Legion circus date in Springfield, Mo., recently. O'Day is now resting at Hot Springs.

William H. Day, a past Conshowed circus color films at a Conn., Rotary Club on Thursday (3).

Dr. F. B. Childress, New Market Va., recently received a new shipment of large snakes and a number of monkeys for his reptile and animal farm. He started the farm in 1920.

On Byron Gosh's All-American Indoor Circus in North Carolina, Gosh observed a birthday, Buck Leahy recalled playing Hickory with DeRue Bros. Minstrels and Pop Harrison remembered making it in vaude. Shorty Bixler fell off his horse but was not injured. McConnell and Moore have closed. The Wyoming Duo has a new trailer. Bob DeVenney, of the Hartley Trio, will spend the holidays at his Clayton, Del., home. Billy Irwin has a new clown walkaround about Harry Truman and Sen. Joseph Mc-Carthy, reports Buck Leahy.

Prof. George J. Keller's wild animal act will close its 50-week 1953 season with a special "Big Top" TV show Christmas Day. Keller points out that this will be his third consecutive year of 50 or more weeks. He starts 1954 with the Orrin Davenport Circus and completes the year with Polack Western.

Gerald Conner, of Detroit, former member of the Flying La-Vals with Cole Bros.' Circus, has been in Korea four months with the 223rd Infantry. Stars and Stripes, Army paper in Korea, recently carried an article about

Paul M. Conaway, of Macon. Ga., was a New York visitor last week. Altho accompanied by his wife and daughter and intent on legal business, Paul still had time to discuss the King-Cristiani

Visiting Byron Gosh at the All American Indoor Circus Cheraw, S. C., December 9-10, were Col. William Haskings, booker of USO shows; Max Grossman, New York booking agent and Allen Wirth, Nat Cramer and Abe Gruen, Miami night club operators. Ross Gamble, New York, visited the show at Drexel, N. C.

Irvin Romig, after recovering from a nervous condition, is now working a half-hour children's TV show Sunday afternoons over WXYZ, Detroit. Joe Short was a recent guest on the show.

T. Leon Dickenson had his Dickenson Bros.' Circus, a miniature affair complete with big top, six herds of elephants and hundreds of small performers, at a week-long engagement in Bethel, Robert E. Lee Hotel, Jackson,

Dr. David Reid, Lebanon, Ore., was at the Atwell Luncheon Club, Chicago, Friday (11). . . . Press Agent Sam Stratton is join- Haven, secretary. ing a revival of the legit show, "Harvey," on the West Coast. . F. A. Boudinot, Ringling general agent, was in New York this

Spotted at the Lido Beach, Sarasota, Sunday (6) were Freddie and Ortans Canestrelli, David and Corky Budd, Benny Cristiani, Harold and Eileen Voise, Slats Beeson, Henry Kyes, Brownie Gudath, Harold and Minnie Alzana, Andre and Hilda Pincemin, Natal, Mrs. Emil Pallenberg Sr., Norma Wright, Rusty Parent and Arden and Norbert Kreisch.

# King, Cristiani **End Partnership**

Continued from page 57

show now call for two specs, the to be final at one stage, when revival of old-time hippodrome overtures were made for races, and the featuring of girls, buying railroad show equipment. clowns and elephants. As much Cristiani was understood to favor old-time circus flavor will be the change, but King was opcreated as possible.

THE BILLBOARD

All new canvas has been ordered from U. S. Tent & Awning Company, Chicago, and S. T. Jessop was in quarters this week sibility seemed to be that the to arrange details. The new big top is to be a 130 w'th three 50s and a 12-foot sidewall. This will would have another. Not until provide space for greater seating late stages did the Cristianis drop capacity. Menagerie will be a 70 with three 40s, and the Side Show will again be a 60 with three 30s.

King has been a show owner most of the time since 1919 and necticut president of the CFA, is recognized as one of the most capable agents. The Cristiani meeting of the New London, Family has been in circus business for generations and came to this country in 1934. It has been featured with Ringling-Barnum and other circuses.

## Rail Idea Killed

Lucio Cristiani and King formed their partnership in 1949. They had King Bros.' Circus until 1952, when the title became King-Cristiani. Combination of their talents made an effective team. However, reports of their parting have been one of the business' annual rumors.

During the past season the partnership was making some moves toward forming a railroad

## **PCSA Banquet**

Continued from page 57

Outdoor Show Business; William Carsky, Showmen's League of America representative, and A. Association representative.

The social calendar began Sunday (6) with the annual Memorial Services held at Showmen's Rest, Evergreen Cemetery. That night and the next, the Ladies' Auxiliary conducted its annual bazaar in the clubrooms.

Monday's program was especially brilliant with the annual Past Presidents and President's Night festivities. Hunter Farmer presided with Secretary Mead and Treasurer Weber. It was attended by President Levine with the following past presidents: Seber, Harry Hargraves, Joe Glacy, Harry Fink, Dr. Smith, E. W. (George) Coe, J. Ed Brown, Mike Doolan, LeFors, Orville N. Crafts, and S. L. Cronin.

The banquet Tuesday night rounded out the events and was reported one of the outstanding functions of its kind ever held.

With the pre-Christmas social calendar completed, the club moves on to its Christmas Day dinner and New Year's Eve party both to be held in the clubrooms.

Also on the calendar is the election of officers with the nominations to be closed Monday night, December 14.

## Fair Meetings

• Continued from page 58

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.

Mississippi Association of Fairs, February 11. J. M. Dean, Jackson, executive secretary.

Association of Connecticut Fairs, North Haven (Mass.) High School, March 30. Laura Bartlett, North

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new acts. Plans for the 1954 show and that plan was thought posed to it. That idea is definitely

> As indications of a split became greater this fall, one pos-Cristianis would operate one show while King and Maley plans for operating their own

## Hamid Asks Help

Continued from page 57

dropped now.

point representatives to function with him and other persons and groups seeking tax relief.

## Time Held Short

Offering his personal and firm services as a sort of "clearing house," Hamid said that a call for actual help—consisting of the personal contacting of congressmen, etc.-would be issued only if absolutely needed. However, he said, that the offers of help be registered now since if and when it was needed there would be no time to waste. With Congress scheduled to resume on January 10, time is already short, he added.

While relief from taxes on admissions of 40 cents and under would greatly benefit the outdoor fields, other amusement enterprises, like the motion picture industry, would gain virtually nothing. Consequently, the effort of the flicker industry and other groups will be to have the limits Fabricant, National Showmen's raised. Hamid indicated that he, personally, would like to see the range of possible exemption raised to at least \$1 since this would benefit a much greater segment of the amusement industry.

In any event, he pointed out, unless tax relief hits much higher limits, none of his extensive indoor-outdoor operations would benefit. Notwithstanding this, Hamid said that he was continuing to devote as much time as was demanded in an effort to assure legislation for any segment of the industry, no matter how

Hamid said that from now on he would probably spend con-siderable time in Washington, working in conjunction with other amusement industry spokesmen. Because of this, he said, he would very much like to have the solid support of the entire outdoor amusement industry. The fairs and parks have their proper representation setups but the carnivals and circuses need similar groupings that can be said to properly represent their respective industries.

# SKATING TIGHTS of 100% DuPont NYLON LASTEX

"Wrinkle Free." The secret is in the stretch. They follow every curve of your feet and leg without pressure or binding.

COLORS-Suntan, Pink, Black, White. PRICES-Children .....\$ 5.00 -Women ...... 7.50 -Men ...... 10.00

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WANT FOR 1954 SEASON

Big Show Performers: Riding Act. High Wire, Teeterboard Troupe, Flying Act, Horizontal Bar, Bicycle and Family Acts doing two or more turns. Twenty Clowns, Riders for Races, Table Rock, Jugglers, Contortionists and Aerialist, Girls for Ladders, Web, Iron Jaw and Menage,

For Side Show: Freaks, Novelties and Curiosities, Fat Cirl or Boy, Hawaiian Troupe, Musical Acts, Pin Heads, etc. Musicians for big show band. Address: A. Lee Hinckley. Side Show Colored Musicians address Ted Porter.

Musicians wanted who can play Flageolet. All state just what you can do, enclose photograph and state lowest salary first letter. Agents have been engaged. Meals and sleeper berth furnished all employees, Season opens April 10. Address:

KING BROS.' CIRCUS, CENTRAL CITY PARK, MACON, GA.

## BILL BAILEY'S ALL STAR WHITE MINSTRELS

Produced in 1953 by Happy Kellems; will again be produced in 1954, to open February 12, 1954. Can use several good End Men who are minstrel men, also 12 Singers and Dancers who can double some with wives who can work in line. All with wives must have trailers. Would like to hear from good Quartette. Also want to hear from 16 Brass Musicians; Skinny Goe will be the leader. Want good Blues Singers. All answers by mail. Must be prepared to give 11:45 parade—2 shows daily, 3 and 8 p.m. Evening band concert in marquee at 7:30 p.m. Can use several with cars, we furnish gasoline, sleepers for band and men performers and good cookhouse. 3 meals daily. All new canvas and equipment. Write

BILL BAILEY'S MINSTRELS

P.S.: All who wrote or were with show last season write again.

## JAMES ALLEN WINTERS WANTS

For Western Varieties Show, Phone Crew Managers with crews. Jack Kenny, am holding Houston for you. Have ten phones ready to go December 27 under strong civic club sponsor. Also have Port Arthur, Pasadena. Baytown, Texas City ready for same date and five more to start January 2. U.P.C., Book and Banners all dates. Jack Bishop, Jack Kelly, H. Willhite, D. Andrea, Barney Spears, Hoppy Chapman, George Klamen and McGuire, wire at once if available (no collects).

All answer by wire only to 8080 SOUTH MAIN STREET, HOUSTON, TEXAS.

Communications to 188 W. Randolph St., Chicago 1, Ill.

## BIGGER 'N' BETTER

# One-Year Miami Fund-Raising Drive Accounts For Notable 50G

Miami Showmen's Association by tering in Miami. the end of this year.

ing of the association's new \$200,- edifice. 000 home, one of the greatest demonstrations of united strength ever displayed by any showmen's activities of the Cetlin & Wilson dedication of the club's new home organization.

jamborees, boards, bingos, membership fees, year book ads, ciation. Many other members centrations of show people apart port Sunday, Miss Haywood accompanying her. plaques and donations. During were equally active, altho not so from the annual outdoor meet- began a round of events the drive the membership was boosted to more than 2,000 paid, the highest of any showmen's organization, according to Moore.

Moore said that the dollar raising momentum is expected to increase in 1954. He added that it was the hope of those instrumental in planning the project that the mortgage could be burned in a couple of years.

In its planned set-up it is believed that the club will make money. A bar and a lunch room will be operated and the modern facilities, plus the exclusivity of

## LUCKY DOG!

# NSA Finally Finds Winner **Of \$500 Bond**

NEW YORK, Dec. 12. - The National Showmen's Association finally has the answer to why it took so long to hear from "Dottie Swanson," winner of the grand \$500 award at its November 24 drawing:

Dottie is a two-and-a-halfyear-old Boston terrier.

The pet's owner, Lillian Swanson of Larchmont, a Ladies' Auxiliary member and former showgirl, put Dottie's name down on her award stubs, just for a gag. A letter to Dottie by Ethel Weinberg, executive secretary of the NSA, brought no reply from Larchmont, so a telephone call followed.

Mrs. Swanson, whose husband Carl is an engineer and NSA member, apologized for not answering, but promised Dottie would pick up her prize bond shortly.

"We were so excited celebrating," Mrs. Swanson said, "that we forgot about answering."

# **Ernie Farrow** Plans Second Show for 1954

JACKSON, Miss., Dec. 12 .-Ernie Farrow, owner of the Wallace Bros.' Shows, will launch a second show in '54. The new one will go out as the Spartan Greater Shows and will be managed by L. M. Huggs. It will carry 5 shows, 8 major rides and 2 kiddie rides, according to Farrow, who also said its route would take it thru Illinois, Wisconsin and Minnesota.

## Sidney Herbert Succumbs at 50

NEW YORK, Dec. 12.-Sidney Herbert, 50, long-time concessionaire and member since 1941 of the National Showmen's Association, died Wednesday night (9) in his home here after a long illness. He had operated games for his cousin, D. D. Simmons; for the late David Epstein, and at Palisades (N. J.) Amusement Park.

Survivors include Mrs. Herbert, two children, and a brother, Irving, a Florida resident.

NEW YORK, Dec. 12. — A membership, are expected to at- be held at the Beachcomber, Jannotable, and perhaps record, \$50,- tract many of the recreational uary 3. A crowd of about 700 is 000 will have been raised by the dollars spent by members win- expected to participate in the

William Cowan, President, and given considerable credit for the Tucker, Billy Daniels, Harry his named successor, William success of this year's drive. Their Richmond, Myron Cohen and the Moore, termed the fund drive, initial pledges were important in Blackburn Twins. Tickets are \$10. which was tied in with the build- adopting plans for the costly

Members Active

Shows in New York and at Chi- is set for the same period. The money was secured from cago, Moore also found time to collect about \$1,000 for the asso- attract one of the largest consuccessful in total revenue ob- ings in Chicago. tained.

tion's annual banquet which will connection with the dedication.

frolic which, it is said, will fea-

heralding the event as the "biggest and best" ever and indica-Altho interested in the booking tions are that it will be, since the

The latter event is expected to

Phil Cook, executive secretary, Plans are jelled now and the is currently completing plans for drums beating for the associa- a lengthy schedule of events in

# 17 NSA Committees Appointed by McKee

dent Joe McKee of the National William Moore, Gerald Snellens, Showmen's Association presided Morris Brown, Sam Prell, Sam over his first meeting Wednesday night (9), during which he made D. D. Simmons, Maurice Elk, his committee choices known. Irving Sherman, Charles Ruben-Also on the program were the stein, Isidore Cetlin, Frank Russo, acceptance of seven new members, and the return of Fred C. succeeding Louis (Dada) King.

Admitted into the club were John N. Hoffman, Charles Young, Walter Fried, John Argos, Sidney H. Levine, George Ross, and L. S.

On the dais with McKee were Morris Batalsky, new third vicepresident; Harry Rosen, treasurer; Sam Levy, secretary; Jeff Harris, assistant treasurer; Dr. Jacob Cohen, club physician, and the new club attorney, Sidney H.

Committee members are as follows for the coming year, with chairmen listed first and vice chairmen next. Exceptions are where co-chairmen are listed.

New NSA Committees Advisory: All officers.

Banquet: John Weisman, John McCormick, Jack Alfred, Henry Kaufman, William Moore, Joseph Weissman and David Brown.

Bingo and Special Events: John ing set to date, according to Sam Weisman, Sam Levy, Jeff Harris, Morris Batalsky, Joseph Prell, William Cowan, Al Dorso, Wil-liam H. Jones, Ben Weiss and Shows which will feature the dis-Harry Agne.

Bylaws: Sidney Levine, R. Shep Blumberg, Herman Cohen, Arthur Campfield and James McHugh.

Cemetery and Memorial: Fred C. Murray, Ike Weinberg and Al

Eligibility: Arthur E. Campfield and John McCormick, .cochairmen, John Weisman, Harry Weinraub, Harry Nelson and Alfred McKee.

Publicity: James McHugh, John originated. J. Kline and Leonard Traube. Membership: Louis D. King and a unit with at least one other non-

NEW YORK, Dec., 12.-Presi- | Isidore Trebish, co-chairmen, Peterson, Joseph Prell, Sam Levy, Joseph Rinaldi and J. W. Conklin. New Home: Max Tubis, Alfred

officers and trustees.

Ways and Means: Gerald Snel- Altadena home on Friday. lens, Max Tubis, Harry Rosen,

with J. C. McCaffrey, general

The only other carnival book-

A report stemming from the

week which said that the Cetlin

& Wilson Shows would feature a

Dancing Waters unit at several of

its fair dates was termed incor-

rect by Shayon. He denied hav-

ing conducted even preliminary negotiations with C&W and said

he was at a loss to explain how

or why the report could have

Negotiations for the booking of

manager of the shows.

play thruout its full season.

'Dancing Waters' Set

NEW YORK, Dec. 12 .- "Dancing | competitive carnival company are

Waters," the fountain display in- continuing and it is likely that a

troduced to this country last year, deal may be set within a week or

will be a feature with Amusement two. The large number of book-

Corporation of America at its ings encompassing conflicting

here this week. The deal was set building of other units. Shayon

Chicago outdoor meetings last for that show place. It was later

For ACA Annuals

# West Coast Clubs Fete Jo Haywood

Miss Outdoor Show Business Has Busy Round of Banquets, Social Events

Business" by the Showmen's Lea- every minute of it. gue of America, winds up a week Patty Finnerty, chairman, is of making the Hollywood rounds a rousing welcome. A large banhere tonight and returns to Chica- ner was installed to help extend go. She arrived Sunday noon (6) California hospitality. to attend the functions of the local show clubs as part of her

> began a round of events attending the annual Memorial Services of the Pacific Coast Showmen's Association at Evergreen Cemetery. She and Mrs. Mae Soapner, her chaperon and traveling companion, were escorted by Grace Merkel, PCSA Ladies' Auxiliary president, and Moe Levine, PCSA president. Sunday night she attended the Ladies' Auxiliary bazaar in the clubrooms.

Monday night's program included the Past Presidents and on the Sunset Strip.

Murray to the post of chaplain, McKee, Bernard Berkley, and all nied by Anne and Mike Doolan, Elsie Miller, secretary, and Marie

Sam Levy, Jeff Harris, Morris Show Business was the guest of Taylor, outgoing president, pre-Vivona, Frank Miller, Isidore honor at the regular meeting of sented all her officers with a (Continued on page 66) the Regular Associated Troupers.

and Steinman are currently re-

ported to have four complete

to this country a little less than a

year ago. It was first presented in the Radio City Music Hall

where its success led to a repeat booking for the famed Easter

show, an unusual arrangement

used as the nucleus for the fram-

ing of Steinman's elaborate revue

spectacle, Hippodrome, now on

tour. It was presented under can-

vas as a separate attraction for

the first time last September at

the Eastern States Exposition, Springfield, Mass., where gross

earnings on some days reportedly

The Royal American tour will

last from May thru October. The

ACA use of "Dancing Waters" will

begin August 2 at Chippewa Falls, Wis., and end October 25 at Beaumont, Tex.

exceeded \$2,000.

"Dancing Waters" was brought

LOS ANGELES, Dec. 12 .- | Miss Haywood said that every-The Ladies' Auxiliary was ture such headliners as Sophie Josephine Haywood, who was se- thing in Hollywood had been lected as "Miss Outdoor Show wonderful and she had enjoyed

The PCSA gave Miss Haywood

Miss Haywood returns to Chicago and then to her home in prizes in the contest, which earn- Atlanta. Her only regret, she deed about \$18,000 for the club. clared, was the fact that illness Arriving at the Burbank air- prevented her mother from

# Installed by **SLA Fem Club**

CHICAGO, Dec. 12.-Lucille President's Night parties in the Hirsch was installed as president clubrooms. The next evening Miss of the Ladies' Auxiliary of the Haywood was the guest of honor Showmen's League of America at the annual banquet and ball, at appropriate ceremonies held sponsored by the PCSA at Ciro's here Tuesday (1) in the Hotel Sherman.

Wednesday was devoted to Other officers inducted includvisiting and shopping. Her Thurs- ed Viola Moore, Carmelita Horan day program included a visit to and Virginia Kline as first, second Paramount Pictures studio in and third vice-presidents respec-Hollywood. She was accompa- tively; Evelyn Hock, treasurer; who entertained her at their Brown, chaplain. Margaret Hock served as femsee and Ann Doolan Thursday night Miss Outdoor as installing officer. Mae G. gift. Elsie Miller, Carmelita Horan and Mae Taylor received gifts from the auxiliary.

Table flowers were received from ladies' clubs of Hot Springs, Detroit, New York, St. Louis, Tampa and the local Caravans, Inc. Skippy Pope entertained with a dance and Richard Gordon sang several numbers. Wires received from Nan Rankine, Showmen's League of America, Lucille Hirsch, Dallas club, St. Louis ladies, Grace Goss, Dorothy Pactman, New York club and Etta fairs in 1954, it was announced dates will probably result in the Henderson. Mrs. L. M. Brumleve presented Hattie Wagner with a gold card. Ralph Pope played the accordion during the party.

> the above mentioned included: Lillian Georgio, Josephine O'Halloran, Mary D. Frestal, Kay Duffy, Shirley. Bermele, Josephine Doolan, Marie Zirzow, Anna Davis, Jane Davis, Mrs. Henry T. Belden, Margaret Filograsso, Phoebe Carsky, Mrs. L. M. Brumleve, Lee Gluskin, Edith Streibich, Blanche Latto, Louise Rollo, Mrs. Lew Keller, Ida Chase, Hilda Andras, Sara McCaffery, Nella Mae Stokes, Dorinda Frazier, Irene Denton, Claire Sopenar, Charlotte Wright, Nellie Young, Lena Schlossberg, Edna Burrow, Frieda Rosen, Evelyn Levine, Marianna Pope, Lillian Lawrence, Harriet McBeath, Hazel Maddox, Mom Wasserman, Evaline Belew, Helen Pields, Dolly Young, Pattyann Sciortino, Sally Brown, Bonnie Norman, Mrs. Frank Oestreicher, Lois McCue and Jeanette Martindale.

Those attending, in addition to

Also Alda McCue, Irene Murray, Cather-ine Potenza, Mildred Watson, Babe Rohr, Gert Harding, Anna Blazy, Rose Lorek, Sharon Horan, Mabel Brown, Mario Lavigne, Dolly Hartman, Mrs. Mike Burns, Miriam Farris, Mrs. W. R. Snapp, Mrs. C. W. Parker, Mildred Miller, Barbara Woody, Martha Moss, Bette Harris, Sally Murphy, Jean Haddad, June Reynolds, Marion Shuford, Mrs. Dolly McCormick, Sophia Carlos, Minnie Simmonds, Mrs. E Donnell, Emily Bailey, Betty Shea, Eva LeRoy, Pauline Grey, Vernoica Potenza, Grace Weiner, Ann Sleyster, Theresa Muscarello, Mac Smith, Ruth Bernauer, Dorothy Dodge, Esther Meyers, Bella Lazar, Ethel Wadoz and Dolly Hazen.

# W. M. Pike Drowns in

W. M. Pike, former owner of a carnival bearing his name and manager of the Park Amusement Shows the past season, is presumed to have drowned in the White River near Georgetown, Ark., the night of November 28 in a boating accident, according to C. B. Stanton.

of the Star Amusement Shows, the show thru lowa and Missouri were on a hunting and fishing trip and then into Arkansas in the when their boat capsized in mid- fall. stream.

# Boat Mishap

FORT SMITH, Ark., Dec. 12 .-

Sanders and Reeves

# Ray Swanner Frames Shows

DES MOINES, Dec. 12.-Ray Swanner, veteran carnival and circus agent-owner, announced the organization of a new show here this week, the Missouri Valley Shows.

According to Swanner, who is owner-manager, the new org will carry five rides, a Merry-Go-Round, Ferris Wheel, Octopus and Pike, accompanied by Rex two kid devices, plus upwards of (Jelly) Sanders and Doc Reeves, 15 concessions. Plans are to tour

Swanner was with Gold Bond reached the shore safely, but no Shows the past three years and trace of Pike had been found was formerly with a number of after four days of dragging the circuses and carnivals during a lifetime in the business.



JOSEPHINE HAYWOOD, who was crowned "Miss Outdoor Show Business" at the annual Showmen's League of America banquet in Chicago, is welcomed to California. She arrived there December 6 to spend a week in Los Angeles and was greeted by Grace Merkel (left), president of the Pacific Coast Showmen's Association Ladies' Auxiliary, while Moe Levine, PCSA president, looks on.

# Midway Confab

Sadie Emswiler, widow of Babe Emswiler, spent Thanksgiving Day with Tommy and Etta Henderson at Paris, Ky. She'll visit relatives in Colorado during the holidays. . . . Mrs. W. R. Holbrook, The Billboard and mail agent for Byers Bros.' Shows, reports that the org has gone into winter quarters and that she has returned to her home in Latexo, Tex. . . . Mrs. Loyd Riggins, Nashville, reports that Wanda Lee, former circus and carnival trouper, is confined to her home with arthritis. Miss 'Lee would like to hear from friends.

Mrs. W. R. Holbrook, The Billboard agent with the Byers Bros.' Shows, is wintering in Latexo, Tex.... Phil Lemays' Chesterfield Show Bar in Tampa is becoming an unofficial jackpot club, according to Joe Pearl, who writes that among those noted there recently were Julius Oakley Red Rogers, Slim Curtis, Mrs. Ecdie Lemay. Mrs. Lloyd Serfass, Mrs. Zeke Shumway, George Reinhardt and Pete Berryman.

The State Fair of Texas and Fair Park, Dallas., provided one of the biggest groups in attendance at the recent Chi gettogethers. The Dallas contingent included James E. Stewart, Mr. and Mrs. Fred Tennant, Mr. and Mrs. Charles (Chuck) Moss, Mr. and Mrs. Bob Harris, Mr. and Mrs. Joe Murphy, Mr. and Mrs. Fred McFall, Mrs. Hattie Longchart, Mr. and Mrs. R. E. Woody, and Harold Inglish.

Mr. and Mrs. Sam Caldwell, Motordrome operators, who sold their drome this fall in Houston, will spend the Christmas holidays



ETHEL WEINBERG was more jovial than usual last week in her office at the National Showmen's Association, New York, After carrying her left arm in a sling for eight weeks, the arm was finally freed and is as good as new again. She injured herself in a tumble on the NSA steps but reported to work dutifully without missing a day.

in Little Rock. They report they have made no plans for '54. Jack Ruback, owner of the Alamo Exposition Shows, will open his '54 season at the Charro Days Celebration, Brownsville, Tex., February 20-28. He again holds the contract for the Battle of Flowers at San Antonio and has booked Pete Kortes and his circus Side Show and Dick Best's show which features Betty Lou Williams, the four-legged girl.

The Greco brothers, Sam and Don. of Springfield, Ill., for many years iron lung and concession operators, have closed to take over the entire front of the Tivoli Exposition Shows, managed by H. V. Peterson. Sam will be on the show all season, with Frank Spina serving as business manager. A string of new concessions will be built, according to Sam, with the line-up to consist of about 30 uniformed stands. The Grecos will continue to operate all of the concessions of the Gem City Shows, with Don Greco heading up that operation.

Harry Beach, ride operator for many years with various car- the off-season. Carl and Tillie nivals, who has operated rides Pope are working their bingo in and concessions in recent years private clubs; Frank Lavall is at Pavilion Park, Myrtle Beach, handling mail and details, while S. C., will add several new kid Eddie Khron, popcorn concessionrides for '54, the result of pur-chases made during the recent Chicago meetings. Among other who became ill during the final rides he ordered was Tubs of Fun, week of the season, is up and manufactured by the Hampton around. Oscar Bloom, former Amusement Company. After the owner of Gold Medal Shows, Chi confabs, each spent several visited. Willis Yowell is sporting days in Myrtle Beach before head- a new house trailer and Johnnie ing for Miami Beach, where he and Beck Garrett are back at the

Lloyd I. Thomas, owner of the Thomas Joyland Shows, is in Miami for the winter months after attending the Chicago meetings where he was elated over

the selection of Josephine Haywood, joint entry of his show and the Lipsky Concessions, as "Miss Show Business of 1953." . . . Eugene Franklin, back in St. Louis from Chicago, where he represented Downey Teleskopic Light Towers, reported a substantial number of orders and said that at least 10 shows which did not sport Downey towers in the past would carry them in '54.

Howard P. (Punk) Hill, owner of the Hill Greater Shows, made the Chicago meetings on crutches but managed to maneuver around. He reported a highly profitable '53 season and said he had booked some repeat fairs and some new ones before going into the Chi sessions. . . . While in attendance at the Chicago meetings. Elmer Velare extolled the Velare Bros.' operations in the Nu-Pike Amusement Area at Long Beach, Calif., and said several new rides and attractions would be added for '54.

Benny Haddad and Benny Hazen will manage the concessions on the World of Today Shows in '54, the org's co-owners, Curley Reynolds and H. (Izzy) Wells, info. . . . James (Glass Pitch King) Cassidy reports he operated glass pitches at 117 fairs in '53 and that he would confine his glass pitch operations in '54 solely at fairs.

Harry (Irish) Gaughn is back in Tampa after serving as maitre d' in the entertainment suite of Mr. and Mrs. Bob K. Parker during the Chi meetings.... Probably the oldest woman still active in outdoor show business present at the Chicago activities was Mrs. C. W. Parker, of Abilene, Kan., widow of C. W. Parker, ride builder. Mrs. Parker, who is 83, enjoyed the banquet-ball of the Showman's League of America and remained thru the last strains of the dance music. Mr. and Mrs. Kenneth H. Garman, owners of Sunset Amusement Company, were her hosts.

Tom Allen, lot man on the Gold Medal Shows during the past season, is recuperating in Miami from a paralytic stroke and is able to walk without the aid of a cane, Joe Pearl advises.

Lisa Del Mar, who recently closed with her Side Show, reports that she has purchased a ton and a half truck and a snake show, "Jungleland." . . . Ed (Snakes) Wardwell, who is at his home at 720 South First Street, Clayton, N. M., recovering from injuries sustained in an automobile accident, would like to hear from friends. . . . Mr. and Mrs. J. R. Carroll, concessionaires with the Gooding No. 3 unit, are visiting with their son and his family in Los Angeles. L. R. Havins and his wife, Vondale, and their two daughters, Dickie Sue and Debbie Jane, expect to be back in San Antonio in time for the Live Stock Exposition in February.

Floyd Aldrich, formerly with Wallace Bros., Blue Grass and Gold Medal shows, was buried in Bastrop, Ala., December 5. Aldrich was killed December 3 when his car struck a herd of cattle near

Lexington, Miss.

Ben Messenbrink, co-owner of Boone Valley Shows, and Mrs. Messenbrink are scheduled to trek westward after Christmas to make a tour of California to look over new equipment for the show.

. Mary Gaither, who with her husband, Woody, are concession ops on Merriam's Midway Shows, is visiting relatives in Los

Angeles.

About 30 of the personnel of Mid-Way of Mirth Shows have congregated at the org's Jonesboro, Ark., winter quarters for will spend the next few months. winter base following a trip to Michigan.

Mrs. Morris (Joan) Lipsky held open house recently at her St. Louis home to show her new son, (Continued on page 66)

# Season James E. Strates Shows, Inc. 1954

Can place for 1954 season, including Orlando's Big Fair, SIDE SHOW with or without own outfit. Can furnish outfit complete with exception of banners. Will furnish wagons for same.

Can furnish complete outfit if necessary for capable Monkey Circus, must have some chimps. Will furnish wagons for same. Will book large Snake Show, no Geek; will furnish wagon for same.

Will book well-framed Wild Life Show; Dale Barren, write. Will book any new and novel attractions, nothing too large or elaborate; will furnish wagon front, wagons and outfit for same.

Will book COLORED REVUE, must be outstanding, have beautiful outfit for same; will furnish sleeping car for people.

Will place for entire season starting Orlando, Fla., COOK HOUSE capable of handling a show of this size and caliber, or will furnish complete COOK HOUSE to reliable party who can manage and finance same. This is without doubt the best complete framed Cook House in the

Will turn over well-framed Glass House to capable Manager who can show results for Orlando, Fla., and the entire 1954 season. Will book for entire 1954 season Major Rides that do not conflict, will furnish wagons for same. Can place same at Orlando, Fla., Fair.

Will book for Orlando, Fla., PENNY ARCADE, Shows and Rides that do not conflict. Will book independent Concessions for this date. Open midway. Concessions must work for stock exclusively.

Can place for 1954 season Train Help, Ride Help and useful people in all departments. Write, but do not come in until notified. Building new extensive winterquarters, including trackage on our grounds at Taft, Fla. Quarters not ready for occupancy.

HAVE A ROUTE OF STILL DATES AND FAIRS UN-SURPASSED BY ANY OTHER ORGANIZATION. ALL COMMUNICATIONS TREATED IN STRICTEST CONFI-

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Must be in first-class condition and a real attraction. Building is 30x100 ft. Will buy or lease.

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For New Year's December 31 Carnival Ball, 7:00 P.M. to 2:00 A.M. 6,000 advance sale of tickets, Inside Grab, Juice, Corn, Flat stores

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## CARNIVAL WANTED

For Centennial July 16, 17 and 18

M. A. DUXBURY Caledonia, Minn.

Want To Book or Lease Merry-Go-Round and Kiddy Rides for '54 season; 30 weeks of proven moneywinning spots. Will buy if priced right.

ROXIE HARRIS, Owner & Mgr. **Royal Midwest Shows** P. O. Box 142 Findlay, Ohio

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for 10-ride show who knows Kentucky, Tennessee, Alabama and Georgia who can produce. Start immediately. Write all information

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> BRAND NEW 1953 CADILLACS \$500.00 DISCOUNT

Any body style. Never driven or titled. Regular Cadillac warranty. Immediate delivery. Bank financing.

JOHNNY CANOLE ALTOONA, PA. Phone 9347 or 3-0003

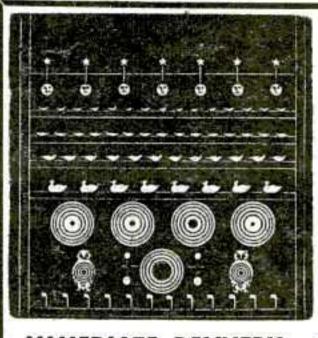
## CARNIVAL WANTED

Citrus County Fair, Inverness, Florida, about the first week in March, 1954.

Quentin Medlin

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For Cash. Must be in good shape. Little Beauty Merry-Go-Round, Looper, Boat Ride. Rock-O-Plane, Octopus, Fun HAVE FOR SALE

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CARNIVALS

# Virginia Kline Describes Gowns At PSCA's Annual Banquet-Ball

By VIRGINIA KLINE

HOLLYWOOD, Dec. 12 .-Josephine Haywood, "Miss Outdoor Show Business of '53," was one of the special guests at the 33rd annual banquet-ball of the Pacific Coast Showmen's Association here Tuesday night (8) at Ciro's.

Josephine was seated at one of three tables set aside for guests. She was in glittering white and wore a tiara of rhinestones and an orehid corsage. Mrs. Mike Doolan, seated at the same table, wore a camelia pink lace gown with snug bodice and skirt of net.

Mrs. Eddie Brown chose blue with a striking red rose corsage. Kathyrn Doolan wore a coral dinner gown. Mrs. Theo Forstall was in muted grey chiffon with embre tones blending in soft folds. Mrs. Alex Gentleman wore a palm green with a silver lame stole. Mrs. Mae Sopenar of Chicago chose a sequined model in the new spiece shade.

Frosted White Mrs. Harry Merkle, president of the PCSA ladies' auxiliary, chose a Balenciagia model in frosted white, with crystal beading. She wore a corsage of purple orchids and a white stole. Mrs. Joe Steinberg, president-elect of the auxiliary, selected a short Mainbache model in the new citron shade which blends green with blue.

Mrs. Frank Redmond, up from Mission Beach, wore black with decolletage of gold beads and a corsage of rare green orchids and a soft black velvet stole. Mrs. Mary Taylor chose a daring gown in skyway blue, with lowcut, silvery bodice.

Mrs. Hunter Farmer, wife of the PCSA president-elect, wore an outstanding Jo Copeland model in blond lace with a strapskirt frosted with pearls. Mrs. Moe Levine, wife of the president, chose a Pauline Trigers model in a soft orchid shade, with the bodice topped by a band of a deeper purple and a stole of deep purple velvet.

Blue Lace Gown

Mrs. Bill Meyer selected an azure blue lace gown with a corsage of tiny pink roses. Mrs. Fred Smith wore a white lace model with sprinklings of crystal beadings and a fringed cape in white. Mrs. Scott wore white with a corsage of Christmas chrysanthemums. Mrs. Teddy Levitt chose tea rose pink, with a full, pleated skirt and a bodice covered with a tiny shrug jackette of black velvet.

Mrs. Harry Hargraves wore a bronze green Bendel model, with a flattering puff of the color at one side of the one-strapped bodice. Her wrap was a double white fox stole. Mrs. Elmer Hanscom wore a Dore model in moon white with the diagonal front of the bodice heavily sequined in silver. Mrs. Joe Krug chose a black lace model from Hattie Carnegie, with low peeka-boo neckline and a net-covered yoke. Mrs. O. N. Crafts' Morry original was black, the bodice a deep "V" in back and front, with the fully flared skirt trimmed in poufs of lace.

Portrait Model

Mrs. Frank Warren wore black velvet in a handsome portrait model, with trim thick clusters of pearls in sophisticated outlines. Mrs. John Lorman wore an after five costume suit with a tiny black evening hat. Mrs. Al Flint, wife of the PCSA executive secretary, wore a butterscotch shade chiffon gown, with hipswathing folds in long, slenderizing lines. Mrs. M. H. Ellison chose a waist-nipping model in pale chartreuse. Her corsage was of purple violets.

Mrs. Toney Spring's peacock blue lace gown, with deep neck-line in a "V," was doubly becoming with her rhinestone clips. Mrs. Ted La Fors wore a short, black model with bodice of Venice lace and a sculptured waistline in patterns of the lace motif. Mrs. Sophia Carlos of Toronto was in from Loma Linda with her the loss of the fair here is a stagniece and party. Sophia wore a

d'esprit lace with orchid corsage.

Sapphire Blue Lace

Mrs. Thora Rickard wore sapphire blue lace with corsage of white orchids, Mrs. Aleck Stewart chose a frosted pink lace model, with snug waistline of lace and net, and a stole of pink nylon net. Mrs. George Coe wore a Paquin model in marine blue, with a corsage of white gardenias. Mrs. Margaret Griebler chose blue in a period gown, with diagonal pattern of blue at the neckline, and an orchid corsage.

Mrs. Reta McNeil wore a Ceil Chapman model in black, with a flared, billowing skirt. Her costume was topped by a wisp of evening hat. Shirley Hoffman chose a Juillard model in black, with a softly pleated bodice with an overlay of the same color. Mrs. Emily Bailey wore a pink gown, with trim of crystal beading, and an orchid corsage. Mrs. Esther Carley wore a black gown iridescent with jet beads and an evening stole of black net. Mrs. John Levaggi chose a powder blue gown with silver folds at the neckline and a stole of blue net.

Dramatic Choice

Mrs. Matt Herman wore a dramatic Balmain model, with the arabesques of jet beads on the bodice and with a short, flared skirt. Mrs. Sam Dolman wore a Dior model of moonbeam gold net, with a deep oval sequins and a corsage of white orchids. Mrs. Byron Collins chose white with accents of silver at neck and hipline.

Myrtle Hutt wore a cloud blue lace gown with applique of lace motif over the snug bodice. Mrs. Lou Korte chose a bonbon pink Lelong original. Mrs. Steve less bodice and a flared short Vaughn wore champagne Binche lace in her Belmain model, with a stole of the pastel shade and skirt in shades of cafe au lait. Mrs. Eddie Harris wore a Victorian green model with a Strauss lace stole. Mrs. Jim Busby wore a black evening suit with frosted jet beading.

Mr... E. Kennedy chose chalk white in a devastatingly feminine model, with silver trim at the neckline softened by folds of chiffon to form the sweetheart lines. Mrs. Curtis Prosser's white, fully-flared skirt spun out in all directions to give the closelyfitted bodice a smart, youthful look. Mrs. Al Weber chose pink lace with cascades of beading and sequin trim.

Daringly Unusual

Mrs. Jack Ray wore a Lily Dache model in black velvet, with sculptured rose pink flowers forming a side corsage design that was daringly unusual. Mrs. John C. Hargis' royal blue gown was accented with silver sequins and bead trim. Mrs. Ray Bernard chose a brown sugar shade in forming alluring lines in front. orchid corsage.

Curtiss Little wore black in point | Mrs. Jimmie Lantz's sapphire blue lace gown was highlighted by flattering low neckline treat-

> Mrs. Bob Weschler chose a blue jewelled-embroidered gown with her evening wrap of mink. Mrs. Billy Rosen wore a whirling ballerina model of white with a stole of black velvet. Mrs. Andy Anderson selected a midnight blue Irene model, with the degage neckline daring at the right and with the beaded motif snuggling folk, Va., winter quarters for a close on the left of the bodice

Mrs. Fred Mortensen wore a black gown coin-dotted with tiny circles of silver. Her wrap was of black velvet. Mrs. Given Mortensen chose her gown in a nude pink shade, with the folds of chiffon forming the bodice and the skirt a swirl of net.

Triumph in Styling

Mrs. Leona Cook's gown was of silver and black lame, a triumph in imaginative styling, with an ingenious back interest. Mrs. taffeta model, with low neckline and molded hip interest.

Tillie Palmateer was in black velvet, trimmed with rhinestones. Mrs. John Snobar chose dove grey, with the fluid lines in the draping touched with velvet. Mrs. Lillabelle William's lace gown in fuchia had a clever velvet bodice that nipped in at the waistline and was deftly full-skirted.

Mrs. Molly Belle Eacrett's black sequin stole accented her lovely gown of black. Mrs. Sam Wexler chose a foam grey gown in chiffon and an orchid corsage. Mrs. Bob Vaugh wore a yellow Jay Thorpe gown and a stole of misty yellow net. Mrs. Loren Owen was in frost white and wore a purple orchid corsage. Mrs. Harry Ostro chose a short formal in black with bodice of velvet and skirt of silver lame. Madison Hopes' gown was in a pastel champagne shade, with strapless bodice and a softly bouffant skirt.

Flame Red Impressive

Roberta Korte's flame red gown, with an unexpected band of black topping the snug bodice, was impressive. Mrs. Eddie Roth chose black in a lily-like degage neckline, with gold trim and an orchid corsage.

Mrs. Sam Abbott's Pierre model was muted with silver trim at neckline. Maria Bernardi chose a silver lame gown, with breathtaking bodice of black velvet. Maree Rhodes wore lipstick red gloves with her grey mauve gown, with the entire bodice front sequined in silver.

Mrs. Dave Shepro chose an ensemble of black net with a fanfare of net drapery. Mrs. Dick Havin's short slipper satin gown was strapless, with folds of satin forming the bodice. Ruth Wolf Woods chose a quartz blue short formal, with bodice of lace in chiffon, with trim of gold sequin tiny ruffled swoopings, and an

# Gooding Gets Indianapolis

Continued from page 57

tracts for the Tennessee State Fair, Nashville; the Tennessee A. & I. Fair, Knoxville, and the fair board's meeting, but bidding Tupelo (Miss.) Fair, the contract for the night grandstand revue here sets him up in a position to attract more midway shows to his banner and to warrant further investment in shows of his own.

In line with this, Gooding and

Eifort planed out of here after the meeting for Kansas City, Mo., where they are to view "Dancing Waters," currently under consideration for Gooding's major fairs. Before leaving here, Gooding said he and Sam Shayon, one of the two owners of "Dancing Waters," are to confer next week at the Gooding headquarters in Columbus, O., on terms and details connected with touring the attraction over his route of major

Two-Week Hole

For the Cetlin & Wilson Shows,

Competition for the midway contract held top interest at the drew the strongest competition in years. Besides the Barnes-Carruthers office, which was represented by Sam J. Levy, other bidders were Ernie Young and Boyle Woolfolk, both of Chicago, and Kay Kayser, Indianapolis.

The Barnes-Carruthers organization has provided the night grandstand show at the fair here every year since 1933.

Defer Rodeo Action The fair board indicated its intention of booking a rodeo for several performances, but postponed setting performances of the thrill show. Indications are, however, that Irish Horans' aggregation will give two matinees and two night performances and possibly a performance sandwiched in between one afternoon and night grandstand bill.

slender sheath of blue lace and its biggest income-producing Thrill Show contract. Aut Swenchiffon, with cut-out flowers of the same color at shoulder and neckline. Mrs. Billy S. Johnson was in flame red in short evening gown. Mrs. James Howey wore black with an alluring velvet jacket of fire-cracker red. Mrs. Figure 1 its biggest income-producing stand and opens a two-week gap in its biggest income-producing stand and opens a two-week gap in its biggest income-producing stand and opens a two-week gap in its biggest income-producing stand and opens a two-week gap in its biggest income-producing stand and opens a two-week gap in its biggest income-producing stand and opens a two-week gap in its biggest income-producing stand and opens a two-week gap in its biggest income-producing stand and opens a two-week gap in its route between the Missouri Show bearing his name, was present but did not submit a proposal, as booking commitments already made by him elsewhere conflicted with possible to plug with any sizable to plug with any sizable fairs.

Thrill Show contract. Aut Swen-son, of the Thrill Show bearing his name, was present but did not submit a proposal, as booking commitments already made by him elsewhere conflicted with this late date is regarded as impossible to plug with any sizable fairs.

Thrill Show contract. Aut Swen-son, of the Thrill Show bearing his name, was present but did not submit a proposal, as booking commitments already made by him elsewhere conflicted with the standard proposal p

Midway Confab

Continued from page 65

Brent. Members of the Missouri Showmen's Club who attended included Nora Gdynia, Clara Campbell, Fay Davis, Virginia von Behren, Florence Cobb, Ida McCoy, Josephine Scordias, Verna Schantz, Estelle Ragan, Babe Weinstein, Elsie Wear, Sally Prevost and Nora Hopfinger. . . . A. A. (Shorty) Tipton recently visited his friends and family at Batesville, Ark., while on leave from the Navy.

Manager Rocco Masucci and his wife, owners of Virginia Greater Shows, visited the Suffew days recently while returning to their New Jersey home from a trip to Florida and Louisiana. In Miami they were the house guests of Mr. and Mrs. Buddy Monroe and visited many showfolks who were acquainted with the Masuccis over 20 years ago. Included were Mr. and Mrs. June Boyles, Mr. and Mrs. Eddie Lemay, Mr. and Mrs. Al Roberts, Walter and Dixie Roberts, Jack Chicherelli, Mr. and Mrs. Frency Dufault, and Mr. and Mrs. Hap Arnold. Bill Murray, general Vera Downs chose a soft black agent, is in charge of the winter quarters.

> A. Hymes will again operate all of the concessions at the Shrine Circus next month in Hartford, Conn. The show is staged by the Frank Wirth Agency, New York. Several other dates normally played by Hymes were by-passed to allow he and his wife to take a 20-day cruise to South America beginning January 25. Meanwhile Hymes is operating a toy store at Jamaica, N. Y., for the Christmas season. Set up in a closed theater lobby in the heart of the business district, he reports business very

Gerald Snellens, general representative of the World of Mirth Show, remained on in Chicago after the outdoor meetings and then journeyed to St. Louis, Detroit and Cleveland in search of advertising contracts for the program which he publishes annually. . . . Richmond Cox, WOM press agent, hurried back to his Spartanburg, S. C., home to rejoin

Lou Stratton and their preholiday activity of selling artificial flowers. In the retail end last year, Cox is now whole-

## NSA Committees

Continued from page 64

Cetlin, William Moore, William Cowan, Sam Prell, Pat Finnerty, Moe Silberman, Frank Russo, Ted Stillman, Vincent Anderson, Charles Wertheimer, Michael Wynn, J. W. Conklin and Joseph Hughes.

Shut-in: Dan Thaler, Sam Rothstein and Harry Weinraub.

Finance: Arthur Campfield, Jack Greenspoon, George A. Hamid Jr., Eli Guralsky, Joseph Weissman, Harry Rosen and Alfred McKee.

Kassow Chairman

Grievance: Mack Kassow, Ar-thur Campfield, Harry Rosen, Max Tubis and John McCormick. Hospital and Sick: Dr. Jacob Cohen, Ike Weinberg, Louis D. King, Harry Rosen, Jack Stern, Larry Neumann and William Hartzman.

House: Harry Rosen, John Mc-Cormick, Louis D. King, George Rector, Ben Herman, Frank Rappaport and Jack Stern.

Jamborees: George A. Hamid Sr., chairman, and all other past presidents.

Entertainment: Mack Kassow. John McCormick, David Brown, John Weisman, Ike Weinberg, Edward Elkins, Charles Padrone, Henry Kaufman, Max Packman, Doc Arthur Marcus and Sam

The clubrooms were in sparkling condition with the return of its rebuilt furniture. All upholstered pieces were completely remade and covered with green and wine-shaded leather. After the meeting, those present helped themselves to a buffet meal.

New Year's Eve Party

Plans were announced to have a New Year's Eve party at the quarters, the first such event in

# Coast Club Pays Tribute To Deceased

LOS ANGELES, Dec. 12.—The 31st annual memorial services for 225 members of the Pacific Coast Showmen's Association and the Ladies' Auxiliary were held at Showmen's Rest, Evergreen Cemetery, here Sunday afternoon (6). With ideal weather, the ceremonies brought out a record number of members of both organizations.

The principal address was made by Harry Seber, who for years has officiated at these events both here and in San Francisco.

The services were started with the Pledge of Allegiance followed by the group singing of "The Star Spangled Banner" led by Ruth Felt, soloist. The accompaniment was played by Bob." Young's orchestra. Seber led the invocation.

Ted LeFors, PCSA president and co-chaplain, spoke on the tradition of show people when leaving the lot at the end of the "See you," he said, "is one that is carried on and on thru life by troupers."

Honor Dead

Wreaths were placed on both the monuments of the PCSA and Auxiliary by Grace Merkel, Ladies' Auxiliary president, and Moe Levine, PCSA president.

Miss Felt rendered two solos, "Rock of Ages" and "Abide With Me," and led in the group singing of "God Bless America."

Members of the Al Jolson Post, American Legion, attended. Members of the club, also Legionaires, include Harry Phillips, Moe Levine, Joe Steinberg, Sam Dolman, and Sam Shaffer. The firing squad was from the Jewish War Veterans, Post 113.

The clubs also mourned members who died during the year. They were Topsy Gooding, Lola Cristians, Olga Weber, Josephine Smith, Floyd (Doc) Gilligan, A. Kocon, Charlie Miller, Joe Blash Sr., Fritz Brunner, Bill Antes, Ed Learmont, Lee Porter, Sydney Benefict, Tom J. Meyers, Jim Seite, George Stiles, Dan C. Stover, Monroe Eisenman, and Carl

Cemetery committee members for the PCSA are Al E. Weber, chairman; Joe Glacy, Ted Le-Fors, Everett W. (George) Coe, Jim Dunn, and Earl O. Douglas. Ladies' Auxiliary committee includes Edith Hargrave, chairlady; Marie Tait, Trudy DeSanti, Peggy Forstall, Lucille Dolman, Marlo LeFors, Edith Walpert, and Jessie Loomis.

# MSA Family Moves Into **New Quarters**

MIAMI, Dec. 12.—A late delay kept the Miami Showmen's Association from occupying its new quarters at 1799 N. W. 28 Street, but the office was finally moved in Thursday (10). The first meeting in the new home is scheduled for Tuesday night (15) and a large turnout of both curious and eager members are expected to be on hand.

## lowa Association Elects Merriam, Garman for 1954

DES MOINES, Dec. 12.—Alva Merriam, owner-manager of Merriam's Midway Shows, was elected president of the Midwest Carnival Managers Association at the group's annual meeting here Sunday (6). K. H. Garman, owner of the Sunset Amusement Company, was named vice-president, and Frank Shortride was re-elected secretary-treasurer.

A total of 15 shows are now included in the membership. In addition to those named, member the club's new home. There will orgs are American Beauty, Dyers

THE BILLBOARD

## Miami Showmen's Association 1799 N. W. 28 Street

MIAMI Dec. 12.—Nearly 400 members, an all-time record, attended the last meeting, in the Electrician's Hall. The next affair will be December 15 in new quarters. On the dais were William Cowan, president; William Moore, first vice-president; Sam Prell, second vice-president; Oscar Buck, third vice-president; Mel Dodson, treasurer; Harry Ross, past president of the Michigan Showmen's Association; Leo Bistany, past president, and Bob Parker, past president of both the Showmen's League of America and the MSA.

Chaplain William Bryant led the pledge to the flag and delivered the invocation.

It was announced by Ep Glosser of the ways and means committee that \$18,588 had already been collected by that group, with many more shows yet to follow. And Claude Sechrist of the Year Book committee reported more than \$8,000 taken in so far. Among shows contributing to the club this year were Royal Crown, Vivona Bros., Thomas Joyland, John Marks, Gold Medal, Cetlin & Wilson, Mighty Hoosier, Coleman Bros., Mighty Page. Blue Grass, Penn Premier, Buck-Model, Prell's Broadway, and Amusement Company of America. Members commended on their fund-raising efforts were Sydney Daniels, Joe Galvin, Charles Traverse, Sam Goldberg.

W. J. Tucker, chairman of the funeral committee, reported that 12 members have been lost to the club this year, and the membership rose in their memory. Annual memorial services will be held Sunday (20) at 1 p.m. in the new building.

Also scheduled are the banquet at the Beachcomber night club on January 3, and the annual picnic to be held February 21 at Crandon

members on the sick list: Johnny Applebaum in Veterans Hospital, Coral Gables; Sam Gordon in St. Francis Hospital, Tampa; John Fowler in North Side Hospital, Miami; Dutch Ross in Forest Hill Veterans Hospital, Augusta Ga.; Don Lanning, at home; Moe Fishman, at home; Tommy Carson, at home; Red Hicks, at home, and Ray Marsh in St. Francis Hospital, Columbus, Ga.

The membership committee reported that 827 new members joined the club this year, giving a total paid-up membership of 1,908. The following were called on to say a few words on their first visit to the club: John Vivona, Bill Jones, Red Hicks, Lou Weinstein, Ed Walter, Hy Malek and Oscar Buck.

Ladies' Auxiliary President Ruth Schreiber call-

ed the meeting to order. Other officers present were Sydney Thomas, first vice-president; Ada Cowan, second vice - president; Freda Wilson, third vice-president; Ann Whitehead, recording secretary; Lillian Tucker, treasurer, and Ethel Weer, corresponding secretary.

Welcomed to their first meeting of the season were: Olee Jones, Elsie Pacquet, Pauline Thomas, Elsie McCain, Vera MacCauley, Billie Anthony, Kay Leisure, Rita Bouck, Loyce Davenport, Molly Strauss, Linda Martinell, Sarah Siskind, Mrs. Al Baysinger and Katherine Curry. Special guests were Mrs. Teresa Sidenberg and Mrs. Fay Long, of the Missouri Showwomen's Club.

Dark horse was won by Charlotte Eulee and brought in \$24.50. Penny parade brought in \$14.65. January 14 at the San Regis res-Mrs. G. Ringlin and Mrs. Ann tal Hotel on New Year's Eve. Axe. The Cerebral Palsy Association has been adopted by the auxiliary. A donation of \$500 has been sent to it. Virginia Feldman reported 75 members present.

The following are new members: Edith M. Johnson, Virginia B. Wellman, Lucille Anderson, May Lou Zaitshik, Linda Mainelli, Billie McCally, Mrs. Russell Price, Margaret Green, Catherine Turner, Al Jeanne Ricciardi, Jasper (Ind.) Memorial Hospital Dorothy Morris, Eleanor Dowda, following a lingering illness. Estella Eisenman, Lois Therson, Florence Fink.

# Club Activities

# Association

1235 S. Hope St., Los Angeles 16 Ladies' Auxiliary

The November 30 meeting was called to order by President Grace Merkel, followed by the Lord's Prayer and Pledge of Allegiance.

Officers present were Peggy Steinberg, first vice-president; Berta Harris, second vice-president; Madison Hopes, secretary, and Trudi Di Santi, treasurer.

New members introduced were Jeanette Roth, Evelyn Lantz, Katherine Goldstein and Vondale Harbin. A reinstatement, Anne Stewart, was also introduced.

Mail was received from Estelle Hanscombe, Goldie Reaves, Clara Parsons, Jetta Clancy, Estelle Rosenthal and our third vicepresident, Ruby Kirkendall.

Members reported ill were: Laura Schulman, Marjorie Reed, Claudetta Estfan, Jenny Regal and Inez Allton. It was reported that Jessie Loomis underwent an operation.

Door prize of \$10 and two bazaar tickets was won by Blanche Henderson. Second door prize of \$6.30 was won by Julia Smith.

Recipient of Mazine Elliston's Kaplan, Genny Glass and Stash door prize was Betty G. Coe; of Helen Vaughn's, Grace Merkel; Minnie Ponds Ford's, Esther Carley and Gladys Webber; Babe Gardner's, Helen Vaughn; Hazel Conner's, Evelyn Lantz, and Elsie Suker's, Ann Stewart.

Moe Levine, president of the parent body, thanked the ladies house and took the new for their assistance and support mimeograph machine, stencils, on the homecoming party. Raffle stationery, bar refreshments and of the rhinestone pin was won by the china bull birthday bank. Minnie Ponds Ford. It was donated by Dody Allen. Two plates donated by Raie Banard were won by Dorothy Endfield and Marie William Bryant of the relief Tait. Memorial services were committee reported the following held December 6 at 2 p.m. Dinners were served both the 6th and 7th, and the bazaar was also held both days.

> President Grace Merkel presented 1954 officer nominees. They included: Peggy Steinberg and Faye Prosser, president; Morosa Herman and Mabelle Hendrickson, first vice-president; Leona Cook and Nancy Myers, second vice-president; Julie Le Doux and Helen Vaughn, third vice-president; Madison M. Hopes, secretary, and Ruth Wolfe Woods, treasurer.

> Members and guests called on to speak were: Vivian Lawrence, Marie Stickney May Snobar, Chris Abrams, Anne Stewart, Leona Cook, Julie Le Doux, Evelyn Lantz, Katherine Goldstein, Billy Moss, Marie Goldman, Jeanette Roth and Margaret Farmer.

> Installation dinner will be held January 4 at the Mayfair Hotel. Blanche Henderson, chairman of the affair, requested that reservations be made early.

## . Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

Ladies' Auxiliary

The recent meeting was called to order by President Bobbe Cherite, who was assisted by Hattie Howk, treasurer, and Loof Ruth Gordon.

Ruby Davis is a new member. Grace McBain took the first door prize with Ruby Combs taking nedy Veterans' Hospital, Memphis. the second. Christmas party is Bea Gerson announced that the scheduled for December 23. A secret pal party would be held luncheon will be held December 30 with the tacky party set for taurant. Bea Truesdale reported that evening. The banquet and the following sick: Mildred Finn, ball will be held at the Continen-

## Edna Stenson Dead at 58

CHICAGO, Dec. 12.—Funeral services were held here Friday (11) for Edna (O'Shea) Stenson, 58, past president of Caravans, E. Curry, Mona Monarkef, Pat Inc., who died Tuesday (8) in

Mrs. Stenson was the widow Beatrice Barnstein, Maxine M. of Johnny O'Shea, former outdoor for the annual Lakewood County McDaniel, Pearl Norman, Betty M. showman. She is survived by Home Christmas party were Elsie Wilson, Daisy T. Partlow, Debbie three sisters, Midge Cohen, Eve- Powell, chairman; Martha Wagner Bain, Van Davidson, Gladys Klein, lyn Blakely and Elsie Aldrich. and Belle Roberts. The night Anna Benjamin, Grace Stone and Burial was in St. Joseph's Cemetery here. Moss, was won by Jean Bennett. tery here.

## Pacific Coast Showmen's Lone Star Show Women's Club of Texas

DALLAS, Dec. 12.-Edna Hacker was elected president December 7. Other '54 officers are Martha Moss, first vice-president; Beth Anderson, second vice-president; June Reynolds, third vicepresident; Grace Tinder, secretary, and Pearl Vaught, treasurer. Latter two were re-elected.

Outgoing president Milly Hudspeth was in the chair. Treasurer's report was given by Pearl Vaught. Minutes were read by Grace Tinder. Chaplain Martha Moss delivered the invocation.

Attendance was capacity, with men and guests joining the women in a celebration party follow-ing the election. Hostesses were Kathy Kearns, Martha Moss, and Corinne Greer. Prizes were won by Jule Conners and Beth Ander-

At the Canasta Party November 30, the door prize was won by Bonny Allard and canasta prizes by John Mandrell and by Corinne Greer, who, with Milly Hudspeth, was hostess.

Martha Moss reported the sick list includes Helen Rees, Lillian Peck, Pearl Ladd, Grace Goss, Percy Morency and Ellen Norris. Shut-in Ada Bishop, it was reported, would appreciate hearing from friends at Route 5, Temple, Tex. Bobby Winkler, nephew of Louis Smith, was reported critically burned at Longview, Tex.

Thieves broke into the clubmimeograph machine, stencils,

Plans for the Christmas Party December 21 have been completed. Mabel Welshman and Lois Crangle will serve as host- Polk, Petey Pivor, Jack Jacob- lock, Karen Leigh, Camilla Hamesses. Food baskets and gifts will sen, Walter Nealand, Max Brant- ilton, Beulah Molar, Dorothy Anderson has contributed a Christmas tree for the clubrooms.

Plans for the New Year's Eve party were launched with donations of refreshments by Grace Tinder, Margaret Pugh, Renee Gordon, Mabel Walshman, Edna Hacker, Betty Harris, Martha Moss, Milly Hudspeth, Millie Capak, Ruby Ewing, Lydia Powell, Alice Carroll and Kathy and Red Kearns. Corinne Greer will provide a roast turkey and Mrs. Stockdale will barbeque a ham, Hyman Charninsky will have his band for the dancing. Admission to the party, which will be held at the Fair Park Pavilion, will be by donation of

New club members include Harriet Beatty, Mel Smith, Jim-my Hammilton and Paul White.

## Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark. Ladies' Auxiliary

The December 3 meeting was called to order by President Vivian Zimdars. With her on the rostrum were Caroline Holt, first vicepresident; Pearl Weydt, second vice-president; Grace Goss, third vice-president; Billy Owens, secretary; Ethel Booth, treasurer, and Daisy Fritts, club mother. Invoretta Ryan, secretary pro-tem cation was given by Lillian Bow-who served because of the illness man, acting chaplain. Olivie Tyree was elected to membership.

> A letter was read from Russell Johnson, who is a patient in Ken-Johnson, who is partially paralyzed as a result of injuries suffered in an auto accident, would like to hear from friends. Mrs. Raymons, a patient in the local St. Joseph Hospital, sent a note of thanks for flowers the auxiliary sent her. Yorla Goldston reported Walter Ebel ill at his home.

> Vivian Zimdars and Caroline Holt, hostesses for the Monday night card party, reported that \$14.50 was taken in for the general fund. Door prizes were won by Billie Owens and Jackie Wilcox. The club gave Daisy Fritts and her committee a vote of thanks for Thanksgiving dinner served club members. Rose Cutler reported that \$33.05 was cleared on night lunches served last week. Named to a special committee to make arrangements

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## Showmen's League of America

1564 Broadway, New York

CHICAGO, Dec. 12.-Second Vice-President Maurice (Lefty) Ohren was in the chair at the Thursday (10) meeting. Also at the table were Al Sweeney, third vice-president; Past President Sam J. Levy Sr.; Walter F. Driver, treasurer emeritus, and Joe Streibich, secretary.

Carl Marlo was elected into the membership. The new fiscal period is off to a good start with a total of 20 new applications. Russell C. Johnson is confined in Ward 2A, Kennedy Veterans Hospital, Memphis. Sam Gordon, Harry Atwell, David M. Swarthout and Frank Daniels reported on the mend.

Due to the Christmas holidays, the December 24 meeting has been canceled. The meeting of December 31 will be postponed to Saturday night, January 2. Winners of bonds in the Miss Outdoor Show Business contest were Evelyn Clain, Sol Wasserman and W. E. Page in that order.

Al Sweeney is busy completing plans for the December 20 Christmas party to be held in the Hotel Sherman. Membership was saddened by the death of Edna O'Shea Stenson, who died in Jasper, Ind., this week. House committee, including Charles Zemater | Frances Vasquez, Helen Fidgett Sr., Andre Dumont and Max Brantman, are decorating the clubrooms for the holidays.

Clubroom callers included Humpy Weeks, Gerald Snellens, Ralph Anderson, Vernon Mc-Reavy, Jess Jordan, Schloss, Charles Levine, Dave Goldfen, Morris Brown, Henry S. be delivered to the needy. Beth man, Harry Duncan, Al Sweeney, Hy Neitlich, Jack Kaplan, Sam J. Solomon, Larry Benner, Joe Scholibo, Joe Brown, William Meyers and Cecil Meyers.

Ladies' Auxiliary A total of 24 past presidents turned out for the annual Past President's Party. Those attending included Margaret Hock, Virginia Kline, Ida Chase, Evelyn Wagner, Blanche Latto, Elsie Miller, Mrs. L. M. Brumleve, Lee Gluskin, Margaret Filograsso, Mrs. Delgarian Hoffman, Hildegarde Andras, Louise Rollo, Frances Keller, Marie Brown, An Doolan, Sarah McCaffery, Mabel Brown, Phoebe Carsky, Ann Belden, Lillian Glick, Edith Streibich and Viola Moore.

President Ida Chase donated gifts for those on hand and Margaret Hock read the names of all past presidents. A rising vote of thanks was given Evelyn Hock, secretary of the past presidents' organization for the dinner and arrangements. Delgarian Hoffman took first prize, a table cloth and napkin set.

"Happy Birthday" was sung for Hilda Andras.

## **Greater Tampa** Showmen's Association Tampa, Fla.

TAMPA, Dec. 12. - President Lloyd Serfass instituted an oldfashioned initiation ceremony Monday (7) with 16 new members receiving the obligation. Many of the stunts used at the local Shrine ceremonial the previous Saturday were used. Members of the wrecking crew included Earl Maddox, Bob Hasson, Andy Zane, Joe Sanfratello and Hal Hall.

Following the afternoon activities, dinner was served by George Reinhardt and his staff. The members then watched television until the regular meeting started.

The sick committee reported Sam Gordon was still confined to the hospital and Bert Britt is unable to leave his home. Carl Swanson is at home following . release from St. Joseph's Hospital.

The Saturday night dances are well attended and each week new faces make their appearance. New club members include W. N. Nicholson and Arthur Tubbs. Joe Scirtino, chairman of the blood bank, reported recent additions have brought the bank up to 116 pints.

Ladies' Auxiliary

President Bette Rodgers opened the regular meeting assisted by Virginia McGee, Hazel Maddox and Esther Young, first, second and third vice-presidents respectively; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Reported on the sick list were and Jeri Ringlin.

A total of 42 new members were introduced by Leona Plas as follows: Impie Slaten, Anna Lee, Edna Lasures, Alice Armstrong, Ruth Ansel, Florence Chick Grenlee, Marjorie Leahey, Gertrude O'Neil, Mildred Lasures, Elizabeth Goings, Hazel Spur-Martin, Clare Tasch, Ruby Hirschberg, Mary Ann Gonzalez, Susan Klein, Vera Marquis, Jeanette Elkey, Isabell Carrol, Irene Jabcuga, Maxine Camp, Eleanor Dueto, Averill Meehan, Estelle Crouch, Frances Hussey, Virginia Spaulding, Nettie Bradford, Deborah Ornellas, Eleanor Miller, Rose Lauber, Pearl Holliday, Gladys Klein, Lillian Reilly, Mary Cannova, Eleen Colby, Mary Stoffel, Nell Ratcliff, Ginger Schilling and Margaret Varn.

Committee appointed for the talent night and dance included Myrtle Jeter as head of the bazaar. Manning the booths will be Esther Young, Leona Plas, miscellaneous; Grace Filardo, Mary Evelie Belew, Clover Garden Circle; Monica Baress, Ida Rovitz, hot dogs; Pat Richards, Mickey Wenzik, jewelry; Betty Bancroft, Mary Dunbar, aprons; Virginia McGee, Gladys Standish, handwork; June Boyles, banquet; Evelyn Clain, Hazel Maddox, ding sisters, and Flo Venner and Maxine Cyr, raffle books.

A jewelry set donated by Ann Belden. Those who spoke Dolly Young was won by Vannie briefly included Ann Doolan, Hardman. Refreshments were Sarah McCaffery, Mabel Brown, served to the 100 members pres-Mae Taylor, Virginia Kline and ent by Monica Baress and Ida Rovitz .

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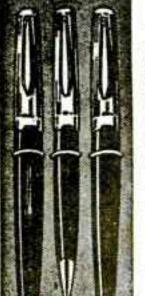
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· Continued from page 69

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Include postage with remittance will refund any difference. WISCONSIN DELUXE CO. 1902 N. Third St., Milwaukee, Wisc.

## SENSATIONAL CLOSE-OUTS -

Luxurious Satin-Plush Pandas, 32" high, 19" wide. Most beautifully made Panda you've ever seen. This fast moving item going quickly at the terrific low price of \$33 doz. Colorful, sturdily constructed, 18" Pandas with Corduroy Vests, packed in cellophane, \$10.80 doz. Adorable, multi-colored 15" Panda, cellophane packed, \$8.40 doz. Satin-Plush Scotties, 9" high, 9" wide, senutiful color combinations, \$8.40 doz. Dutch Dolls, 18", colorful native design, cellophane packed, \$10.80 doz. Charmingly attired Dutch Doll, 15", gorgeous colors, cellophane packed, \$8.40 doz.

NEW FREE CATALOG

BURKE 10 W. 27th St., N. Y. C.

CIVE TO THE RUNYON CANCER FUND

PHOTO BOOTH OUTFITS CHEAP — ALL NEW! SAVES TAX MONEY! SELLS ON sizes; drop in and see them; latest imsight; salesmen's profit, 100%. 249, Box provements; real bargain PDQ Camera Co., 9013. Houston 11, Tex. sizes; drop in and see them; latest im-provements; real bargain, PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, III. If 1161 N. Cleveland Ave., Chicago, III.

## PRINTING

ATTRACTIVE ADVERTISING CALENDAR cards-1,000 only \$3.75 postpaid, Your advertisement raised printed on front, 1954 calendar on back. Guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C. PRINTED 81/2x11 LETTERHEADS, ENVElopes, 100 each, \$2; 250, \$3.95; Business cards, 250, \$1.95; 500, \$2.95. Standard copy. Postpaid. Allen Printing Dept., BBP, Clin-

PRINTING OF DISTINCTION - LETTERheads, Envelopes, Tickets, Cards, Decats, Window Cards, Samples, price list, 3e stamp, Mallo, 767-B Leith, Flint 5, Mich. ja9 QUALITY PRINTING REASONABLE, 80cial or business stationery, ruled forms, music sheets, etc. Estimates on anything; samples, Economic Press, Leonia 2, N. J. de26

SAVE MONEY, SAVE TIME, SAVE TROUble-Send for our business cards. Our distinguished cards can be your salesmen: your card is a key to your personality, don't neglect it, \$4.50 1.000. Samples on re-quest. Arco Sales, 505 W. 26 St., Chicago, III. SPARKLING EMBOSSO LETTERHEADS. Business Cards: Dynamic engravings in golds and colors: Carnivals, Circus, Magi-cians, Bookers, Professionals, Samples 10c. Be surprised. Sollidays Colorprint, Knox,

## 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. np Ohlo.

WANTED—EVANS' HAND STRIKER—I said Hand Striker. Box C-460, c/o Bill-board, 2160 Patterson St., Cincinnati 22, Ohlo.

## SCENERY & BANNERS

FLAMEPROOF CURTAINS-THEATRICAL. Carnival, Stage, Concession Stands; all sizes and types. Wide selection colors, Fabrics, Satins, Velours, Plushes, Damasks, etc. Immediate delivery. We're overloaded! You save 1/2 now! Send your dimensions and needs for quotation. We ship immediately, ready to hang. Buy direct from the same of the same o Knoxville Scenic Studios, Box 1029, Tele-phone 7-5551, Knoxville, Tenn. pp

## 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

TATTOO MACHINES, COLORS, NEEDLES, all supplies; outfits; used machines, flash. Free catalog, Latsco, 412 S. Main St., Los Angeles 13, Calif.

## WANTED TO BUY

WANTED-MERRY-GO-ROUND AND FERris Wheel, Must be reasonable for cash Write details to P. O. Box 1939, Memphis.

WANTED—TWO PDQ MODEL-H STREET Cameras, must be in good condition. Write fully. Don's Studio, 4230 Easton Ave., St. Louis, Mo. del9

## 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, EX-perienced or will train 1954 season; high pole, ladders. Aerial Kremarrs, 102 Gold St., New Britain, Conn.

DRUMMER AND ALTO SAX; OTHERS write; commercial band traveling Midwest; weekly salary; no lay-offs. Box 1031. Grand Island, Neb. de26

GIRLS: DANCERS, EXOTICS, SPECIAL-ties Strips, Musicians. Send photo, de scription of self and act, and how and where you can be contacted. Will train beginners if necessary. Have openings for Jan. 1 and later. Write M. J. Hamilton, P. O. Box 712, Muscatine, Iowa.

MAN TO CLEAN AND BE CAPABLE OF managing large roller rink. Leonard Sholes, 310 Norwood Ave., Cranston, R. I.

WANTED - MAGIC AND HYPNOTIST shows for one night route; South in winter, North in summer. Immediate opening for good shows, Write stating all; two shows daily; steady work. Agent, P.O. Box 659, New Orleans, La.

## **NEGRO BLUES SINGER** — PIANO, GUITAR MAN

Negro blues singer who can play piano, guitar or preferably both. Play by ear, fake, accompany self, "B. B. King" type. Will do solo featured program on radio station programed to colored. Must have personality, ad lib. ability. Ability to read important as man must handle own commercials. Radio experience not necessary. We will teach him announcing tricks, MC experience would help. Station will promote and build personality. Good pay plus talent. Permanent position, no drifters.

Cincinnati 22, Ohio The Billboard PIANO, TENOR—BAND HEADQUARTERS Des Moines, Iowa. Weekly guarantee, pleasant conditions; others write. Jack Cole.

WANTED-MUSICIANS FOR ALL INSTRUments for replacements on semi-name band. Write Box C-466, c'o Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

# AT LIBERTY—ADVERTISEMENTS

Minimum \$1

Remittance in full must accompany all ads for publication in this column No charge accounts

Forms Close Thursday for the Following Week's Issue

## MISCELLANEOUS

AVAILABLE NOW - SINGER, DANCER, Accordion and Pianists, novelty acts, trios, puppeteers for all occasions. Harvey Thomas, 162 N. State, Chicago, Ili. Dearborn 2-2734.

MR. JAN LEE, FEMALE IMPERSONATOR-America's Most Beautiful Boy." wire for available dates, Jan Lee, Box C-462, c/o Billboard, Cincinnati 22, Ohio.

TRAMPOLINE PERFORMER AND FLYER for flying act; do trampoline bed work and teeter board act; do doubles, triples, backs; have been with Escalantes Trampo-line Act; would like to join some troupe or act at once. Billy Stan Bedell, 23 Second St., Norwich, Conn. de19

## MUSICIANS

AVAILABLE: RECORDING ARTIST, 2 RE-leased on Okeh Label. Vocal, MC, or comedy; double on base and guitar; Hill-billy; Western, and Old Standards. Sober and reliable; will work any place. Phone 8-4085. Billy Ray, Jefferson/Hway., Rt. 2, Raton Rouge La Baton Rouge, La.

DRUMMER-SINGS BALLADS, RHYTHM tunes, doubles trumpet; young, sober; 15 yrs. experience in large band or combos; Latin, jazz. commercials; Local 802. Has own transportation, Write or wire Frank Col-lins, 228 W. Roberts St., Norristown, Penn DRUMMER AVAILABLE - FORMERLY with "Lou Math's Orchestra"; prefer small combo; will travel; commercial and jazz; play shows; non-drinker, steady and dependable. Wire or phone George Sloan, HA 5052, 1119 East 11th St., Kansas City,

HAMMOND ORGANIST — EXPERIENCED all lines, club or lounge. Eastern New York State or New Jersey. Box C-461, c/o Billboard, Cincinnati 22, Ohio.

LADY PIANIST—UNION, EXPERIENCED all lines, sober. Some vocals; Conserva-tory graduate; play Solovox. V. Marie Van Vliet, General Delivery, Elmira, N. Y. PIANIST-ORGANIST - READ AND IMprovise, studied and experienced; steady location; solo or combo. Bolick, 133 Myrtle, Manchester, N. H. Tel. 3-1096.

ORGANIST WITH OWN HAMMOND AND Lestie speaker, available from Jan. 1. 1954; popular\*music only. New York and Long Island area. Call GLeumore 5-4015, Brooklyn, N. Y. de19

PIANIST — UNION, SINGLE, GENTILE, Male; trained musician, experienced; alone, orchestra, soloist, accompanist; concert, dance, popular, classic, Box C-463, c/o Billboard, Cincinnati 22, Ohio. de26

PIANIST - EXPERIENCED, COCKTAIL Lounge or Restaurant. All types of music. no vocals: attractive appearance. No combos, please, and no agents. Kathy O'Neil, 849 Colburn St., Toledo, O.

TENOR-ALTO CLARINET-EXPERIENCED both bands and combos; available Dec. 16. Have car and will travel; age 30; all offers considered. Wire, write or phone. Paul R. Simmons, Homewood Manor, Jack-

son, Miss. Telephone 6-1421.

PIANO MAN DESIRES SOUTHERN LOCA-tion; small commercial unit only: union: dependable. Jimmy Moore, 558 So. Hull, Montgomery, Ala. Tel. 6151.

TOP NOTCH COUNTRY ARTIST, GOOD vocalist and rhythm guitar, can double on bass. 15 years' experience on radio and stage: age 30; can command top wages; have 125 original songs of my own; will travel for right price; will send photos and recording on request. Prefer Southland or Texas territory; neat, loyal, do not use profanity or intoxicants. Contact Charles L. Rose Jr., 814 E. 5th St., Columbus, Ind., or call me 6571.

## PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ja9

FIVE OR SIX PIECE COMMERCIAL-DIXIE Band (girl vocalist optional) available for month of February, Will go anywhere but prefer South or Southwest. Bus Widmer, Pioneer, Ohio.

NIFTY 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.

## SEND FOR OUR GENERAL CATALOG LISTING IDENTS RINGS PINS EARRINGS SETS, ETC. PLEASE STATE YOUR BUSINESS-ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU



NO. 2400, assorted styles-per gross \$5.50

\$7.50 PER CRO. & UP Illustrations 1/2 actual size. December 2000, aluminum idents—per gross \$7.50

FRISCO PETE

604-606 W. Lake St., Chicigo 6, Illinois All Phones-Franklin 2-2567

# The Nation's Finest Source for exclusives and

Gifts • Premiums Incentive Awards

SAME DAY SHIPMENTS

We carry complete stocks . . . every item first quality.



# COMPANY, INC.

804 Sansom St., Philadelphia 6, Pa. MArket 7-8242

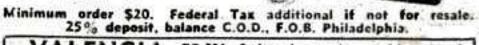


Visit Our Auxiliary Showroom 708 Sansom St., Philadelphia 6, Pa. OPEN WEEKDAYS, 9 TO 9 P.M. SATURDAY AND SUNDAY, 9 TO 6 P.M. FROM NOW TO XMAS



nificent chain and dress pin (can be used as necklace or brooch). Matching earrings.
Aglow with handpronged simulated diamonds and imported rhinestones. Hand polished back and front in durable tarnishproof Hamilton goldtone. Gift boxed in tortoise shell plastic carry - all bag with

Only \$9.50 E. Retails \$19.95 and Worth It



PR-306-3-strand pearly necklace and VALENCIA powder box shown incorrectly last week at \$2.10. Correct price is \$2.15.

## NOW-IN CHICAGO . . . NAME BRAND

MERCHANDISE from

- 1 Dependable Source!
- Thousands of Nationally Advertised Items for
- More Profitable SELLING!
- Top-Response PREMIUMS and PRIZES!
- Effective Good Will GIFTS!

Premiums a Appliances a Housewares Stainless Steel, Copper Bottom and Aluminum Cookware e Silverware and Flatware e Cutlery e Tools and Kits e Clocks e Watches e Pen Sets e Jewelry e Lighters e Wallets e Luggage e Radios e Religious Items e Soft Goods e Lamps e Cameras e Fishing Outfits e Binoculars—and many, many others!

IN STOCK FOR IMMEDIATE PICKUP-

SAME DAY SHIPMENT ON ALL PHONE AND MAIL ORDERS!

FREE! 1954 CATALOG! Chock-full of wanted items, all handsomely illustrated. Catalog cover has space for imprinting your name and address. Confidential dealers' price list.



Dept. B-10 628 W. ROOSEVELT CHICAGO 7, ILLINOIS SEeley 3-6760

WHOLESALE ONLY

# World Famous 17J

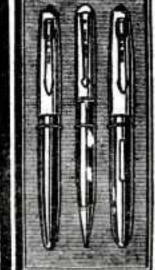
WATCHES and Ensembles

An outstanding line priced to give you fast sales action.

DISTRIBUTORS—JOBBERS Write for Details and Illustrated

PIERCE WATCH CO., INC. 22 West 48th St. New York 19, N. Y. PLaza 7-0733

# DEMONSTRATORS



ATTENTION! SENSATIONAL

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Metal cap. Assorted colors. Attractive box. Sample Set,

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

## MAKE S2 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 35r 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, III.

## LINE OF NOVELTIES EVER THE GREATEST ASSEMBLED IS ILLUSTRATED IN OUR NEW veneral CONCESSIONAIRE'S, OPERATORS, STREET WORKERS CATALOG Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices. MINNEAPOLIS I, MINN.

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 MPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.





Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63

JUST OFF THE PRESS—NEW CATALOG No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators, Division of Mahren Ring Company, Showing Over 750 Ring Styles.

Orders shipped same day at Providence prices plus 10% discount. Consult catalog.

MeBRIDE JEWELRY CO. 1261 Broadway at 31st St. ARRESTERNISHED BERNESSES BERNESSES

To Order Classified or Dislay-Classified Ads USE THIS HANDY FORM NOW

I Type or print your copy in this space:

Check the heading under which you want your ad placed:

Acts, Songs, Paradies Agents and Distributors Animals, Birds, Pets

**Business Opportunities** Costumes, Uniforms, Wardrobes Food and Drink Concession

Formulas For Sale—Secondhand Goods
Tor Sale—Secondhand Show Property

Instructions, Books, Cartoons Magical Apparatus Miscellaneous Musical Instruments, Accessories Partners Wanted Personals

Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners ☐ Tattooing Supplies
☐ Wanted to Buy

Indicate below the type of ad you wish:

RECULAR 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)

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

Help Wanted

Please insert the above ad in ....... I enclose remittance of \$.....

NEW YEAR

Asst. Flat Crepe Hats.....\$

22 x 22 x 57" Tissue Balloon

Tissue Banner ......Ea. Ten-foot Happy New Year

Write for catalog. State your busi-

ness. Include postage with order.

25% deposit with C.O.D. orders.

Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST

INDIANAPOLIS 25, INDIANA

LITTLE ATOX

World's Smallest Pistol

Biggest Profit Producer Ever Offered!

BANG! UP YOUR PROFITS WITH "LITTLE

Asst. Miniature Party Hats..... 5.50 Asst. Crepe Form Hats..... 7.50 Deluxe Crepe Form Hats...... 10.25



LORD'S PRAYER RETAILS UP TO

clearly and dis-\$6.95 EACH £999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.

\$48.00 Gross

2777G. Same as above, heavier chain in beautiful gold finish. \$6.00

\$66.00

## Sensational Profits Full

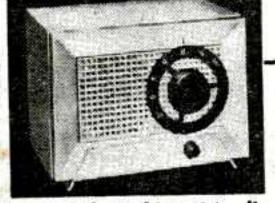
Fire Brilliancy

finish. White brilliant center. Red sides. Gold finish. gross

PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. L

Deposit with all C.O.D. orders, Please

state your business.



You can't beat this outstanding performer for the Special Price of only \$14.45

Plays anywhere on AC-DC-Powerful Superheterodyne Circuit-High Gain Built-in Antenna-5" Alnico Speaker-Available in Walnut, Maroon, Ebony or

25% with order, balance C.O.D., f.o.b. New York City.

MARTIN SALES CO. 43-45 43rd St. Long Island City 4, N. Y.

preference energies MERRY **XMAS** 

HAPPY NEW YEAR

May It Be a Red One

COOK BROS. 916 So. Halsted St.

Chicago 7, Illinois

Take the lines of least resistance with NAME BRANDS

DESCRICE CERCECE



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. 45-B West 15th Street, New York 11, N.Y.

# Cigarette Lighter —



919 W. Girard Ave.

CHROME. Table or Pocket Models. Sixe 1 1/4x13/4" Cuaranteed Reg. 2.95 Value for

Postage Prepaid 2 Dox. fer \$10.80

TARA BRAND Irish Hard Candy

Philadelphia 23

Or Box of 2 Dox. Packages, \$2,50 IRISH PRODUCT-Tara Brand Irish Beef and Beef Broth 1-lb. Can 50c of 48 cans \$13.50 Send Cash, Check or Money Order to GENERAL R. & S. F. CO.

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

## Parcel Post

(License Plates), 25c Westfall, Robt. & Reed, Mrs. J. (Moto Evans, Les St. (License Plate), Essington (Record), Evans, Les St. (Plates), Pegg Miller, Carlos & Iris.

Burleson, Mme.

Burridge, Jewel

Butter, Donald

Carson, Geo.

Carter, John

Carver, Ella

Cassano, Louis

Cearley, Gordon

Casper, Col.

Burlingame, Dennis

Carson, Leo & Mrs.

Cassidy, James J. Caudill, Mrs. Marie

Chapman, Earl Hoppy Chilcott, Eddie

Childers, Bobby D

Childers, J. M.

Church, C. L.

Cook, Don

Cookhouse Danny

Curtis, Date Curtis, Irene & Ruth

Dainty, Loma (Mills

Davidson, James

Dayton, Viola Mae

DeLeon, W. A.
DeVogt, Howard
Decker, Bud & Mrs.
Deckman, Robert P.
Detwiler, Ann

Daro, Tony

Davis, Sam

Billy Drake, K. W.

No. 100 Men's \$13 Gr.

(not seconds) \$7.50 Gr.

7739 Avalon Chicago

**Quick Photo** 

Invention!

PHOTOMASTER

PDQ CHAMPION

Makes finished photos in 2 min-

finishes 30 to 40 everlasting black

and white or sepla photosanhour. No

dark room. Guar-anteed not to fade. Photos taken on "SUPER SPEED"

CATALOG No. 107

for ENGRAVERS

DEMONSTRATORS

FAIR WORKERS

Takes and

since 1907 ENGRAVERS

No. 14 All Alu-

Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail.

All Phones: WAterfall 8-8855

Originators of the All-Aluminum Idents

DAY & NIGHT SERVICE

in 2 Minutes 21/2x31/2 in. Complete, easy to operate purished photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.

DQ CAMERA CO.

1161 N. Cleveland Ave., Chicago 10, III.

5 N. Wabash Ave., Chicago 2, 111.

No. 102 Double Heart All Alu-minum Idents

MILLER CREATIONS

Singleton

Abbott, Lloyd V. Adams, Geo. Adams, Willis Aire, Bill Aire, Bill
Alexander, C. W.
Alexander, Chas.
(Chuck) & Jeanette
Alfredo, Al
Alland. Maurice
Allen, D. V. Cameron, Camille Cantrell, Fred & Mrs. Carlyle, M. A. Carroll, Tony (Ride Allen, James Allen, James C. Allen, Lee Allen, Roy (Specks) Anderson, Bob Ansher, Joe

Betty Chandler, Grant Arger, Tom A. Armstrong, Matt Arsher, Blackie & Hester Christensen, Mrs. Atkison, Lucky Ayers, Conty

Archer, Horace L. &

Ambrose, Alfred

Randolph Church, Luther Ayers, James & Viola Ciesla, J.
Ayers, Mrs. Homer Claire, Hans & Rosita
Ayers, Tobie Clark, Walter Hug
Ayotte, F. W. Clarkson, Bill Bailey, Joe Barnes, Charlie & Basil Walker Barnes, L. E. Baron, Hank & Mrs.

Barr, E. E. & Mrs. Barron, Freddie Barry, Al Bartholomew, Mr. & Beaird, Al Beat, Joe Bean, Mr. Jesse Beeth, Art Bell, Billy Bell, Bill & Betty

Crawford, Gene Crawford, Shawn Jean Crawford, Mrs. Tex Bemore, W. Benner, Larry Bennett, Joe & Bea Berall, Ronnie Berefsky, Harry & Agnes Cunningham, Con

Berg, Dick Beyers, Paula Biczes, Geo.
Bimbo, Johnny Nick Cydell, Dick Bishop, Marie Cutlip, Mary Cydell, Dick Dailey, Jack & Mrs. Bistany, Leo Blackwell, Zeke &

Mrs. Dameron, Al Boleing, Bob & Mrs. Bombino, Frank Bonmarito, Nick Boyd, Frank H Bradley, Everett W. Bradley, Thos Brandt, Mac & Mrs. Brannen, Alman Brinley, Bill Brobson, Walt Broeffle, H. J. Broeffle, Sonny Bryan, Mrs. Irene

Bryer, Bob & Detwier, And Bergaret Dewsberry, Geoff Wm. Dillon, L. L. & Mrs. Lawrence Dopieralsky. Wm Budd, Charlie Bueckling, Wm. Buillmon, Grace Burke, Leo & Mrs.

DuBose, Tex Duffy, John Domont, Maurice Duncan, Leonard Dunlap, Eugene Eckerson, Johnny C. Elllott, Sunshine

Drew, Harvey D.

Haskell (From Pvt. Firdley

(Book), 15c Evans, Eunice (Motor Drome) Evans, Leslie E. Ewell, Peggy Fagan, Mrs. Chas, Fairfield, H. M. Farrington, Herbert

> Fenner, Harry Ferenze, Jim Ferguson, Vivian Fink, Harry L. Finnery, James
> Fisher, Buddy
> Fisher, E. L.
> Fitzgerald, Jimmie
> (Ventriloquist)

Folk, Carl J. Forester, Gus & Mary Forrester, Paul Foss, John Foster, James P. Foster, Roy Lee Franz, Otto & Mrs. Frederick, W. French, Jesse Fulghum, John C. Furlow, John H. Gallager, Jack (Gallager Show Gambone, Felice Gardner, Wm. M. &

Gates, Erma Gay, Mrs. Gloria S. Gerard, Jerry Gerry, Bobby Gibson, Shirlie Clarkson, Bill
Cockran, Lee & Gilmore, Roger
Glascoe, S. C.
Bright
Colbert, Vern & Mrs.
Goodwin, Joe Gosnell, Ray Gould, Eddie

Costa, Bob Cote, Roland (Rigger) Counter, Virginia Cowan, W. D. (Tiny) Gray, Martin Cowan, W. D.
Cox. Loftin G.
Craig, Max & Mrs.
Cramer. Ray & Mrs.
Cramer. Ray & Mrs.
Crandell, Roy & Mrs.
(Bingo)

Green, Mary Lorene
Groves, Walter
Guillano, Chas.
Guthrie, Clay
Guthrie, Clay
Guthrie, Edw. J. &

Crawford, Mrs. 1ex
Cristy, Capt. Eugene
Crowe, Doris W.
Cummins, Mrs. Lillian
Cummins, Phyllis
Cummins, Phyllis
Cummins, Robt. Lee
Haddy, Joan
Hahner, Jerry
Hall, Mrs. Alidane
Hall, Mrs. Alidane
Hall, Hubert & Mrs.
O'Bay, Wm. Hall
O'Dell, Jimmle
O'Reilly, Mrs. Jerry
O'Satyrdae, M.
Oneal, Jack
Oneal, Jack Halstead, Virginia Hancock, Mr. Sollie Handler, Bill Hankin, B. Harry Hanson, Al Harlan, Elmer Harris, Chas. arren

Harris, Jeff -Circus) Harrison, Frank
(Harrison Show)
Hartford, Joan
Hasbrook, Ray & Jane
Parker, Mrs. Luner
Parker, Mrs. Theima Davidson,
Davis, Dick
Davis, Harley
Davis, James A. & Hazen, Jack
Mrs. Hebert, Emery
Hayes, John J. & B.
Hazen, Jack
Hebert, Emery Hayes, John A. Show! Parks, R. T. S. Partello, Clinton

Henderson, Grabbo Highsmith, Jack Hill, Edw. Hitchman, Roland Hitti, John A. Hodge, Chas. Hodgins, Tommy Hohn, Walter Holston, Mrs. Rose Hoop, Richard Paul Doss, Jimmy Doyle, Henry Maurice Horn, Jim & Mrs. Hovermale, Lester Hoyer, Reo Glenn Hudspeath, Ernest Hudspeth, Fred &

Huffstutler, Lawrence Huftle, Thos. J. & Mrs. Hughes. Pauline

Humarick, Johnny &

Humphreys, Cliff Hunt, Art & Mrs. Hunt, Michael Hunter, Miss Billie Hunter, W. J. Huxstep, Carlton Jacobson, Jacob laris, Lou lenkins, R. A. Doc locy, Allyce E. Johns, Arthur Johnson, Mrs. Ethel Johnson, James D. &

Johnson, Leo Johnson, Michael Johnston, Kenneth Johnston, Lloyd G. Judy, R. F. Kare, Mrs. June Karp Sid Kean, Frank Scotty Keilman, Bennie Kennedy, Bill Keown, Joe W. Kepley, Dixie Kernes, Harry A. Keyes, James Sidney Kight, Jean King, Anna Lee King, Gertrude Kinglsey, Mrs. Dessie Klawitter, Kenneth Kleban, Harry Knier, C. L. Inight, Herman

Waiter Knight, Jack Knowles, Robert F. Kochler or Kolhier, Kosterman, Ralph H. Krause, Fred & Mrs. Kutney, Steve La Berta, Otis La Zellas, The CL. B. Lamb Shows Shaw, W. R. Shea, W. L. Shea, W. L.

(Magician) Sheaks, Floyd Lane, Al Lankford, Harry Lanko, Master Lanko, Wilson assen, George H. Laurello. Martin Smith, Frank Law, J. L. Lawson, Max Smith, Fred Leahy, Buck Smith, Marty

Le Breque, Harry Leedy. Bob Smith, Tom & Jessie Kenneth Smith, Wm. Francis Lee, Johnston Lefebrue, J. A. & Snyder, Adelaide M. Mrs. Speigel, Diamond Jim Leigh, H. D. & Mrs. Lerch, George Lester, Vincent Le

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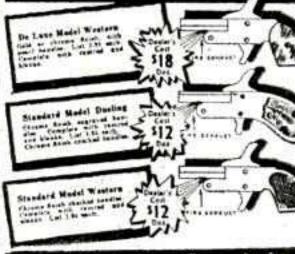
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# Pipes for Pitchmen

By BILL BAKER

A REPORT . . . Brown, circus clown, is making had popcorn and peanuts. I must party and store appearances in and around New York these days. Jim Stutz, former agent and puband novelty concession in a large New York market for the holidays. The word has it that both the gentlemen are cooking with gas.

MRS. MEIKENHAUS . . . and daughter, Charla, are working their jewelry layout in a Chattanooga dime store.

GRANDPA VARNER . . . the sage of Akron, postals from granddaughter on two visits to Tony Diano's Diamond-O-Ranch south of Canton. According to gramps, the show presents a snappy appearance.

JUST TO PROVE . . . that he wasn't gagging when he reported to the Pipes desk several weeks ago that he intended marrying an 18-year-old Latin lass, Fred Landrus, the man of magic, has sent in a photographic clipping from The Yoakum Herald-Times, Yoakum, Tex., showing the beaming couple in full marital regalia immediately after the recent wedding. Among other things, Fred says: "I am playing schools in the daytime and also some night engagements with the Zarlington Players. We were in the irrigation belt of Texas when there was plenty of cotton, but late rains have hurt the money end for the cotton pickers." Fred lists the roster of the show as Howard Zarlington, lecturer and specialties; Mrs. Emily Zarlington, concessions and specialties; Mr. and Mrs. Eddie Haun; Bessie Haun, photo gallery and dart stand; Mr. and Mrs. Tex Franklin and daughter, Marsha, dances and songs; Burt Leslie, blackface comedian, and, of course, Fred and his wife, magic and

JOE JOBLOTS . . . sequels his recent note from Chicago to report that Bill (Horse Thief) Weiss is still a State Street merchant, doing business in a big way. Bill Long and his pal, Mr. Klein, were partners at the big International Livestock Show, where, as usual, they got themselves plenty fat, according to Joe. Moonshine Marx is going to work for the Bell Telephone Company after finishing a busy the local Chamber of Commerce, season at South Bend, Ind., with W.G.N. Concessions, Joblots rein the Windy City.

hypnotism.

HERE'S A BRIEF . . . biographical sketch from one of the gentlemen of the trade from some time. Kurtz A. Decker muses The Billboard was born. Cincin- present laws and explained the nati was my home from 1902 to rulings under which fairs could 1913 and I still have relatives living there. I left the Queen stand. City in 1913, and in all my 40 years of traveling I have been a regular reader of The Billboard. Some of the oldtimers in the business, whom I class as old friends, are Mike Devine, Dr. Paul Hunt, Cowboy Williams, Al Siegel, Maggie Smith. Charley Kasker, Jack of honor with President Serving as the toastmaster.

Abrams. Pop Adams and Mary Following supper, a show and Madaline Ragan." - Brother ranged by Sam J. Levy, Barnes-Decker has run into a bit of tough | Carruthers Theatrical Enterprises luck during the past year. He broke his hip and is just getting Nip Nelson, comedy and emsee; back on his feet after being on Ernie McClain's musical quintet; the shelf for over six weeks.

GEORGE H. BROOKS . . . pipes in a moan about what happened to him en route to his winter hangout in Houston. Says ork cut the show. George: "From Shreveport, La., I went on to Leesville, La., for the Tourist Fair and Rodeo Festival, November 2-7, which was on my way to Houston. They have a brand new fairgrounds, three miles out of Leesville and a half mile west of the main highway. The stand turned out another total blank, however. We had cold, rain and snow all week. The Buff Hottle Shows were on the midway and they also starved to death. They only stayed two nights of the rodeo. First night 900 people came out, and the second night only 300 people showed up. The rodeo was postponed until Sunday afternoon, November 8, but I didn't stay. I tore down my living tent and pulled out for Lake Charles, La., and from there to Houston. I worked the big football game at Rice Stadium,

Houston, for my friend, Johnny hits the pipes desk that Jim Osterman, the concessionaire, who have worked to a quarter-million people, and all I made for my day's work was \$2.50. The Shrine lic relations man, has a balloon Circus at Sam Houston Coliseum, November 7-14, proved very good. Thanksgiving Day saw a big balloon parade in town, which I worked myself with my own stock of balloons, doll canes, fur monkeys and whips.'

IT SEEMS . . .

that the one sure way to gather up a bunch of free publicity is to pick yourself up a cute, little photogenic gorilla. If you have his usual hangout that he took his any doubt about it, look to Mr. and Mrs. Robert Noell, of Noell's Ark Gorilla Show. Several months ago, Mrs. N. sent up a picture of her husband and M'Jingo, their own gorgeous gorilla, which was picked up and published by the Associated Press' affiliated newspapers. Now another c pping is dropped on the Pipes Desk, showing a threecolumn cut of the same subjects and quite a lengthy yarn carried in The Fayetteville (N. C.) Observer. The Noells report that they are holed up in Erwin, S. C., for the present and are anxiously awaiting a break in the weather so they can take to the road again.

# Merchandise Topics

The Key-Matic, an entirely new automatic key case which pops the correct key into readiness at the touch of a button, is now offered the trade by Sigma Sales Corporation, Hollywood, Altho simple in operation, the item has been under development for several years. It is a slim, attractive plastic case that holds four keys. As they keys are identified by tiny "Braille" dots on the keyreleasing tabs, the desired key is instantly ready for use, even in darkness. Small and light weight and made in beautiful colors and finish, the case has ample room for imprinting of names or sales messages. The item is priced to retail at \$1.

## lowa Managers

· Continued from page 61

welcomed the delegates to Des Moines, and J. S. Russell, farm ports, and Joey Marx has taken editor of the Des Moines Register over a toy line of a leading store and Tribune, spoke on "Agriculture Around the World."

The meeting room was packed Tuesday afternoon to hear R. W. Underwood, of the Internal Revwhom we haven't heard in quite enue Service, speak on admission taxes. In his address and the from San Francisco: "I was born question session that followed, in Keokuk, Ia., in 1894, the year Underwood sought to clarify the get exemption on their grand-

> C. C. Nichols opened each session with community singing.

Social high point of the meeting was the annual banquet and floor show held Tuesday evening. Gov. William S. Beardsley was guest of honor with President Harris

Following supper, a show, arwas presented. Talent included Billy Romano, balloons; Bonelli Family, musical; Jerry Coe, accordion-dance; Bruce Seidlinger, trampoline, and Keith Killinger's line of girls. The Killinger



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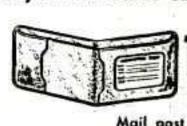
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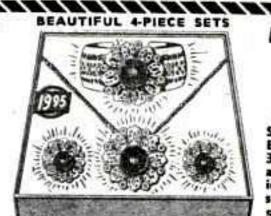
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# Supreme Court Johnson Act Ruling Favors Mfrs., Dealers

Sale, Delivery Reports on Bells In Intrastate Trade Unnecessary

WASHINGTON, Dec. 12.—The report his operations once Supreme Court this week ruled month was justified. that manufacturers and dealers may not be required to report tion and reports by all dealers federal government unless their activities cross State lines. The five-to-four decision is interpreted as a slap at federal enforcement of the Johnson Act, which forbids interstate shipment of gambling machines.

The court did not rule on the constitutionality of the registration and reporting requirements, but centered its decision around whether federal interpretation of the controversial provision requiring that "every manufacturer and dealer in gambling devices"

## GOTTLIEB

72

# Select Unit **Keys Action** On New 5-Ball

CHICAGO, Dec. 12.—Distributors of D. Gottlieb & Company started showings last week of Arabian Knights, a five-ball game with a new type selector feature. stated this week.

The game is designed with a plays. The center of activity is its six drops thru holes, which score replays in proportion to the number of holes spotted. The player has the option of spotting from one to three holes thru the use of a selector knob.

The six holes are near the center of the playfield. A player spotting three holes before play starts, records one replay when he drops balls in the remaining Thoelke at most of the Southern Det. Shuffle three holes. Players completing the six-hole feature with the use of a single spot hole, score five

sequence series which illuminate cyclonic kickers, pop bumpers (11). and flippers.

The attorney general contended of coin-operated gambling devices that the clause requiring registra-

> Editor's Note: Thus, intrastate commerce (business completed with the State) would not require reports, but interstate trade (that carried between buyers and sellers in different States) would still have to be reported.

strictive view of the clause, and

a held that the Justice Department exceeded its authority in demanding reports from persons not engaged in interstate commerce.

The court made the ruling in affirming lower court dismissal of two federal indictments for failure to comply with the registration and reporting requirements of the act, and a third proceeding involving forfeiture of seized machines. The dealers were not held by the government to have been engaged in interstate commerce. The court considered as one case the governmeans just that, and that the ment's three appeals. Attorneys government was therefore within for the dealers contended that the its rights in requiring reports from act does not apply to dealers not dealers engaged in purely local engaged in interstate commerce; operations as well as dealers that if the act does apply to whose activities cross State lines. operators within States, it is un-The high court took a more re- constitutional, and that the act is (Continued on page 87)

# United to Expand Service Program

continue its service school pro-

The program has been under the direction of Ken Sheldon, Al wide open playfield for cross ball Thoelke and John Casola, factory engineers and field men.

> Sheldon and Thoelke returned Saturday (5) from a three-week distributors headquarters: Delta Sales, New Orleans; Frank Swartz Sales, Nashville and Southern Automatic, Louisville.

schools and also covered some territory in Arkansas. week he was at Central Distributors, St. Louis, owned by Tony Among the key units on Koupal, Charles Kagle and Nor-Arabian Knights are a numbered wood Veatch, working with operators in the Mound City area. a rollover button for replays, He returned to the factory Friday

While United has had a service

CHICAGO, Dec. 12.—By popu- school program for years, it was lar request of distributors, oper-sharply stepped up in the last ators and servicemen, United half of 1953. In addition to hold-Manufacturing Company plans to ing schools in several Midwest and Southern cities, Sheldon and gram on an accelerated basis in Thoelke also conducted sessions 1954, Bill DeSelm, sales manager, on the West Coast, in Washington, Oregon and both the Northern and Southern parts of California.

that value of the program has several ramifications. These include a closer relationship between the manufacturer, distribtrip which included service ses-sions at the following United of improved service methods; a better understanding of equipment by the operator and servicemen and new equipment ideas.

# **Group Elects** Burke Pres.

DETROIT, Dec. 12.—Martin M. Burke was elected president of the Detroit Shuffleboard Association for 1954, succeeding Fred W. Chlopan, who will resume the post of executive director.

Chlopan was the association's

Also elected were Ted De Harde, vice - president; Charles Freidenberg, secretary-treasurer, and John Westerdale, director of

Maurice Feldman, Joseph Bril-Ponser said that membership liant, and Dale Sauve were reelected to the board of directors. New members of the board are Everett DeWitt.

## U. S. CHAMBER **UNVEILS NEW** COIN TAX PLAN

WASHINGTON, Dec. 12 .-The U. S. Chamber of Commerce this week strongly recommended that the federal government yield to the States the federal taxes on coin-operated amusement and gaming devices. The Chamber made its recommendation in a plan submitted to President Eisenhower's Commission on Intergovernmental Relations. The Chamber suggested that the federal government yield a number of it's welfare responsibilities to the States and likewise should surrender several of its present sources of excise revenue to the States which would need additional money to handle the job.

# **Williams Names** Taran Distrib In Resort Area

CHICAGO, Dec. 12.—Williams Manufacturing Company announced the appointment of Taran Distributing Company as distributor of games and kiddie rides in Florida, South Georgia and Cuba.

Taran is owned by Sam Taran and has headquarters at 3401 N.W. 36th Street, Miami, and a branch on Riverside Avenue, Jacksonville, Fla.

Williams announced deliveries and Southern parts of California. on Struggle Buggies, a new type centage of orders specifying dime five-ball game, and last week chutes. introduced Flub-a-Dub, the firm's initial coin ride.

## Conn. City Tables License Proposal

NEW BRITAIN, Conn., Dec. 12. -The Common Council this week again tabled a proposal to end the licensing of pinball games here.

The measure was discussed by Aldermen Vincent Kotowski and Vincent M. Hayes who reported there had been no violations of the game ordinance in recent

Present licenses are renewable

# Riteway Skeds 50,000 Pix For 3-D Unit

NEW YORK, Dec. 12.-Nat Cohn, head of Riteway Sales here, disclosed this week that his photographer is currently in Hollywood motion picture studio taking 50,000 Kodachromes for use in Riteway's 3-D Theater units.

According to Cohn, Riteway's policy is to provide each operator with original color shots, with no duplicates or prints used. Cohn said that the use of originals is the only way of insuring sharp colors, contrast and depth.

He explained that many of the 50,000 Kodachromes will be of the same models in the same settings, but emphasized that each shot

would be a separate one.

Cohn said he is currently lining up distributors and that a full roster of distributors will be an an analysis of the second in 20 days. nounced in 30 days. Nationwide distribution is sought.

# Williams Finds More Ops Going To Dime Play

CHICAGO, Dec. 12.-Williams Manufacturing Company, thru Sam Stern, vice-president, report-ed that the new Struggle Buggies game has resulted in a high per-

In initial showings last week the Williams distributors offered the game with a choice of nickel or dime operation.

Struggle Buggies simulates stock car racing. It has a new type playfield with 10 miniature stock cars scoring laps.

The new Williams five-ball game has a 1-7 bumper series, an A-B-C combination play and drum type scoring reels.

Stern pointed out that his firm still feels certain that the future growth of the five-ball field is based on the switch to dime play. Since the factory introduced its dime policy two months ago, he said, there had been a gradual increase in the number of operators who have converted to 110-cent operation.

# Ponser Sees N. Y. Area Ripe for New Games

New York area is ripe for new types of amusement games, according to George Ponser, executive secretary of the Associated Amusement Operators of New York.

Explaining his position, Ponser stated that shuffle games have dominated amusement play in this area for the past five years. While he admitted they are still doing extremely well and would probably continue successful, Ponser feels the entire trade would benefit by the introduction of new games, which could serve as companion pieces for the shuffle units.

Ponser feels that any good game which offers a different play concept from shuffle games would have a good chance of building a following. However, whether or not it would last as long as shuffle games was a matter of conjecture, Ponser admitted.

Meanwhile, local operators report improved collections. They claim that receipts are still under the levels of a year ago at this

## Correction

(December 12).

NEW YORK, Dec. 12.—The | time but that the recent cold snap was a hypo for the bar and coin machine businesses.

> in AAMONY was up and the group now has the highest number of labels on equipment in its

# first executive director.

# Goldsmith Sees Sport Pix As Location Unit for Ops

revealed this week that the firm is attempting to establish its Sports Pix motion picture projec-Jake Dumler, Mark Linkner, and tor as a music machine operator

NEW YORK, Dec. 12.—Capitol | Goldsmith feels the developleague play. Westerdale has held plans to reach a new type oper- ment of coin-operated motion the post since the organization ator and new locations for its pictures as a tavern location piece was formed four years ago. movie equipment. Sam Gold- has been stymied because most of smith, Capitol sales executive, the adult viewers and motion picture machines show girlie pictures which are frowned upon by most State and municipal licensing boards for display in places where alcoholic beverages are sold.

However, Goldsmith believes few licensing boards would object to fight and other athletic

Increased Revenue

Most music operators, the Capitol executive said, are anxious to place additional coinoperated equipment in their locations to increase the revenue without adding substantially to their route operations costs.

Goldsmith claims that, on test tavern locations, Sport Pix have been averaging more than \$10 a week gross. The unit lists for

He said that film must be changed every 10 days in order to keep up the average. Each film costs \$2.50, but Goldsmith said the films are switched from one location to another, thereby keeping the operator's film investment down. He said a film is But the lace exporter can do good for about 1,000 showings, or

Capitol plans to work thru (Continued on page 87) locations with plus revenue.

Copyrighted material

# Coin Machine Exports to France To Slow Down to Trickle Dec. 30

Seeburg Paris Exec Sees Few Loophooles In Ban; Dollar Shortage Causes Embargo

the French ban of coin machine Klein explained, is a result of the collect, he is paid 85 per cent of imports which goes into effect dollar shortage in France. All im- his \$10,000 in france at the official December 30 will have some loop- ports which are not considered rate. The remaining 15 per cent holes, its effect will be to slow essential to the nation's basic down U. S. sales to France to a economy, he added, are scruntitrickle, according to Henry Klein, nized carefully. technical director of the Societe Socodimex, Paris, distributor for the J. P. Seeburg Corporation in which U. S. exporters of coin more than the official rate (about

been a resident of Paris for 10 which will be outlawed by the 400 francs to the dollar) for his years. He is currently on a month's new ruling. It goes something like remaining \$1,500. tour of this country, where he will this: NEW YORK, Dec. 12.—Harry visit the Seeburg factory in Chi- The Banque de France is the better than that. His \$1,500 can Siskind, Master Automatic Music, cago and Seeburg distributors in clearing house for all foreign purchase goods which would norsaid this week that he is not connected with a 10th Avenue reconditioning and conversion business, as reported in The Billboard Oscar Parkoff at Atlantic-Penn
said this week that he is not continued to be allowed in France operator associations and juke the continued on import licenses if dollars were to leave the country. The reasonto leave the money, being in operated movies can provide their sylvania in Philadelphia.

NEW YORK, Dec. 12.-Altho | The coin machine import ban,

**Outlines Procedure** 

\$10,000 in dollars with the Banque.

When the lace exporter goes to is called E.F.A.C. (dollars reserved for special imports).

Exporter's Option

If the lace exporter wants, the Klein outlined the procedure by Banque de France will pay him machines have been able to get 350 francs to the dollar), but less Klein, an American citizen, has machines into France-a method than the free market rate (about

# THE BILLBOARD Index of Advertised Used Machine Prices

190	Issue of	Issue of	Issue of	
Baseball, 2 player	Dec. 12	C TALL STATES OF THE STATES OF	Nov. 28	
(Chicago Coin) Big League Bowler, 4 player		2.400.000	4 7 7 7 7 7	RESTA
(Keeney)	115.00 125.00 200.00		200.00 250.00	200.00 250
Bowling Alley (Chicago Coln).	59.50	40.00 59.50	59.50	- 375 - 59
Bowling Alley, 6 player (Chicago Coin)	115.00 125.00(3)	95.00 125.00 150.00 195.00	145.00 150.00 195.00	
Bowling Champ (Keeney)		1	69.50	69
Bowling Classic (Chicago Coin. Cascade Shuffle Alley,		59.50	59.50	59
6 player (United) Clover Shuffle Alley, 6 player	School Lander College	325.00	325.00 375.00(2)	325. 375.
Club Bowler, 10 Player	500		395.00	25
De Luxe League Bowler		375.00 175.00 195.00	385.00 150.00 175.00	385. 150.00 175.
_(Keeney) Double Bowler (Keeney)		49.50 79.50	195.00 49.50 79.50	195. 49.50 79.
Doube Header (Williams) Double Score Bowler	49.50	25.00 49.50 365.00 385.00	35.00 49.50 345.00	35.00 49. 385.00
10th Frame (Chicago Coin).  Deluxe Matched (Keeney)		303.00 303.00	385,00(2) 195.00	195.
Double Shuffle Alley Express Rebound (United)	NAME OF THE PERSON OF THE PERS	69.50	79.50	79.
Four Player (Keeney)			125.00	125.
Five Player (Shuffle Alley) (United)	PRODUCTION OF THE PARTY OF	90.00 100.00	100.00(2)	99.
8 9 6 3	110.00 120.00 145.00 150.00	145.00 150.00 159.00	125.00 140.00 145.00 150.00	140.00 145.
ner our Directories	159.00 159.00w/p	1	159.00 169.50	150.00 159. 169.
Four Way Bowler (Keeney) Four Player Shuffle Alley	The second second second	125 00 125 00	195.00	195.
(United)	100.00 125.00 135.00	125.00 135.00	85.00 .110.00 125.00(2) 149.50	85.00 89, 125.000
MI-Score Bowler (Universal)	75.00	75.00	75.00	149. 75.
Hi-Score, 6 Player (Chicago Coin)	149.00	125.00 149.00	125.00 149.00 175.00	125.00 149.0 175.
High Score League Bowler (Keeney) Hook Bowler (Bally)	165.00	165.00 25.00	165.00 65.00	165. 65.
League Bowler, 4 player (Keeney)	50.00 109.50	109.50 139.50	75.00 129.50	69.00 75.0
Liberty Shuffle Alley	139.50	100	139.50	129.50 139.5
Manhattan Shuffle Alley (United)		275.00		279.0
Matched 4 player (Keeney) Matched Bowier, 6 player	210.00			
(Chicago Coin)	195.00 295.00(2)	195.00(2) 295.00(2)	220.00 295.00	220.00 265.0 295.0
Name Bowler (Chicago Coin). Official Shuffle Alley	***************************************		340.00	325.00 340.0
4 player (United)	250.00	250.00	225.00 245.00 250.00	225.00 250.0
Olympics Shuffle Alley (United)	395.00			
Shuffle Alley Deluze, 6 player (United)	95.00 125.00(2) 140.00 185.00 195.00(2)	125.00 140.00 195.00(2)	140.00(2) 165.00 195.00(2)	119.00 140.0 150.00 215.0
Shuffle Alley Express,	50.50		215.00	(e)
2 player (United) Shuffle Alley, 6 player	59.50 150.00 165.00	30.00 59.50 150.00 165.00	69.50 145.00 165.00	69.5
(Keeney)	225.00	130.00 103.00	175.00 185.00	165.00 175.0 185.0
(United):	95.00 100.00 115.00 120.00 125.00 145.00	100.00 125.00 175.00 179.00	115.00 125.00 140.00 145.00 150.00 160.00	115.00 125.0 160.00 179.0
107	175.00 175.00w/p		179.00 189.50	189.5
Shuffle Line (Bally)	179.00 69.50	69.50	75.00	69.50 75.0
Shuffle Target (Genco) Shuffle Tournament, 4 Way	50.00	49.50	Saven Co	49.5
(Universal) Single Shuffle Alley Rebound		+	135.00	135.0
Six Player 10th Frame (United)	59.50 240.00 270.00	59.50 225.00 270.00	59.50 225.00	59.5 199.00 275 0
(Omas) 111 11111111	325.00		285.00(2) 325.00	285.0
Star Bowler, 2 player	65.00 295.00	40.00 65.00 295.00	65.00 295.00	65.0 295.0
Star 6 Player (United)	200.00 265.00(2) 295.00	295.00	245.00 275.00(2) 295.00	275.00 295.0
Star 10 Frame, 6 player (United)	250.00 295.00	325.00	295.00(2)	295.00 300.00
Super Deluxe League Bowler	325.00 195.00	205.00	300.00 335.00	335.0
(Keeney) Super Deluxe Matched (Keeney)	193.00	195.00	195.00	195.00
Super Matched Bowler, 6 player (Chicago Coin)			210.00	210.00
Super Six Shaffle Alley (United)	175.00	235.00 240.00	300.00 195.00 225.00	275.00 300.00 195.00 235.00
	225.00(4) 235.00 249.50	249.50	235.00 240.00 259.50 265.00	240.00 259.50 265.00
Team Bowler, 10 player (Keeney) Ten Player (Keeney)	305.00 325.00	305.00	325.00	325.00
Tenth Frame Bowler (Chicago Coin)	250.00 275.00	270.00	285.00	179.00 275.00
Tenth Frame Special Bowler (Chicago Coin)	295.00 325.00	225.00		285.00
10th Frame Super Shuffle Alley (United)	295.00	325.00	325.00	325.00(2)
Trophy Bowl (Chicago Coin) Twin Bowler (United)	59.50	59,50	59.50 50.00	59.50
Twin Rotation (Exhibit) Twin Shuffle Alley Rebound	100.00 125.00	150.00	150.00	150.00
(Universal) Twin Shuffle Alley Rebound (United)	49.50	49.50	49.50	49.50
AND THE PROPERTY OF THE PARTY O	so no			1000 000 000

(United) .....

Two Player (United).....

50.00

65.00

25.00 65.00(2)

65.00 85.00

65.00

# Coinmen You

Chicago

Nate Feinstein, of Atlas Music, and his wife have shaken off Chicago's cold weather with a two-week vacation on the West Terminal Arcade. He feels it will Coast. Nate said, "This is one vacation where I'm going to just sit back and relax.".... Ed Ratajack, Western regional manager of AMI, is off again for the West party Saturday (11). Over 1,000 Coast. This time to help Harold of the office and production staff Sams, newly appointed sales representative, get rolling.

The Illinois Co-Op Club, formed two weeks ago by five Northern Illinois operators, held Hartford an informal meeting here in the Sherman Hotel. The club members were in town to attend the National Association of Amusement Parks, Pools and Beaches convention. Members of the club include Andy Hesch. Arlington Heights; Bob Lindelof, Skokie; Harry Buthe, Elgin; Barney Poss, Aurora, and Louis Casola, Rockford.

Ed Levin, director of sales at Chicago Coin Machine Company, finds sales moving well on both the Advance Bowler and Round the World Trainer. Frank Mencuri, sales manager, returned from a business trip Saturday

Alvin Gottlieb, of D. Gottlieb & Company, says the firm's Arabian Knights game is getting steady repeat business. The firm's yacht is now in Miami waters for the benefit of vacationing distributors.

Paul Huebsch, sales manager, and Chester Biezad, engineer, are enthused over the new wrinkles on the latest Keeney shuffle games. The firm also reports good action on cigarette vender sales.... The big shindig put on by Bert Mills for the opening of his new coffee vender plant in suburban St. Charles drew members of the trade from various parts of the country.

W. H. Kelly, Tulsa manufactur-

merits of his new product.... Herb Perkins, Purveyor, was one of several local distributors who looked into the Greyhound Bus prove a good investment.

United Manufacturing Company held its annual Christmas attended and many were awarded valuable door prizes. Johnny Casola returned from a road trip just in time to make the fete.

Francis E. Stern, whose retirement from Stern & Co., Hartford, was announced two weeks ago. will remain with the Columbia Records distributor as a consultant, according to J. Donald Cohon, newly named president.

The Cott Beverage Corporation is offering a holiday gift to soft drink consumers thru December 15. On a wide variety of Cott flavors, a free bottle opener, conveniently attached to the bottle neck, expresses the company's his route and equipment to the thanks directly to the customer. Munson Enterprises.

## Detroit

Eddie Clemons, veteran coin machine operator, cutting down Pittsburgh his juke box operation, is concentrating on financing coin machine operations and record

Mrs. Mary Jane Kamhout, mother of Bryan Kamhout, manager of the Sanitex Company, died last week at the age of 88... The Lucky Vending Company was established on the East Side by Peter Tocco, co-owner with Michael Polizzi in the longestablished Jay-Cee Music Company. Tocco's partners are Gerald Rafoul and Louis Peters.

have registered title to the Bryan ety of flavors. . . Alfred Rosen-Self-Serve Laundry, one of the zweig. Automatic Food & Relonger-established operations of freshment Company, returned its type in Detroit...Mrs. Nick from a trip to South America. er, was in town for a week Sabov. Oxford, Mich., is opening

contacting the trade on the a new automatic laundry at Lake Orion, on South Broadway,

> · Peter Engardio established the Automatic Launder Self. . . . Edward R. Bradley and Horace Smith have closed the S & B Music Company which they operated on St. Antoine Street,

## Indianapolis

With the passing of Henry J. Windt, management of the Hoosier Simplex Music Company, and the A. B. C. Vending Company, will be handled by his daughter Barbara Ann Windt. assisted by John Whithair.

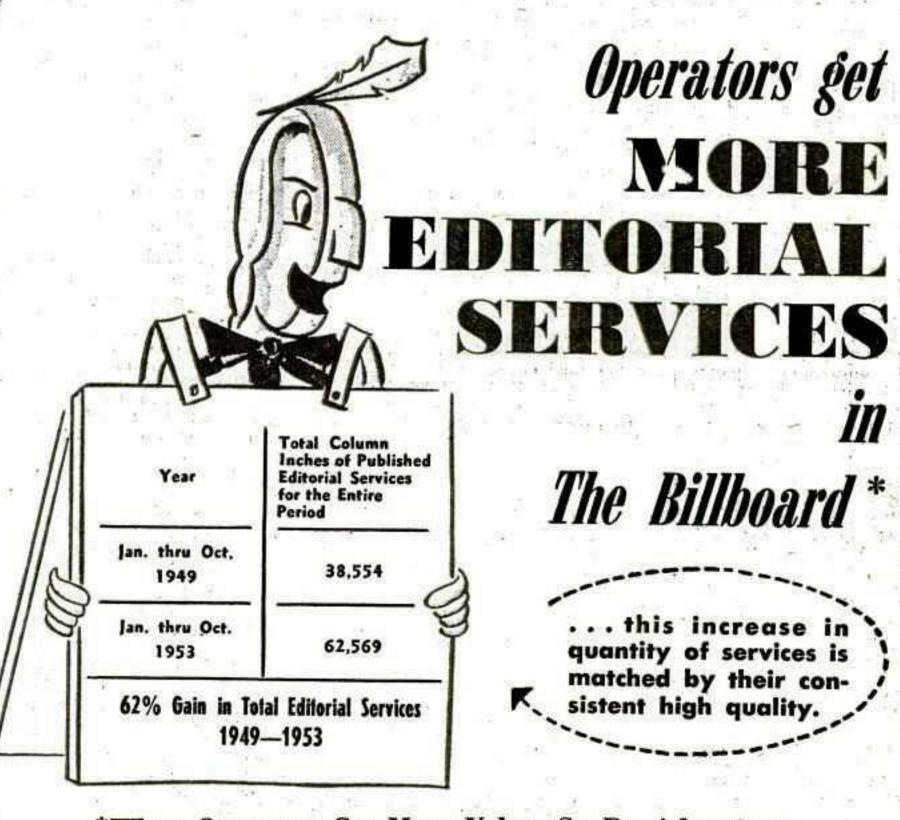
Al Calderon, of the Calderon Distributing Company, returned from the NAAPPB convention in Chicago enthused over the exhibits. Business at Calderon is good. The Rock-Ola phonograph and his other departments are humming with activity. Peter Stone, in charge of the games line, reports steady activity.

Ray Randolph, one of the pioneer operators here, has sold

Rusty Smith, of Music Distributing, reports it's the one, two or three big hits on the boxes which make collections look good.... Art Vowinkel, of Fred's Vending Service, reports the beverage business has been good with the extension of Indian summer. . . . Robert Haser, of Allegheny Amusement Company, says specialized locations are the best places today for good play.

William F. Hamel, head of Banner Specialty Company's soft drink division, reports buyers are Philip H. and Helen V. Bryan showing a preference for a vari-

(Continued on page 86)



\*When Operators Get More Value, So Do Advertisers



# KIDDIE RIDES

## Communications to 188 W. Randolph St., Chicago 1, III.

## KIDDIE RECEIPTS UP

# Ride Retail Locations Show Big Holiday Jump

By ROBERT DIETMEIER

CHICAGO, Dec. 12.-The Christmas rush results in sharply stepped-up business for coinoperated kiddle rides in department and variety-chain stores.

# Toboggan Corp. Preems Bowl Game in Chi

CHICAGO, Dec. 12.—Philadelphia Toboggan Corporation exhibited a new coin-operated bowling game, Bowl-O, at the NAAPPB show last week. The game is designed for either 5-cent or 10-cent play and lists for \$695.

The 14-foot-long game is 27 inches wide and 64 inches high. Players get 10 balls a game and bowl as in tenpins. A perfect strike counts 30 and a spare 20. The score is registered on an electric scoreboard and the pins stores. Milton Berliner, of Goldare "set up" after two balls are played. Both the scoreboard and jumps better than 50 per cent the ball board are faced with just for the coin-operated kiddie sturdy plexiglas. Mechanical pin rides. With the two Kiddielands

to Bowl-Or five years ago, but a normal week. its length of 18 feet made it impractical for many operators.
Also displayed at Toboggan's booth were Skee-Ball and ride Christmas," said Ralph Bingham, timing devices.

Jannotto, production manager, speed boat. manned Toboggan's booth during the show.

store outlets.

Beginning right after Thanksgiving, ride receipts in these holiday business." locations started climbing-and they don't taper off until after Christmas.

Sears Roebuck & Company added 10 assorted rides in its State Street store for the holidays. Thruout the year, the store uses only one horse ride-Trigger-in the boys' clothing department (selling cowboy merchandise). Like ride additions in the company's other Chicago-area retail stores enables it to step-up holiday kiddie ride business by 400 to 500 per cent.

## "Gold Mine"

James R. Yuler, of the Johnson Tobacco Company (which manages Sears' kiddie rides), declared that the Christmas kiddie ride business was a "gold mine hidden in the bushes."

Goldblatt Bros. added 10 rides in key stores, in addition to having a Kiddieland installed on the toy floor of their two biggest blatt's, estimates that business paddles are featured in the unit. included, he stated business Toboggan made a game similar climbs to 60 to 70 per cent above

"During the holidays, kiddie of The Fair Store, which has six H. S. Schneck, president; John rides, including Rudolph the Red-Allen, general manager; and Noel Nosed Reindeer, horses and a

> Wieboldt stores added four Merry-Go-Rounds in as many

Business jumps of as much as stores during Christmas, but do 500 per cent over a normal week, not add coin-operated rides. Howwere revealed by a check of sev- ard Larson, of Wieboldt's, said eral major department and variety that both the Carrousels set up in their toy departments and the coin-operated rides "do a great

Marshall Field & Company, Carson, Pirie Scott & Company and Mandel Brothers, three more big Chicago department stores, all agree that coin-operated kiddie rides hit their peak business during the holidays,

The S. S. Kresge stores, giant variety-chain, report that the 37 coin-operated rides in 30 of their Chicago outlets do their best business during Christmas. But aside Marvel Manufacturing Company, from Rudolph the Red-Nosed Chicago, whereby the New Jersey Reindeer, they don't add any rides, largely because of a lack of space. However, Rudolph does ride. well. Last year in one out-lying store, Rudolph grossed \$119 during one holiday week.

## KIDDIE RIDES 'TO TRAVEL, SAYS GOLDSMITH

CHICAGO, Dec. 12 .- "One of the truly significant developments in the kiddle ride business is the growing interest on the part of traveling show people in kiddie rides.' Thus remarked S. B. Goldsmith, vice-president of Capitol Projector Corporation. attending the NAAPPB convention last week.

The future of the kiddie ride industry, Goldsmith declared, may well lie in a greater or less degree with traveling shows.

Goldsmith said that great numbers of people associated with traveling shows made scores of inquiries of him and other kiddie ride manufacturers attending the show.

Coin-operated kiddie rides seem well adapted to the needs of traveling shows, he said, because they are easy to transport, require a minimum amount of work in setting up on location, and a minimum of supervision.

# Calendar for Coinmen

December 12—Amusement Machine Operators' Association of Dade County, annual banquet and dance, Saxony Hotel, Miami Beach.

January 7-Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford, December 20—Associated Amusement Machine Operators of New York, fourth annual dinner dance, Latin Quarter, New

## EARLY OUTPUT SEEN

# Marvel, Fiberglastics Jell Ride Body Deal

Mittleman, head of Fiberglastics for \$495. here, announced this week that his firm has entered into an inches; the motor is 1/4 horseagreement with Ted Rubenstein, firm will provide fiberglas bodies for the Marvel Jumbo Elephant

Mittelman said the bodies will be shipped to Chicago, where the bases and mechanisms will be made and the assembly per-formed. He said the ride would

# Lane Plans **Park Opening**

MIAMI, Dec. 12.—Opening of a new amusement area, Fun Fair, on a 90,000-square-foot tract on the 79th Street Causeway connecting Miami with Miami Beach, is planned within the next fewweeks, it was announced here

pool. Arcade, archery range, snack and sandwich bar.

Miami Fun Fair, Inc., is the operating company with Bert Lane, manufacturer of coinoperated kiddie rides, as president. Bernard Firestone is treas-

urer. Willie Blatt, Supreme Distribu- ride or for continuous music. tors, is associated with the Arcade venture.

Continuous

country.

NEWARK, N. J., Dec. 12.—Sid be standard size and would list

The base measures 18 by 36 power, 50 r.p.m., and a National Rejector coin chute is used. The first models are expected to come off the assembly line soon.

Marvel also makes Shuffleboard scoreboards.

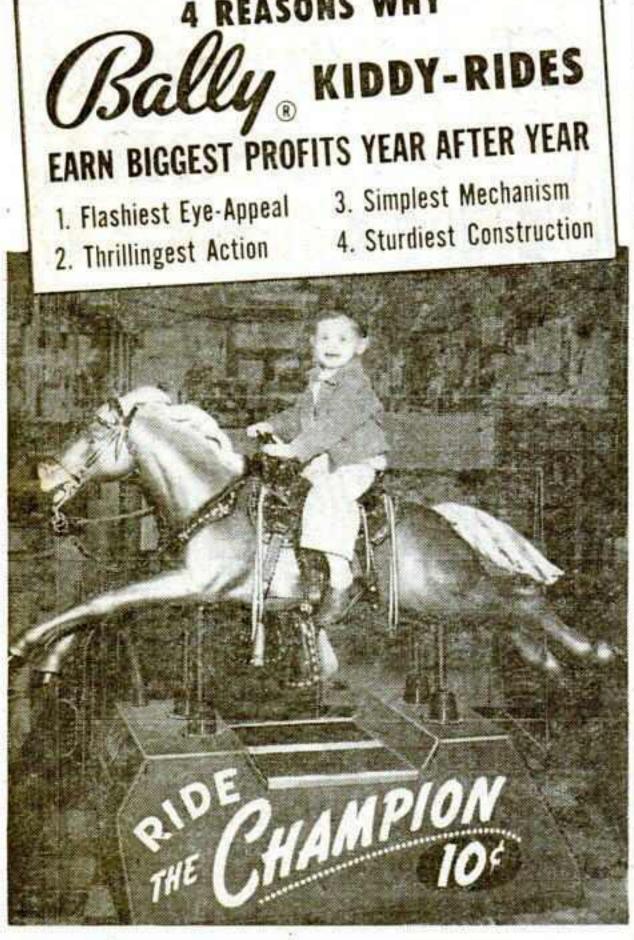
# Lane Intros 3 New Kiddie Carousels

CHICAGO, Dec. 12.-The Bert Lane Company presented the latest-version of its Musical Merry-Go-Round in three different models at the NAAPPB show. On all three models, ani-The area will feature an 18- mals are mounted on a circular hole Mini-Golf layout, a fishing revolving base covered with aluminum scuffboards.

> The coin box is mounted on the center pole and the same brightly colored type of canopy tops each. Music is supplied by a 14-record automatic-restacking changer (45 r.p.m. records) and can be set to play only with

One model is 42 inches wide and 48 inches long, the other In a release issued to Miami two displayed are each 42 inches newspapers, Lane described Fun in diameter. One unit features Fair as the pilot operation of what two laminated, plywood horses, the corporation hopes will ulti- one features two molded fibermately be a national chain of glas horses and one has two amusement areas. Lane's factory plywood horses and two plywood in Miami manufactures kiddie swans for four riders. The rides rides for distribution thruout the are fully automatic and run one minute for a dime.

Production!



4 REASONS WHY

Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.





for news about our KIDDIE RIDE EXCHANGE!

REDD Distributing Co., Inc. ALLSTON 34. MASSACHUSETTS AL 4-4040 Steadiest profit-maker in the industry! 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

NOW in the 4th YEAR

Communications to 188 W. Randolph St., Chicago 1, Ill.

### VENDING IN GERMANY:

## Mfrs. Stage Comeback, Vender Ruckus **Open Export Markets**

12.—In pre-World War II days the Canada. center of automatic merchandising in Europe, Germany is cur-rently making a comeback. A malzeit here, originally estabnumber of vender manufacturers lished in 1930, indicates present are re-establishing domestic progress. The firm is credited trade, opening export markets in with supplying 70 per cent of the

### MILK ROUTE

## **Dairy Farmer** Placed First Units in '39

JEWETT CITY, Conn., Dec. 12.

—Installation of a soft-drink vender next to a milk machine has meant a milk sales drop for a few weeks and then a return to normal sales level, according to George E. Norman dairy farmto George E. Norman, dairy farmer and milk dealer, who first installed milk machines in Eastern Connecticut industrial locations 14 years ago. He contends: "A substantial percentage of mill workers prefer milk to other drinks."

Route History

this, coupled with tampering by workers, prompted his removal of the equipment.

four years ago; now has a total plants.

Giving the plant or employees' fund a share of the proceeds, says Norman, now results in a degree of on-the-spot supervision, protection against tampering.

During October of this year, he sold the equivalent of 2,300 quarts thru venders in Eastern Connecticut.

### San Diego BBB Vender Code Used by Press

SAN DIEGO, Dec. 12. - The Better Business Bureau of San Diego, Ltd., has adopted a 10point set of advertising standards for vending machines. They are based on those formulated earlier by the St. Louis Better Business Bureau and follow in part the 7-point minimum standards adopted by the National Better Business Bureau, Inc. (The Billboard, November 28).

This week, the acceptance of the standards by the Union-Tribune here was announced by the local BBB branch.

For purposes of comparison, the San Diego standards follow: 1. No reference may be made directly or indirectly to possible earnings from unlocated vending machines. Any statements of earnings of an established vending machine business being ad-(Continued on page 79)

### New Mass. Bill Outlaws 'Bait' Advertisements

BOSTON, Dec. 12.—State-wide action against bait type advertising, in recent years a growing problem for the automatic merchandising industry via classified it has for over 20 of the past 21 1932—dial type weighing scales. ad columns, has been taken in years since it first set up its It was soon decided that even rather than competition for our Massachusetts. The State Legisla- special vending machine depart- this comparatively simple type of counters and departments selling ture passed a bill designed to ment? Milton Berliner, assistant non-product equipment is better similar items." outlaw such practices.

bill, which was prompted by the issue of Vend, sister publication operator-placed. Boston Better Business Bureau, of The Billboard, which carries A full - time field supervisor, ment in a single store. As many were requested by the Los the full story of the Goldblatt Leo Pomper, is in direct contact as three or four different opera-(Continued on page 79) operation.

FRANKFURT, Germany, Dec. and eying representation

A report on one German vender Holland, Sweden, South America new vending equipment now going to West German buyers.

Like other European and Scandinavian manufacturers, Telefonbau builds machines for outdoor operation. Also like its European contemporaries, it sells units di-rect to the retail establishments where they are placed.

To date, companies specializing in the operation of venders are unknown here. Machine manufacturers furnish the mechanical service, while the retail store stocks the merchandise and col-(Continued on page 79)

## Candymen See Aiding Imports

CHICAGO, Dec. 12.—Growing competition from confectionery manufacturers in other countries Norman pointed out his first cannot be met by U. S. firms if machines, placed nearly a decade the latter are unable to buy inand a half ago, were water-cooled gredients at prices prevailing in and required more care than present venders. During World William F. Olsen, president of War II milk price was frozen; Curtiss Candy Company, de-

foreign trade being presented to of seven milk machines in four Illinois congressmen following a fectioners.

> ucts off the market restricts pro- climax to a general decline that (Continued on page 78) has continued for several weeks.

## Air Insurance At Chi Airport

City Asks Removal Of Underwriters' Units in 30 Days

CHICAGO, Dec. 12.-The sale of the air travel insurance thru venders at Midway Airport, at least under the present set-up, may come to a halt within 30 days. If the present Associated Aviation Underwriters equipment is not removed at the end of that time, the city threatened Tuesday (8) to stop airline operations at the airport.

Assistant Corporation Counsels cancellation of all airlines' leases. city as latter's commission on the Price was not announced. insurance vender sales.

for a temporary injunction to re- already been assembled.

(Continued on page 78) It was indicated that the

Tobacco Stock Dip

Follows Cancer Scare

## Mills Buys Arctic Patents, Garvey **Heads New Division**

1st Dual-Flavor Ice Cream Machs. Scheduled for January Delivery

creation this week of a new refrigeration. Package Merchandise Vending Division headed by Richard Garvey. First equipment produced under the division will be a redesigned Arctic ice cream vender, patents of which were purchased by Mills from Gordon Haase, former head of the Arctic Vendor

selection ice cream machine will John Melaniphy and Frank Lo-renz stated if the machines were be made in January with 150-bar not removed by the end of De-cember, they would recommend mechanism, it will have a larger cabinet (5 by 3 by 2 feet) with The dispute involves annual payments of at least \$70,000, plus a bonus of at least \$65,000, to the unit it was attached to the door). wiring and components mounted

The first 20 pilot models of the Aviation Underwriters asked new unit are reported to have

CHICAGO, Dec. 12.—Mills | machine also will be adapted for Industries, Inc., announced the other types of products requiring

Garvey, who had acted as business manager for Arctic Vendor Sales, purchased the physical assets of the firm from the receiver in bankruptcy proceedings.

## Sales Company, Appleton, Wis. Initial delivery of a dual Bunte-Chase Candy Merger Is Completed

ST. LOUIS, Dec. 12.—The merger of Bunte Brothers, Inc., and the Chase Candy Company, negotiated for some weeks, has been completed. A New York syndicate, composed of F. S. Yantis & Company, Inc., which owns 41.3 per cent of outstanding common stock of Chase Candy, and three other investment firms, bought 226,000 shares of outstanding 249,163 shares of common stock in Bunte at \$15 a share.

The name of Bunte Brothers, made by some members of the Tuesday (8) before the Greater Inc., has been changed to Amerimedical profession that there is New York Dental Meeting by Dr. can Candy Company, with Bunte a correlation between heavy and Ernest L. Wydner, of the Memo- now a division of American.

### (Continued on page 79) Chi Co. Bows New Roll-Type

Stamp Vender

CHICAGO, Dec. 12. - Postage Stamp Vendor Company an-nounced a new roll type stamp vender this week, in single and double roll models, ranging in price from \$33.75 for the one column nickel unit to \$59.75 for the dual column dime-nickel

Called the Rollvend, the machine features a series of "magic fingers" which engage the stamps at exactly the point of perforation, carry the proper number forward to the point of delivery, This eliminates the knife in roll stamp units which cut the stamps from the roll.

According to W. B. Fitzgerald, president, the machine can be easily adjusted to vend one, or two or three stamps at a time. The 20 gauge steel cabinet weighs nine ponnds, is 8 by 7 by 13 inches.

A major customer target, said Fitzgerald, is the industrial operator. The firm plans to promote installation of the new unit in existing vender batteries in plants.

#### continued cigarette smoking and rial Center for Cancer and Allied clared this week. Olsen's statement was part of a lung cancer haven't been felt in Diseases, and Dr. Alton Ochsner, presentation of Illinois candy vending circles, their impact on chairman of the department of Norman got back into vending makers' views on agriculture and the New York Stock Exchange surgery, Tulane University School was immediate and considerable. of Medicine, New Orleans.

Wednesday (9) saw tobacco meeting Wednesday (9) of con- stocks dropping nearly four points, carrying quotations for the Big "I believe that a government Five to new lows for the year. program which prices farm prod- The dip is believed to be the

Co - Chairmen of the Council

(Continued on page 78)

NEW YORK, Dec. 12.-While | A contributing factor to the dip the effects of the charges recently may have been statements made 20 Times Risk

Dr. Wynder said 13 independent studies of lung cancer and smoking pointed to the conclusion that 'the prolonged and heavy uses of cigarettes increases up to 20 times the risk of developing of cancer of the lung."

Dr. Ochsner said medical men were now "extremely concerned (Continued on page 78)

#### **New Bert Mills** ANN ARBOR, Mich. Dec. 12.- | co-ordination of the efforts of A future stabilizing effect on the industry, health agencies and the Plant Dedicated bulk beverage and food vending public in the betterment of food fields, along with other retailing and beverage service and the and handling phases of such environment sanitation conditions

ST. CHARLES, Ill., Dec. 12.-The open house celebration which officially opened the new Bert Mills Corporation plant here Friday will be carried over to Sunday when 200 employees and their families will be treated to a buffet dinner in the new facilities.

Sanitation Foundation, Ann Arbor Herbert Chadwick, vice-presiand Cyril Kegler, chairman of the dent, reported that operators, suppliers, National Automatic Public Health Committee of the Merchandising Association offi-To aid the chairmen in planning cials and other interested industry (Continued on page 78)

### WHY USE VEND<del>ING</del> SPECIALISTS?

New Food, Bev. Sanitation

Industry-Health Council on Food establishments

and Beverage Sanitation here last | country."

States Public Health Service.

Purpose and scope of the new

council was announced as "the

agreed principles for the protec-

tion of health; and the voluntary

Group Seen Factor in Vending

products, may be exerted by the surrounding such services in the

formation of a new National home, at public and private

The creation of the voluntary are John D. Faulkner, chief of

organization followed a joint the Milk and Food Branch, Divi-

meeting of the National Sanita- sion of Sanitation, U. S. Public

tion Foundation, National Restau- Health Service; Walter F. Snyder,

rant Association and the United executive director of the National

development and promotion of National Restaurant Association.

## Good 'Dollar Sense' Reports Goldblatt Dept. Store Chain

CHICAGO, Dec. 12.—The vend-City and four other Illinois and Indiana municipalities. Machines are also installed in the chain's four warehouses.

to the independent operator—as by the chain was purchased in counter sales, said Berliner. "It purchasing manager for the food installed by operators. All new Copies of the Massachusetts division, answers in the December scale additions since have been Goldblatt's does not insist that

ing machine operator, as an auto- not in the vending business; we of the chain's vending interests matic merchandising specialist, is believe specialists are best quali- since 1935. welcome adjunct to the Gold- fied to handle such an operation blatt Bros. 18 department store and to realize the best possible Goldblatt department store operaretailing empire in the Windy profit potential for all concerned." tion is setting a precedent: vend-18 Operators

operators servicing almost 500 venders thruout the 22 outlets. Why does Goldblatt chain turn The only coin equipment owned

with equipment and the 18 opera-AND THE PARTY OF T

Berliner pointed out: "We are tors. He has managed this phase

In at least once instance, the ers are made available to both Today, there are 18 different customers and employees, often thru dual installations in recreation areas and on the retail floor.

> Vending does not conflict with is considered a complement to

> Unlike most industrial plants, one operator service all equip-

(Continued on page 78)

### 'PEERLESS' REFERENCES

NEW YORK, Dec. 12. -Ticket scales have been accorded some blue-ribbon publicity in recent weeks via the Reader's Digest and This Week magazines. Millions of potential scale users read the following item which appeared in both publications:

Not long ago, the Peerless Weighing and Vending Machine Corporation, whose scales dispense date, weight and character for 1 cent, advertised for a sales executive. One applicant stated in his letter:

"I am clever, intelligent, diplomatic, tactful, loyal, enterprising, persevering, resourceful, trustworthy and ambitious."

The clincher: 10 attached Peerless scale cards irrevocably attesting to these attributes.

He was hired.

THE PERSON NAMED IN COLUMN

PERSONAL STANK TOWNSHAME

### FOR SALE

13 Keeney Electric Cigarette Machines, very clean. Write

FRANK GUERRINI Burnham, Pa.

### Canada Dry Earnings

NEW YORK, Dec. 12.-Canada Dry Ginger Ale earned a net income of \$2,382,017 for the year ended September 30. For the previous year, net earnings were \$2,301,691.

### Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month ... Without Cost!

This breezy little newspaper has made a big hit with operators the country over ... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern



### CIGARETTE MACHINES

All machines vend King Size and Standar all columns - including matches. Can be set for either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ vending.)

UNEEDA CIGARETTE VENDORS Model A, 6 Cols., 180 Cap. . . . . . . . . . . . . 87.50 Model 500, 9 Cols., 350 Cap. . . . . . . . . . . . . . . . 95.00

Regular Size, 6

Cols., 380 Pack Cap.

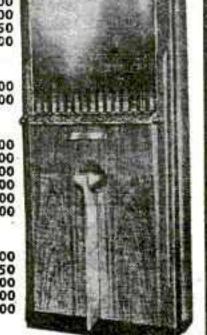
887.50

Dugrenier Cigarette Vendors Model W, 9 Cols., 308 Cap. . . . . . . . . . . . . . . . . . 95.00

ROWE CIGARETTE VENDORS 

CANDY MACHINES
Rowe Candy Machine, 120 Bar Cap., 8 Cols. . . . \$ 85.00 DuGrenier Candyman, 72 Bar Cap. ..... 49.50 

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting. AH Equipment Unconditionally Guaranteed. Trade Prices. 1/2 Deposif, Balance C.O.D.



SPECIAL! Unecda Model 500, 15 Cols., 425 Cap., All King Size or Regular, \$100.00.

### UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW . . . RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295



in this advertisement.

### **OPERATORS**

Contact your nearest VICTOR distributor at once for full details.

Packed & Sold 4 to the Case. Capacity 500

Chicago 39, III

### First Ice Vender For Delaware City Bows in Style

WILMINGTON, Del., Dec. 12 .-The first coin-operated ice vending machine in this area was Pike Diamond Gulf Service Station in suburban Fairfax.

The unit is designed to dispense 25-pound blocks of ice, or bags of either crushed or cubed ice. Any combination of coins brings the desired type of ice sliding onto one of three receiving platforms.

The new vending machine is in the service station's parking lot so that motorists have easy access to it. It operates on a 24-hour basis, is lighted at night.

The unit was installed and will & Coal Company.

### Mech. Merchants Opens 4th Branch

CHICAGO, Dec. 12.-Mechanical Merchants, Inc., announced the addition of a new branch this week in Kankakee, Ill. Herman Stamer, president, said this brings to four the out-city branches of the operating firm. Each is super-The other branch operations are quality. in Joliet, Ill., and Kenosha and Beloit, Wis.

his firm had retained Brinks Express to service its Chicago operation. Still on a trial basis, the armored truck service picks up coins from headquarters, eliminates counting, packaging chores (routemen bag, tag individual collections).

### MANDELL GUARANTEED **USED MACHINES**

N.W. DeLuxe 16 & 54 Comb \$13.9
N.W. =39 1¢ Porc 7.9
N.W. #33 1¢ Porc. B.G 7.9
Master 1¢ Bulk Porc 7.4
Master Sc Bulk Porc 7.4
Master 1c & Sc Bulk Porc 7.9
Columbus 1¢ Bulk 7.4
Silver King 1¢ B.G. or Mdse 7.4
Silver King 5c 7.4
Exhibit Post Card (Metal) 15.00
Advance #D 1¢ B.G 7.4
Advance =11 Mdre 5.9
Mutante - II mure,
MEDCHANDICE & CHARLIES
MERCHANDISE & SUPPLIES

Pistachio Nuts,	Jumbe	QU.	een	
Pistachio Nuts,	Vendo	r's M	ix .	
Cashew Whole				 - 1
Cashew Butts .				 -
Peanuts, Jumbo				
Spanish				
Mixed Nuts				
Almonds 480 ct.	S Ibs.	vac.	pk.	
Baby Chicks				 -
Rainbow Pranu	ts			
Boston Baked B	Beans			
Hobby Mix				
Jelly Beans				
Licorice Lozens	les			
M & M				
Assorted Fruit	Charm	5. 100	ct.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. /3 Deposit, Balance C.O.D.

SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St. New York 18, N. Y. LOngacre 4-6467

### Van Houten Bar Sales Up 25% In N. Y. Venders

BROOKLYN, Dec. 12.-Sales of Van Houten candy bars to vending operators and theaters in New placed in operation Friday (5) York's five boroughs have in-with the opening of the Concord creased by 25 per cent in the last York's five boroughs have intwo months, according to Harry Schnapp, exclusive sales repre-sentative for the line in the area.

Schnapp, who was named area representative by Van Houten in August, said that sales of 10-cent bars have been increasing steadily in industrial locations, while in industrial locations, while Company, Young and Rubicam, progress has been slow in movie the Mutual Broadcasting System locations.

He explained that pricing in the latter locations poses a problem. For example, he said, most theaters sell bars for 6 cents and be serviced by the Diamond Ice 12 cents in their lobby stands. They are reluctant, then, to place the same brands in venders and sell them for 5 cents or 10 cents. High Prices

The most common practice, he said, is to vend low-weight, nonnationally advertised brands for 5 cents and get higher prices for name brands over the counter.

While Schnapp feels there will be some customer resistance to a 10-cent bar vend, he points out that 10-cent vends have gone over in industrial locations, provided vised by a resident manager. the bar has the weight and

The vender could do well on its Stamer also announced that with the lobby stand, Schnapp believes. An ideal arrangement, he said, would be to have the stand sell bars for 6 cents and .vend higher weight and better quality bars for 10 cents.

### Harry Greenwald Reports Strong Coin Meter Sales

BLAUVELT, N. Y., Dec. 12 .-Harry Greenwald here, manufacturer of the recently introduced Series 5000 Accumulator, reports that the coin meter is racking up strong sales to operators of washing machines, radios and television sets.

According to Greenwald, the timing mechanism of the unit may be removed from its vault housing by merely unlocking the door. He said the mechanism consists of five parts and can be taken down in 90 seconds.

The meter accepts 14 coins in advance and lists for \$28.95. This is the second meter in the Greenwald line. The Series 300 single coin unit (5, 10 and 25 cents) lists for \$14.45, while the Series 3000 multiple coin unit (15, 20, 30, 50 and 75 cents) lists for \$14.95.

Greenwald has designed meters for New York Telecoin and was formerly an engineer for Robco. The International Washing Machine Parts Company, Inc., Elmhurst, N. Y., is exclusive sales agent for Greenwald's meters.

### Guggenheim Intros Telephone Charm

NEW YORK, Dec. 12.-A reproduction of a telephone dial that actually turns is the latest addition to the current line of charms by Karl Guggenheim here.

The styrene plastic charms are made with two revolving parts and come in assorted colors. The dial letters and numbers are printed in red and black.

COLUMBIA, S. C., Dec. 12,-South Carolina Tax Commission reported cigarette tax collections for November totaled \$430,000, a drop of \$55,000 compared with \$485,000 collected in the same month a year ago.

### **PM Promotes** 3 Executives

NEW YORK, Dec. 12 .- The shift of three Philip Morris executives to new posts was announced this week by Harry W. Chesley Jr., PM vice-president.

Roger Greene, a PM employee since 1936, has been promoted from advertising manager to advertising director. John R. Latham, recently with the Curtis Publishing Company, replaces Greene. Latham had been with the American Tobacco Company, the American Cigarette and Cigar and Roy S. Durstine, Inc.

John R. O'Connor, with PM since 1936, becomes assistant to the vice-president in charge of sales, a newly created position. Since January he has been regional manager for the Pacific Coast, Alaskan and Hawaiian districts.

Bree Johnson, with PM since 1938, has been named regional manager for the seven Western States. He had been manager of field sales.

## ROCKET CHARMS **ROCKET MACHINES**

World Globes ......\$15.00 Jumbo Basketballs . . . 19.00 Jumbo Footballs . . . . . 15.00 Jumbo Luminous Bulbs . 15.00 Jumbo "Fluorescent" Bulbs ..... 19.00 Sparkle Rings . . . . . . . . 15.00 Gold-Plated Teeth ..... 12.50 Tinsel-Colored Small Bulbs, with Ring.... 10.00 8-Balls . . . . . . . . . . . 15.00 All prices-per 1,000 f.o.b. Jamaica, New York. Or: At Your Distributor.

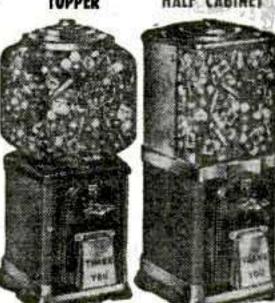
Memo to Rocket Operators: Mix all of the above items in your Rocket Machines. It's a good assortment and IT SELLS.

Memo to Penny Machine Operators: Every item above, except the Jumbo Basketball, vends perfectly in le Ball-Gum-Charm Machines and in 5¢ All-Charm Machines. Feature These

### SAMUEL EPPY

& CO., INC. Jamaica 2, New York 

#### YOU HAVE TRIED THE REST . NOW BUY THE BEST! VICTOR HALF CABINET TOPPER



\$12.00 \$13.50 100 OR MORE MACHINES LESS THAN 100 MACHINES 1/3 Deposit on all orders. PARKWAY MACHINE CORPORATION 715 Enser St.

**FEATURES** 

Nuts

VEND-PUBLISHED BY THE BILLBOARD MONTHLY

HUNDREDS OF MONEY-MAKING **VENDING IDEAS** Candy Cum & Beverages Tobacco Cost you a fr. ction of a cent a New Products Trends piece-when you subscribe to Vend-the Industry News Market Place magazine of automatic merchandising!

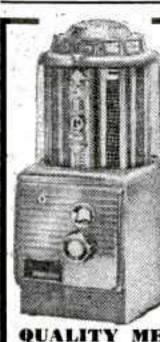
Articles Fill in-tear out-mail today! Editorials VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes-Please sign me up for Vend for ☐ 1 year at \$4. ☐ 2 years at \$6. ☐ 3 years at \$7.50 (Foreign rate, one year, \$6)

### Charge Danish Youths With Vending Thefts

AALBORG, Denmark, Dec. 12. -A series of vending machine robberies came to an end here recently thru the arrest of three teen-age boys. During the past knuckle-dusters, had broken into several cigarette venders and stolen more than 10,000 cigarettes and small amounts of cash.

The high cost of cigarettes in Denmark, due to heavy taxes, is a prime incentive to the thefts of these items. Retail price of all cigarettes is fixed by the government, and the current price for the popular brands is just a trifle less than 50 cents for a pack of 20.



HORTHWESTERN 10 SELECTOR **GUM VENDOR** 

Greatest Money-Maker We stock complete line of Northwestern Vendors, Parts, Accessories and Supplies. Immediate

Delivery. QUALITY MERCHANDISE 

Write for complete list of supplies. BADGER SALES CO., INC. 2251 W. Pico Blvd. Los Angeles 5, Calif.



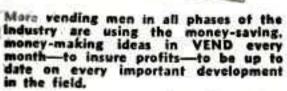
Copy of

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









4302

Less than a penny a day-brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine 2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to VEND for ☐ 1 year \$4 ☐ 2 years \$6 ☐ 3 years \$7.50 Payment enclosed Please bill me (Foreign rate, one year, \$6)

..... Zone ... State ....

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, c-ly 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. 21	Nov. 28	Dec. 5	Dec 12	
\$7.45	\$7.45	\$7.45	\$7.45	Advance Model D Ball Gum
5.95	5.95	5.95	5.95	Advance No. 11 Mdse
10.00 6.50	10.00	10.00	10.00	Advance Stick Gum, 1c Atlas Nut, 1c
95.00 750.00	95.00	-		Coca-Cola Cup Dispenser Coles 3 Drinks
7.45	7.45	7.45	7.45	Columbus 1c
250.00(2)	250.00	250.00	225.00	raig Ice Cream Vender, 10c.
350.00 475.00				Orink-O-Mat, 1,000 Cup Orink-O-Mat 3 Drinks
49.50	49.50	49.50	49.50	DuGrenier Candyman
85.00 125.00	85.00 125.00	85.00 125.00	85.00 125.00(2)	OuGrenier S (7 col.) OuGrenier Champion (9 col.).
115.00 125.00	115.00 125.00	115.00 125.00	95.00 115.00	OuGrenier Model W (9 col.)
	15.00		150.00	Vendor 5c-10c-25c
15.00 85.00	15.00 85.00	15.00	15.00	Exhibit Card Vendor, 1c Foot Ease (Exhibit)
150.00	150.00	150.00	150.00	tot Snack Bar (5 col.)
110.00 250.00	110.00	110.00	110.00	lupp Cold Drinks
49.50	49.50	49.50	49.50	Gleenix 5c or 10c
125.00 125.00	125.00	125.00	125.00	Vendor
135.00			(*)	Lehi PX (8 col.) Lehi PX (10 col.)
89.50	89.50	89.50	89.50	Marion Scale
7.95	7.95	7.95	7.95	Master 1c & 5c
7.45 7.45	7.45 7.45	7.45 7.45	7.45 7.45	Master 1c
89.50	89.50	89.50	****	Aills Candy (5 col.)
16.50	. 16.50	16.50	18.00 16.50	Mills LoBoy Scale
65.00 95.00	65.00 134.50	10.50	10.50	fills Tab Gum
95.00	45.00 25.00			ational Electric
95.00 130.00(3) 125.00	130.00(2) 145.00(2)	130.00(2) 145.00(2)	130.00(2) 145.00(2)	ational 930
145.00(2) 7.95	7.95	7.95	7.95	orthwestern 33 Ball Gum
13.95	13.95	13.95	13.95	orthwestern Deluxe  1c and 5c
7.95	7.95	7.95	7.95	orthwestern Model 39, 1c
69.00	69.00	69.00	69.00	orthwestern Stamp
49.50 150.00(2)	49.50		49.50	op Corn Sez evco Ice Cream Vendor, 10c. evco Ice Cream Vendor
395.00 85.00	85.00 124.50	85.00		2 col., 10c
155.00	155.00	155.00	155.00	Rowe Candy (8 col.) Rowe Crusader (10 col.)
8900000				Rowe Diplomat Electric
175.00	175.00	175.00	175.00	(8 col.)
85.00			85.00 95.00	owe Imperial (6 col.)
155.00	155.00	155.00	155.00	owe Imperial (8 col)
135.00	135.00	135.00	135.00	lowe President (10 col.)
155.00(2)	155.00(2)	155.00(2)	155.00(2)	
145.00	145.00	145.00	100.00 145.00	lowe Royal (8 col)
	39.50			Shipman Candy (3 col.)
	19.50 19.50			Shipman Gum (2 col.) Shipman Lifesaver (2 col.)
2531			25.00	hoe Shine Machine
7.45	7.45 7.45	7.45 7.45	7.45 7.45	ilver King 1c Ball Gum
7.45 7.45	7.45	7.45	7.45	Silver King 1c Mdse
150.00	160.00	130.00 160.00	130.00 160.00	Stoner Candy (8 col.) Super Vend Selective Drink
325.00 335.00	325.00	325.00	325.00	Vendor, 3 Drinks
65.00	65.00 89.50 125.00	65.00	65.00	Inceda Candy
125.00 87.50	87.50	125.00 87.50	125.00 87.50	Ineeda Electric (9 col.) Ineeda Model A (6 col.)
75.00	75.00	75.00	75.00	Ineeda Model E (6 col.)
85.00	85.00	85.00	85.00	Ineeda Model E (8 col.)
135.00	135.00	135.00	95.00 135.00	Ineeda Model 500 (9 col.)
87.50	87.50	87.50	100.00 87.50	Ineeda Model 500 (15 col) Ineeda Monarch (6 col.)
	49.50	49.50	49.50	U-Select-It
49.50 39.50				Wizard Scale

## Coinmen You Know

Twin Cities

Arnold Golden, Sandler Distributing Company, back from a swing thru Minnesota and North Dakota which took him to Sauk Center, Long Prairie, Browerville, Brainerd, Detroit Lakes, Fergus Falls and Fargo, reports operators thruout that area pleased with the way the fallwinter season is opening up.

Frank Chacksfield's recent whirlwind visit to the Twin Cities was climaxed by a cocktail party at the Nicollet Hotel, Minneapolis, for 50 operators, dealers and disk jockeys by Herb Sandell, head of the wholesale record department at Lieberman's. Chacksfield's "Ebb Tide" and "Golden Violins" enjoyed an upsurge in local ratings as a result, with the jockeys pumping the tunes.

Vegas.... Elgin McDaniel, Wade- Coast area.

\*

na, Minn., coinman, in town on a shopping tour, was doing most of his talking about the new house he just moved into.... Coinmen here are mourning the death in an airplane accident of Newell Benson, manager of the Omaha Office for Atlas Music Company.

### New Euclid Candy Chi Quarters After Jan. 1

CHICAGO, Dec. 12.-Euclid Candy Company announced this week that after January 1, its warehouse and shipping facilities would be located at 2448 Montrose Avenue. Present headquarters and manufacturing facilities at 619 South Kilbourn Avenue will be leveled to make way for the Congress Street superhigh-

It was stated that Midwestern orders would be supplied by the Fritz Eichinger, St. Paul opera- firm's Brooklyn plant after this tor, and his wife returned from a month. The Los Angeles plant visit to San Francisco and Las will continue to supply the West

Ice Cream Output Up 6% in October

WASHINGTON, Dec. 12.-Ice cream production, for the second consecutive month was at the highest level for October since 1947, up 6 per cent over October, 1952, and 9 per cent above the 1947-1951 average for the month, the Bureau of Agricultural Economics reported.

From September to October, output declined 18 per cent, compared with a drop of 18 per cent a year earlier and an average decrease of 20 per cent between these two months for the 1947-1951 period.

Production totaled 531,930,000 gallons for the first 10 months of 1953, 2 per cent above the like period last year, and 4 per cent more than the January-October 1947-1951 average.

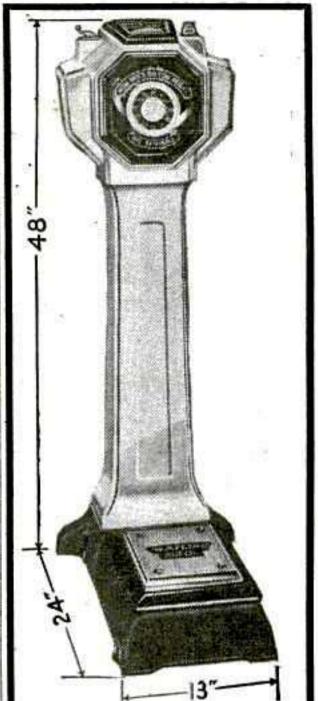
October production, compared with production last October was up in all sections of the country except the South Atlantic and the West. Compared with the October 1947-1951 average, ice cream output was greater in all regions, the gains varying from 2 per cent in the Mountain States to 14 per cent in the East North Central.

### Lily Names Hartmann

NEW YORK, Dec. 12.-Lily-Tulip Cup Corporation announced the appointment this week of F. Hartmann as assistant to the president.

Hartmann, formerly a director and president of Butler Paper Products Company, Toledo, has had 25 years' management and merchandising experience in the paper container industry. He was chairman of the Paraffined Carton Research Council from 1945 to 1952.

WASHINGTON, Dec. 12.—Shipment of nonreturnable beverage bottles in October amounted to 92,585 gross, an increase of 42,403 gross over the same month last year, the Commerce Department reported this week. Shipments of returnable glass beverage containers in October totaled 418,766 gross, a decline of 197,406 gross from October, 1952, Commerce reported.



DOWN **Balance \$10 Monthly** 

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON POR-CELAIN ENAMELED, FOR **OUTSIDE LOCATIONS** WRITE FOR PRICES

Invented and Made Only by

Manufacturing Company 4650 W. Fulton St. Chicago 44, III. Est. 1889 — Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago



Be first with the best in your

territory!

YOU'VE BEEN ASKING FOR

-Prefilled-saves time on route! -Big 8½ lb. capacity globe with "showcase"

-Automatic loader positions charms against glass sides for maximum visibility! —All die-cast—sturdy—sealed coin boxes

available! —Also Vends NUTS and CANDY!

MFG. & SALES CORP. Phone: ORchard 1-7725 12220 Triskett Road Cleveland 11, Ohio Manufacturers of Coin-Operated Vending Machines Since 1925 Get Full Particulars! Write, Wire or Phone TODAY!

Full Line of Bulk Vending Machines, Su; plies and Parts

ACORN—VICTOR—SILVER KING. Eastern Distributor of SWAMI FORTUNE TELLING NAPKIN DISPENSERS.

NEW CURTIS CHARM MIX now available for immediate delivery. \$10.00 fill will gross you approx. \$28.00 to \$30.00.

N. Y. OPERATORS: Visit us at our new premises, conveniently EASY PARKING.

SALESMEN - We drop-ship your orders promptly.

TERMS: 25% deposit with C.O.D. orders, or send check for full amount to save C.O.D. charges.

CURTIS DISTRIBUTING COMPANY Long Island City 3, N. Y



### PIONEER AND VICTOR

EXTEND THEIR VERY BEST WISHES FOR A

## Ahristmas!

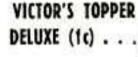
### VICTOR'S BABY GRAND DELUXE

The 5¢ Charm Vender that is sweeping the country!

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!

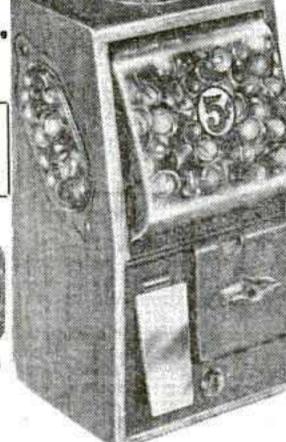




100 or more, \$13.50 each. Less than 100, \$14.25 each. (For Twin Window Style, add 50¢ per



One Victor's Topper Deluxe (5¢) All Charm Vender Filled .... \$25 Four Machines Filled .........\$97



We stock the complete line of Victor vendors. 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 with-

WRITE FOR OUR COMPLETE CHARM AND MERCHANDISE LIST!

### PIONEER VENDING SERVICE

590 ALBANY AVE.

Phone: PResident 4-5358

BROOKLYN 3, N. Y.

### "America's Finest" ASK ANY OPERATOR OF THE Keeney Deluxe Electric CIGARETTE VENDOR

\* For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity \* Easy loading with swing-up top . 3-way match vending Alternate front and rear column vending ★ Quick price changes . Large storage. Write for an immediate free demonstration today. 2600 W. 50th St.

J. H. KEENEY & CO., INC. Chicago 32, III.

WHAT DO YOU HAVE TO SELLS



#### every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard

Write Box 666, 2160 Patterson St., Cincinnati, Ohio

### Goldblatt

Continued from page 75

tors place machines in one store. Because we believe vending is a specialized business, the operator who services one or two types of equipment is even more of a specialist," Berliner pointed out.

(Editor's note: This is in variance with the trend in automatic merchandising today; most operators have found it practical and possible to handle at least several types of equipment profitably for themselves and their locations.)

Where are venders placed in the Goldblatt stores? Wherever there is a heavy flow of converging traffic.

#### Vender Placement

Machines are spotted in batteries before elevator banks, one or more units are installed at vantage points on different floors in a store; they are also placed in groups of two and three on stair landings, next to main-floor entrances, and in certain departments where demand dictates fewer machines but furnishes sufficient volume.

In the new suburban Park Forest store, venders are termed particularly valuable because it does not have a cafeteria." Thus, employees are afforded a quick, convenient and low-cost snack lunch; customers are offered the same service.

But the presence of a cafeteria does not mean venders are banished in that store. In the Chicago State Street store candy and bulk units stand before the entrance to the eighth-floor cafeteria, do a "healthy amount of business."

The four to six weeks preceding Christmas can mean extra volume via extra venders for many of the Goldblatt operators. Wherever possible, they are urged to install additional units to accommodate the holiday shopping crowds. New batteries of equipment may be placed at peak points where set up; too, extra equipment often supplements regular battery and small installations thruout a

Berliner said most of the operators have such extra equipment available, or manage to move it in from some lower volume stop.

Vender Variety

All of the major and some newer type product machines are used in the stores Installations currently include candy, cigarette, cup soft drink, ice cream, milk, coffee, penny bulk candy, ball gum and tab gum venders. Perfume and sanitary napkin units are placed in women's restrooms; photo venders are also scattered thru the chain.

Sandwich venders, hot or cold or both, are also scheduled for early placement in the stores as this type equipment becomes more available.

Goldblatt's has found its operators "co-operative, efficient, prompt in service and an allround asset to business."

"Perhaps the benefits of using operator-specialists can best be summed up in a single word: service," Berliner said.

www.americanradiohistory.com

NEW 5c ROCKET CHARM MIX 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 Victor 5¢ Rocket Charm Machines .... S57.00 2,000 "Graff's 5# 40.00 Rocket Charm Mix" ... \$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. Ca-pacity 500 Rocket GRAFF VENDING SUPPLY CO. Dallas, Texas harms.

### Tobacco

Continued from page 75

about the possibility that the male population of the United States will be decimated by cancer of the lung in another 50 years if cigarette smoking increases as it has in the past, unless some steps are taken to remove the cancerproducing factor in tobacco."

Harris B. Parmele, director of research for P. Lorillard Company, makers of Old Gold, Kent and Embassy cigarettes, countered that "even the most biased individuals, who are among the ones most widely quoted, must admit that the evidence produced to date is only suggestive and by no means convincing."

#### "Unproven Rumors"

He said Philip Morris is convinced that "the majority of smokers smoke cigarettes for pleasure and are unalarmed by unproven rumors relating to their general health."

E. A. Darr, president of the R. J. Reynolds Tobacco Company, said there had been "no real or substantiated evidence showing cigarettes cause lung cancer."

Another factor in the market picture is the indication that for the first time in 20 years annual York. cigarette sales will decline.

Last week, Government figures on September tax payments on tobacco sales to wholesalers showed a decline from last year's figures for the third consecutive month, a dip of 5 per cent. It is estimated that 1953 sales will be l per cent down from last year's

### Air Insurance

• Continued from page 75

strain the city from forcibly removing its machines. It was refused Monday (7) by Federal Judge Barnes, who ruled: "The right with respect to insurance vending machines remains with duction, discourages initiative. . .," special merchandise displays are the airlines with the consent of Olsen said. the city."

Associated Aviation's machines, it was pointed out, have been operated in the airport for six years, with no payment to the city. Last summer, the City Council accepted a bid from two other firms operating insurance vending equipment, Tele-Trip Policy Company and the Airport Sales Corporation, to place their units in the city-controlled corridors of the airport's administration building (Associated equipment is installed in the waiting rooms leased by the airlines from the city).

Tele-Trip and Airport Sales each offered to pay the city 13 per cent of the gross business or \$35,000 a year, whichever is greater, plus a \$32,500 bonus.

Associated officials stated they offered the same annual payments, plus a \$70,000 bonus to the city, but the council rejected their

### New Bert Mills

• Continued from page 75

representatives were among the 650 attending the afternoon festivities Friday.

The former Lombard, Ill., plant was closed Wednesday (9) when the office personnel was moved to the new headquarters. Chadwick said it is to be sold.

Production of Coffee Bars at the new plant will "immediately double," it was announced. Maid Corporation earned a net Assembly line facilities permit expansion of production "six fold if necessary," according to Bert Mills, president.

### New Food

Continued from page 75

and carrying out the council's program an executive committee was set up, with co-chairmen of five subcommittees, as members.

Policy committee is represented by Jerome Trichter, assistant commissioner of health, New York City, and George Hanby, head of Cooley's Cupboards, Evanston, Ill.

Representing the committee of education are E. Jackson, supervisor of Food Handlers' Training Program, Florida State Board of Health, Jacksonville, and Frank Wiffler, executive vice-president of the National Restaurant Association.

Research committee: Charles Senn, engineer - director of the Los Angeles City Health Depart ment's Bureau of Sanitation, and William Wheeler, past president

of NRA. Committee on ordinance and code: A. Fletcher, director; of Bureau of Engineering, New Jersey State Department of Health and Armin Kusswurm, NRA

secretary. Sanitation reference guide committee: Herbert Dunsmore, Public Health Engineer, Pittsburgh Department of Health, and John Sabatos, Bickford's, Inc., New

The new council, it is claimed, represents the most comprehensive united effort to date on the part of official and voluntary health agencies, and of the food and beverage industries, to focus attention of the public and industries on the most modern advances in food protection technology and public health practices.

Special support of the food and beverage industries will be enlisted by the program being outlined by the council, it was stated.

### Candymen See

Continued from page 75

#### Cost Breakdown

According to the Department of Commerce, the ingredient cost of the average candy bar represents 26 per cent dairy products, 25 per cent sugar, 15 per cent corn sirup, 5 per cent peanuts and 3 per cent fruit, eggs and oils. Most of these ingredients come from American farms. Others, including 21 per cent cocoa bean products and 5 per cent coconut and other nut meats. are imported.

Victor H. Gies, vice-president and director of sales of Mars, Inc. stated: "Ill-conceived legislation affects not only the production of agricultural products and the processors, but also the consumer."

According to surveys, he said, the consumption of candy is greatest in the low-income groups, among industrial workers where it is recognized as a valuable quick source of caloric food energy, "which accounts for the increased sales thru vending machines in industrial plants."

### World Globe Charm

JAMAICA, N. Y., Dec. 12.— Samuel Eppy & Company, Inc., last week released its World Globe charm. The multi-colored globe rotates on an axis base.

### Minute Maid Net Down NEW YORK, Dec. 12.-Minute

income of \$1,111,214 in the 1953 fiscal year ending October 31. For the previous year, net income was \$1,201,394.



### MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

### Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10 (Foreign rate, one year, \$20)

\*

City ..... State ..... Zone ... State .....



**NEW DESIGNS NEW IDEAS NEW FINISHES** 

end 35¢ Complete Sample Kit te teeth · Silver tipped lets · Ship · in · a · bottle ght bulb · Cameo rings · Record albums



### ENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

Greatest Time-Saving PENNY WEIGHING SCALE CAPACITY \$10.00 BRATED. HEAVY SHE METAL BASE TIN SCOOP.
DIAL IS GLASS
COVERED WHICH
PROTECTS POINTER WHEN IN USE.
Skilled handworkmanship is employed in building this scale to assure reliability and accuracy.
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carry-

ing case is made of string black fibre to meet the hard and constant use that it is subjected ORDER TODAY 1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices. J. SCHOENBACH

Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y.

### FOR SALE COFFEE-SPA COFFEE MACHINE

Like New

Model B-600, Ser. #470, with 10¢ slot and waste receptacle. Used three

Make an offer to H. Felsing, Empire Lanes, Inc. 36-42 First St. Hoboken, N. J.

CHALK UP ANOTHER CHARM WINNER by Price

Sweet Playing, Colorful Plastic

HARMONICA



Comes in two tone assorted color plastic with genuine metal reed that produces sharp, clear tone. Has loop for stringing.

Write, Phone, Wire Your Orders

PAUL A. PRICE CO. 55 Leonard St., New York 13

### San Diego BBB

Continued from page 75

vertised for sale must be factual and based upon the last account-

2. All advertisements designed to sell vending machines shall affirmatively disclose that any investment required involves the purchase of vending machines by the investor and no reference shall be made, directly or indirectly, to an offer of positions which indicates that the advertiser is offering employment.

3. If vending machine is other than new merchandise, it must be so stated in the advertisement.

4. All advertisements designed to sell merchandise to investors under a franchise arrangement providing for the purchaser's servicing of vending machines shall affirmatively disclose that such investors are required to purchase merchandise and that potential earnings are dependent upon sales.

5. Advertisers who buy vending machines from the manufacturer for resale to investors shall not represent themselves as agents or representatives of such vending machine manufacturer unless he has authority in writing to contractually obligate such manufacturer.

No reference may be made, in advertising copy, to locations of vending machines or routes, unless machines have actually been located and are available for inspection by any interested party, or unless contracts have been secured for bona fide locations and are available for inspection.

7. No reference may be made to manufacturer of product or products dispensed by such machines unless written evidence is submitted that (the) manufacturer has given permission for use of (his) name.

8. No such advertisement shall claim sponsorship by any civic, charitable, philanthropic or religious organizations unless authorized in writing by the local head-

quarters of such organizations. 9. Name and address of manufacturer or advertiser offering machine for sale must appear in each advertisement.

10. Copy must be presented at least four days in advance to allow for verification of the facts

### **Bunte-Chase**

Continued from page 75

Building and other physical assets of American will be sold and the rest merged with Chase. It is expected the name of Chase will then be changed to Bunte-Chase

Candy Company, Inc. About 15 members of the Bunte sales department will be added to the Chase sales staff. Benefits to Chase from the merger include Bunte good will and trademarks, business booked, future orders

and business. It is reported that the Yantises, anticipating a rise in the stock after change of the name and the merger of Bunte and Chase, are buying Chase stock on the market. The two firms combined market about \$20,000,000 worth of

candy annually.

Besides F. S. Yantis, the other firms in the syndicate are H. M. Byllesby & Company; Schereck, Richter & Company, and Gran-bery, Marache & Company. Seller is Ferdinand A. Bunte and the estate of Theodore W. Bunte.

### Austin Preems Cheez Waffle Sandwiches

BALTIMORE, Dec. 12.-The Austin Packing Company here this week released its Cheez Waffle Sandwiches, a vending item that is packed 100 count.

The sandwiches are 31/2 by 134 by 1/8 inches and come four to a package. They are wrapped in Reynolds aluminum.

### Florida Cig Revenue

MIAMI, Dec. 12.-Miami, with a total of \$173,119, will get the largest share of the \$1,205,565 cigarette State tax revenue for October.

Beverage Director J. R. Hunter said the month's receipts were \$1,527,427, but of this, the State eneral revenue fund will get

\$321,861. After Miami, Jacksonville will get the second largest amount, Tampa will receive and St. Petersburg \$114,100. \$102,484, \$56,727.

### Ala. Tobacco Receipts Off to Slow Start

MONTGOMERY, Ala., Dec. 12 -State Revenue Commissioner Joseph M. Edwards reported this week that tobacco tax collections for November totaled \$600,361, a decrease of \$17,918 compared with the same month a year ago.

Collections from the same source for the first two months of the 1953-'54 fiscal year (October-November) totaled \$1,246,096, a decrease of \$87,855 compared with the \$1,333,951 collected in the corresponding two-month period in 1952.



### \* She's Buying Air! NOW—YOU CAN HANDLE THE Famous OXYGEN BAR!

Here's the newest-most excitingvending machine ever offered! LIFE, Dec. 22, 1952—READER'S DIGEST, Time, QUICK, McCall's, BUSINESS WEEK, Popular Science and many other magazines have featured this remarkable Oxygen Bar. It's an eyecatcher—a big, BIG profit maker!

### DISTRIBUTORS WANTED THROUGHOUT THE COUNTRY

Must be financially sound. Will have the backing of a

NATION-WIDE PUBLICITY and PROMOTION CAMPAIGN ALREADY UNDER WAY

> For further information write or wire:

#### CAL-BEX CORPORATION P. O. BOX 338

TARZANA, CALIFORNIA

We invite your rigid investigation.

\*Part of the national publicity cam-paign is pretty Maryann Edwards, Hollywood Chamber of Commerce 50th Anniversary "Golden Girl," shown with Oxygen Bar in picture circulated to hundreds of newspapers.

### KARL GUGGENHEIM

presents the greatest feature action charm ever . . .



Here is a real collector's item! An authentic reproduction of the telephone dial that actually revolves. Even the letters and numbers are printed in red and black like the real thing. Available in assorted colors, look for a lot of action around vending machines with this child's delight.

GIVE US A CALL! Order from your distributor

or from . . . Juggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. . AL. 5-8393 Germany

• Continued from page 75

lects the coins. However, on both the continent and in Scandinavian nations, operating companies are just beginning to make their appearance. They have been established for the past 50 years in Switzerland, France and Belgium.

Two Venders

Telefonbau builds two types of venders; the compartment type and the rack type (the latter is used mainly for cigarettes). Versatility is the major advantage of the compartment type machine; it handles any product which will fit into its sections, each of which can be divided to hold two or three items. Frosted glass dividers set flush with the top of the compartment are locked into place to separate the sections; they cannot be lifted until the proper coin is inserted.

When a customer inserts a coin into the chute, located above the compartments, he presses a button beside the door he wishes to open and removes the article. He then shuts the door. When the lock catches it also releases a spring holding the divider plate, causing the plate to fall flat with the top of the compartment and exposing the next article for sale.

The rack type venders are fitted with small trays, one to a rack. When the coin is inserted, the tray can be pulled out, causing the coin to drop into its receptacle and permitting the buyer to lift out his pack of cigarettes. When the tray is pushed back, the next pack drops into the tray, ready for vending.

Each of the trays is fitted with a special locking mechanism to prevent anyone from recovering the coin as well as the cigarettes.

Telefonbau equips its machines with slug rejectors. Coins receive eight different tests before tripping the delivery mechanisms.

Special Finishes

Because they are designed for outdoor use, the venders have welded cabinet seams to insure waterproofing. A special enamel is baked on with infra-red heat to prevent the paint from chipping. Internal parts are coated with a paint to prevent rusting.

In addition to cigarettes and candy, and the large number of food items which are vended thru the compartment type machines, popular items in Western Germany include roll film, phonograph records, insurance, instant

coffee (packaged), and perfume. Next year, Telefonbau plans to introduce equipment with both heated and refrigerated compartments for use at butcher, grocery or florist shops. Also scheduled is a small coin-operated coffee grinder for use in offices. After inserting a coin, coffee beans drop into the grinder, a handle is turned manually and the freshly ground coffee is delivered for brewing on the office hot plate.

### New Mass. Bill

Continued from page 75

Angeles Better Business Bureau. The purpose is to get an opinion as to whether the law "does anything more or is stronger than the present California advertising statute."

The bill states:

"Any person, firm or corporation that offers for sale merchandise or commodities or service by making, publishing-circulating or placing before the general public within the commonwealth, in a newspaper or other publication, or in the form of a-notice, circular, pamphlet or letter-or in any other way, an advertisement describing the said merchandise or commodities or service as part of a plan or scheme with the intent not to sell said merchandise, etc., so advertised, at the price stated therein, or with intent not to sell said merchandise, etc., shall be punished by a fine of not less than \$10 nor more than \$500."

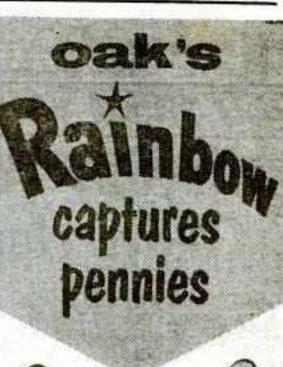
### Oklahoma Tax Take Up

OKLAHOMA CITY, Dec. 12.-General State tax collections for November climbed 9.39 per cent while sales tax returns sagged slightly, according to Joe Dunn, chairman of the Oklahoma Tax Commission.

vember, 1952, amount in parentheses, were:

Tobacco tax, \$100,318.46 (\$92,

825.92); cigarette license, \$14,116 (\$15,570.45); coin device license, \$2,498.75 (\$2,795); tobacco license, \$20 (\$35).





factory devoted exclusively to the manufacture of bulk vending machines.

You'll find it easy to sell locations with OAK's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

Convert your Acorns-vend tab gum!



### IN STOCK VICTOR'S



ORDER TODAY VEEDCO SALES (O. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

### BALL & VENDING GUMS **BUBBLE, CHICLE** & CHLOROPHYLL

**New LOW factory prices** 

Bubble Ball Gum, 140-170 & 210 ct. .....24¢ lb. Clor-o-Vend Ball Gum, Clor-o-Vend Chicks, 275 & Chicle Chicks, 320 & 520 ct. ... 36¢ lb. Other collections, with the No- Bubble Chicks, 320 6 520 ct. ... 30¢ th These LOW prices F.O.B. factory 150 lb. lots. AMERICAN CHEWING PRODUCTS CORP. Mt. Pleasant & Fourth Aves. Newark 4, N. J.

THE SECRET STATE

#### Communications to 188 W. Randolph St., Chicago 1, Ill.

### YOU THINK YOU GOT TROUBLES?

## Royalty Fees, Police and Neighbor Okays Harass French Music Ops

By AARON STERNFIELD

NEW YORK, Dec. 12.-If American juke box operators think they have trouble, they ought to try running a French music route and get a real taste of grief. That's the opinion of Henry Klein, Paris Seeburg representative, who is currently in New York (see Coin Machine department).

Klein is technical director of the Societe Socodimex, distributor for Seeburg in France. He is associated there with Jean Jacques Gaillard, sales manager, and Serge Lievoux, general manager.

When informed of the current tussle between the American Society of Composers, Authors and Publishers and the juke box operators over the payment of royalty fees for juke box record plays, Klein said that French operators and locations have been paying such royalties to the French affiliate of Broadcast Music, Inc., the Societe des

## Neb. Juke Ops, Distribs Set Plans for P-R

### Public Relations, McCarran Bill Key Quarterly Meeting

The Music Guild of Nebraska agreed to postpone their contemheld its quarterly meeting Decem- plated action. ber 5-6 in the Evans Hotel. Breaking away from general procedure, the Guild permitted assothe discussions.

The principal topics were a report on the hearings of the records. McCarran Bill.

The public relations discussion was guided by a four-man committee, formed at the last Guild meeting and headed by Ted Nichols, of Keyes-Nichols Music Company, Freemont. Other members of the committee are C. R. McKee, Macks Music Company, Grand Island; Leonard Weiland, Central Vending Company, Omaha, and H. W. Marble of Haps Music Company, North Platt.

### To Donate Jukes

Four distributors, representing Seeburg, AMI, Wurlitzer and Rock-Ola, attended the meeting and agreed to help promote better public relations by follow-(Continued on page 82)

### North Carolina Music Merchants Form Association

SALISBURY, N. C., Dec. 12 .-Music merchants of the State held a meeting here Sunday, November 22, and organized the N. C. Association of Music Merchants.

The following temporary officers were elected: E. H. Anderson, Anderson Music Company, Hickory, chairman; C. H. Stephenson, C. H. Stephenson Music Company, Raleigh, vice-chairman and W. J. Parker, of the Parker-Gardner Music Company, Charlotte, secretary-treasurer.

A membership committee was appointed, consisting of the following: E. R. Poole, E. R. Poole Music Company, Raleigh; Jesse G. Bowen, Jesse G. Bowen Music Company, Winston-Salem; J. R. Maynard, Maynard Music Company, Winston-Salem; D. W Thomas, Sterling-Thomas Music Company, Winston-Salem; E. M. Rose, Rose Piano Company, Smithfield, and P. L. Kluttz, Kluttz Music Company, Salisbury.

Music Merchants.

ens, for many years. Don't Miss a Trick

He said that SACM takes extrait is paid in full. In order to de- royalty payments. termine how many plays a week a juke box will probably have, Royalty payments are only one ator, charged with violating the SACM representatives have the source of the operators' woes, ac-

and the number of times each promptly removed. record has been played. If the Despite these handicaps, the similar charges. figures look light, they are number of juke boxes in France checked against the information

Auteurs, Compositeurs et Musici- on the report sheets on anticipated volume, and the operator or location owner must explain.

Moreover, said Klein, there is

Other Woes

right to measure the location's cording to Klein. No music ing," George A. Miller, president cuit Court for at least six or floor space, bar length, seating machine may be placed in a cafe of the Music Operators of America eight months. Later it will be capacity and average drink vol- unless permission is granted from the prefecture of police and the The location or operator fills neighbors approve. In the case of a Federal Court of violating price out weekly report sheets listing a few neighbors complaining ceilings by increasing per play the records he has in his juke about the noise, the juke box is prices from a nickel to a dime.

(Continued on page 83)

## Akron Ops, Taverns **End Prolonged Fight**

sentatives of the Summit Tavern | service call, Association have come to terms in their hassle over juke box collections.

The issue came to a head two months ago (The Billboard, Octothreatened to pull the plugs on Bell Novelty. juke boxes unless the practice of collecting "top money" was dis-continued. At a special meeting October 15, members of both associations discussed the issue. Portage Hotel here. No settlement of the problem COLUMBUS, Neb. Dec. 12.- was reached, but tavern owners

"Top money," as it is called, represents depreciation on equipment and maintaining up-to-date ciate members, juke box distribu- libraries. Both were pointed out tors, to attend and participate in at the meeting as being an asset to the tavern owner, since their profits depend on the late model public relations program and a equipment and the timeliness of

Terms Agreed

The terms agreed on at the last meeting allow operators to collect money for depreciation for five years at a rate of 1 per cent of the investment. A machine, costing \$1,500, permits an operator to collect \$15 "top

### Sams Tours West Coast **AMI Distribs**

PORTLAND, Ore., Dec. 12.-Thomas H. Sams, newly appointed district sales representatives for AMI, was a visitor here Tuesday (8) in the course of a tour of the firm's distributors.

Sams was accompanied by Ed Ratajack, regional sales representative, who introduced Sams to leaders in the trade. They were the guests of Budge Wright, of Western Distributors. Having visited Salt Lake City, Spokane and Seattle, they left here for San Francisco.

Sams has established headquarters at 1120 Howard Street, San Francisco.

### General Music **Donates Jukes**

CHICAGO, Dec. 12.-General Music Corporation, headed by Bob Lindelof, donated two juke boxes this week, continuing its good will program.

Both were delivered equipped the order. with records.

jukes to worthy organizations in mile radius. The cost of the serv-It was announced that the asso-ciation would be affiliated with been delivered. Organizations in The system is now used by Chicago have received these gifts. San Francisco and Chicago.

AKRON, Dec. 12.-Members of money" before sharing with the the Summit County Music Op- tavern owners. After the five-year erators' Association and repre- period \$6 is collected for each

A special committee handled the negotiations for the juke box operators. Members of the committee included Ed George, Music months ago (The Billboard, Octo-ber 24) when tavern owners Novelty, and Charles Marvin, of

> A regular meeting of the Summit County operators is scheduled for January, 14 at the

an organization of operators who

Actually, the resolution pro-

minimum experiment - launched

by the Runyon operating division,

Major Enterprises, Ajax Music

and Stradford Music-is working

out, and that most other operators

in the county are willing to give

The four firms that have pio-

music machine play.

it a try.

**Essex Operators Pass** 

The Essex trade area group, necessary.

Dime Minimum Resolve

EAST ORANGE, N. J., Dec. 12. nomic facts of life make this

control virtually all of Essex other operators in North Jersey

County's 200 juke boxes, Thurs- will follow Essex County's lead.

day (10) adopted a resolution fa- Essex, which includes Newark,

voring 10-cent minimums for has 20 per cent of the State's

poses nothing new. It does, how- rector of the Music Guild of New

ever, indicate that the 10-cent Jersey, to which all members of

population.

## Calif. Dime Play Violates OPS Act?

Ops, Music Guild and MOA Set Plans To Appeal Federal Court Decision

Schinkel, San Diego music oper- Vincent, Steward declared. and the California Music Guild, said. Schinkel was found guilty by

Ten other operators are facing

Federal Judge J. Frank Mc-Laughlin found that Schinkel's profit was in excess of the price ceilings. The judge, however, withheld sentence pending the outcome of the defendant's appeal to the Ninth Circuit Court and the Office of Price Stabilization Emergency Court of Appeals. Operators' View

Miller said that the music operators' view of the matter was that the operation of a music route was a "voluntary nonessential business and an amusement device" and not included in the OPS act. The defendant was represented by Harrison Call, counsel for the California Music

Assistant U. S. Attorney Harry D. Steward said that the cases pending against the other music operators would be delayed pending the appeal action.

Other operators facing similar charges in this area alone include California Music Company, Los Angeles; E. E. Peterson, San

It is considered likely that the

Dick Steinberg, executive di-

Illinois Assn.

Plans Yule

area be invited.

(Continued on page 83)

OAKLAND, Calif., Dec. 12- Diego Music, R-K Music, James "We will go into every court in R. Crock, Stanley Conant, Nobel ordinary precautions to make sure rigid police enforcement of the land to get a reversal of the Craver, A. J. Fox, Robert T. Fradecision rendered against Walt zier, Walter R. Stutz, and Ceciel

> The Schinkel appeal is not expected to come before the Circarried to the OPS Emergency Court of Appeals.

> Several similar cases are reported pending in other sections and the final decision in the case was expected to have a far reaching effect.

## Oomens' Team Leads in Phono **Bowling League**

CHICAGO, Dec. 12.-With the bowling season past the one-third mark, the team of Walter Oomens Sons was leading the Automatic Phonograph Bowling League with the second placers eight games behind.

The league consists of 12 mixed teams and is Chicago's only bowling league composed exclusively of members of the music machine industry.

The teams bowl Monday evenings at the Fireside Bowl, 2648 Fullerton Avenue.

Team Standings Following are the twelve teams and their records of wins and losses after 39 games: Walter Oomens Sons, 30-9; Paschke Phonograph Service, 22-17; Decca-Coral Records, 22-17; Melody Music, 22-17; Atlas Music, 21-18; ABC Music, 20-19; Western Automatic 20-19; Star Music 18-20; B & B Novelty Inc., 17-22; Mercury Records, 16-23; Gillette Dis-(Continued on page 83)

## Holiday Season **Opens Door**

For Pushing P-R

HARTFORD, Conn., Dec. 12 .-Coin machine operators have "an excellent opportunity" during the holidays to improve the public relations status of the coin mament Association held a special chine industry, according to Abe meeting here last week to discuss Fish; of Music Operators of

Connecticut. "Let's look at it this way," comments Fish, a veteran in the coin field. "People are busy these days buying gifts, dashing here and there, and always expecting, but not consistently getting top courtesy.

"Now, when a busy Christmas shopper stops into a restaurant or the like for a quick snack, and puts a coin into a juke box, he expects to hear a pleasing, tising billboards owned by his for coinmen also to make sure firm also would be used to pro- that their equipment is in topnotch shape.'

#### Fete, Drive neered the experiment, the largest operators in the county, have been converting nickel play and six-ROCKFORD, Ill., Dec. 12.for-a-quarter rates to dime play Members of the Illinois Amuse-(for two selections) and six for a Christmas plans and objectives.

quarter. The theory is that, with the elimination of the nickel in the juke box, straight dime play will be more palatable when the eco-

### Pocket Radio Aids Chi Operator Cut Phone Costs in Half

CHICAGO, Dec. 12.-The problem of how to cut servicemen phone calls and still give locations prompt attention has been partly solved by the firm of W. J. Oomens & Sons, juke box opera-

Last week the firm began using a pocket radio receiver, called Aircall. Andy Oomens said, "The Aircall system of notifying servicemen to call the office should cut our phone costs in half."

Each subscriber of the system is furnished with a pocket radio receiver and a private code number. When a subscriber wants a The boxes went to the St. serviceman, he calls Aircall and Thomas Aquinas High School his number is put on the air. The Club, 5012 W. Washington Boule- number is then repeated at least vard, and the Mayfair Club, once every minute until a phone Kostner and Ainslie avenues call is made to Aircall cancelling

The transmitter broadcasts code General Music began donating numbers anywhere within a 25-

the National Association of nine cities around and including operators in New York, Miami,

#### member agreeing to turn over a day's proceeds. Louis Casola, who heads Mid-West Distributing Company, announced that two outdoor adver- relaxing tune. It's a good idea mote the drive.

It was decided that a holiday

party be held for all association

members and their employees and

that all vending operators in the

Also discussed at the meeting

was the Polio Fund drive which

begins around January 1. Mem-

bers voted to back the drive, each

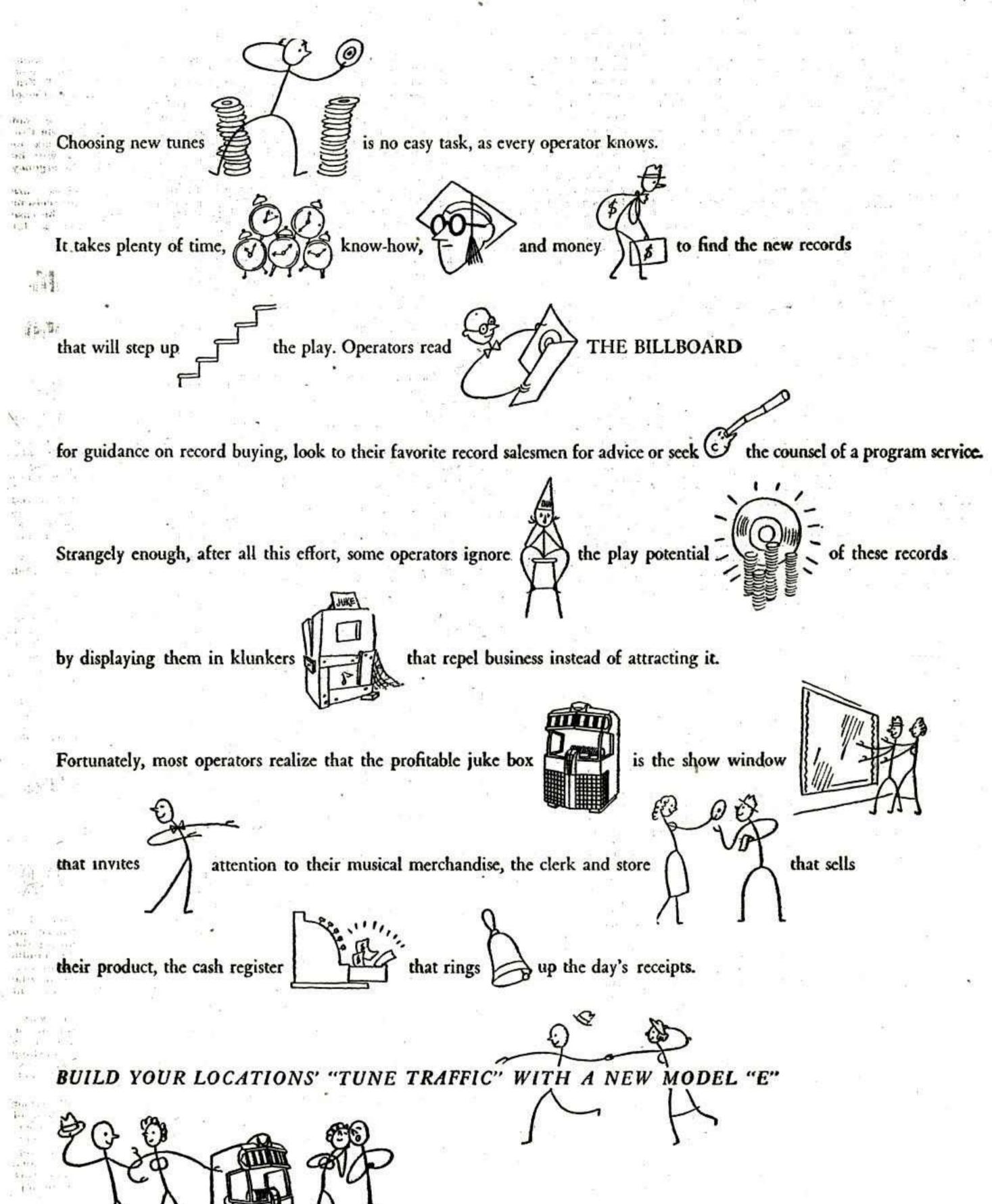
## Cong. Miller Honored At Calif. Juke Fete

friends, and distributors from this area, held a testimonial dinner for Congressman George P. Miller and his wife at the Leamington Hotel here Thursday (10).

California Music Guild, and from their organizations.

OAKLAND, Calif., Dec. 12 .- Gordon H. Garland, who served Music operators, their wives and as speaker of the House in the State Legislature, were present to testify to the work and accomplishments of Congressman Miller.

In addition to the dinner, a floor show was provided by The dinner was given in ap- distributors of AMI, Wurlitzer preciation of the efforts and and Seeburg. R. F. Jones, Seeco-operation of Miller in assisting burg distributor, M. H. Rosen-music operators to fight the berg, Wurlitzer distributor and Walt Huber, distributor for AMI, Harrison Call, attorney for the were on hand with large groups



GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICH

### Music Route Management

MUSIC MACHINES

## Heading Off Trouble Calls

By BUFORD SOMMERS

To keep some 350 phonographs in efficient operation on locations for the John Welch Music Company, of Portland, Ore., Tom Bushby, head mechanic, has organized a "task force." The mission of the four mechanics is to cover the routes at specified intervals and forestall trouble before it develops.

these losses do not occur. The clude lubrication, cleaning, me-

fact that Bushby's task force con- chanical failures, adjustments, siders it a lost round whenever electrical connections and condiit has to pull a machine of reason- tion of records. In addition there able age from location, is a are such non-operation problems measure of the success of the as education of location emwhere it earns money for the operator and location owner, and not in the shop.

John W. Welch, head of the Bushby has developed a routine firm, feels that an inoperative of servicing each machine on phonograph loses money just as location, with the aim that each does an idle factory and he com- be fully checked every 60 days. missioned Bushby to see that In general, points checked in-

Proper attention to lubrication will avoid over half the causes of breakdowns, Bushby says. Lubrication faults breed other troubles, such as binding and breakage of parts. Careful attention is given to the type of lubricant used-oil or grease, according to instructions in the manufacturer's manual. The weight of oil is even a factor. Altho 20 weight oil is most generally used, badly worn parts may call for a heavier oil, while in extremely hot weather a lighter oil will give

All moving parts require

Bushby estimates that routine carry some dirt. In many ejec-

avoided thru care in adjustments. The bolt on the selector should be checked for proper position to avoid repeats or skips on records. The cut-off switches also should be checked.

The record-position mechanism should be kept in proper alignment thru check of the adjusting avoided by routine check. The screws so that the hole in the record is lined up with the spindle. Attention should be paid to the tone arm, the adjustment screw providing for start and

program. The men feel the place ployees and training of the mefor a machine is on location, chanics themselves. Service Routine

better service.

lubrication, but the number of these vary greatly according to the make of phonograph. Vital parts in the lubrication schedule are the motors, some makes having a motor each for the changer, the selector and the turntable, while in other makes one motor serves. This problem is eliminated in makes that seal the motors at the factory so that they require no lubrication on location.

cleaning will eliminate one-third of the trouble calls. The coin mechanism is the most troublesome part in this regard. Bushby points out that virtually all coins tors, by removing a screw the mechanic may swing out the coin-analyzer gate and thus have easy access to the soiled parts. The chute also should be cleaned and any worn chute replaced before trouble develops.

Trouble can be anticipated and

### Meet Tom Bushby

Tom Bushby, who as head mechanic for the John Welch Music Company of Portland, Ore., is responsible for the smooth operation of 350 phonographs, has been in electronics 25 years. He began his work in radio at 15, while attending Washington High School in Port-



TOM BUSHBY

land, followed it during his military service in World War II, and allowed himself to be diverted only to the extent of developing a hobby of amateur photography.

Bushby has been head mechanic for Welch the last two years; having been in maintenance and repair

\*

business for himself fr. : 1949 to 1951. After two years. as a civilian employee in electronics at the Portland Air Base, he joined the Air Force as radio mechanic in 1943 and was discharged in 1946. His first postwar post was with the General Amusement Company in ... Portland.

A native of Portland, Bushby married a Portland girl, and they have an adopted child.

In joining Welch, he came. to one of the largest and oldest all-music operating companies in the Pacific Northwest. John W. Welch started the firm 20 years ago \*\* and remains as its head. Harry Quinn is manager.

The company has its own building at 321 S. W. Hawthorne Boulevard, and oper-" ates in some 350 locations... During the war, with office space unavailable, the company operated from a suite of hotel rooms with records strewn all over the bedsand chairs, so that customers had to stand in the hall-

The company also operates a telephone music service, the only one in Portland.

Coil failure can be avoided by the operator has provided the use of a testing device. Coils location owner with a set of may burn out or develop shorts keys, an agreement should be without putting the entire machine out of operation. Some 10 each selection is served by its own coil, so that failure may render only one selection inoperative or cancel operation of a bank of selections or the wall

In the amplifier, defective tubes against this trouble is use of highquality tubes. A tube tester will help to warn when replacements are necessary among the six to 10 tubes amplifiers. These parts are vulnerable to shorts and wear because of continually being turned off and on.

Improper fusing is another source of trouble that can be proper size fuse is important to continued operation of the phonograph.

Carry Replacements

In all these parts it is essential that the mechanic carry an adequate supply of replacements to avoid delays that might lead to

serious trouble later.

Bad records often lead to trouble and a regular check will avoid service calls. Records will suffer from wear on the location, but other trouble may be forestalled by checking the records for improper pressing or damage in handling, such inspections to be made before the records leave the shop.

Tho an operator will strive to see that installation of a machine AMI. is correct at the time of the opening of a location, routine checking by the mechanic will backstop earlier precautions. The wall box is a frequent source of trouble, and care should be taken to see that the wiring is protected in conduits, that the box is securely fastened with adequate screws and that connections are properly taped and soldered.

Discourage Tinkering As to education of location employees, a fine balance is required to encourage safeguards that will eliminate trouble calls and to discourage the type of homespun tinkering that results only in more serious trouble. The location owner himself, with revenue at stake, usually will exert himself within the bounds of reason, but employees are prone to develop carelessness or

zeal that can spell trouble. Things the location people can check on include seeing that the connection is plugged into the outlet; that the switches controlling the machine itself and the lights are turned on; that the lights are turned on; that the cancel switch (the mechanism that releases a record that may be stuck) is not jammed; that the remote control on volume is turned back up after having been reduced, or that the wire to this control has not been severed.

They should, however, be kept from the mechanism inside the from the mechanism inside the machine by keeping the phonograph locked. In instances where

reached to avoid abuses.

Tho many mechanics these types of coils are involved, and days are trained at schools provided by phonograph manufacturers, there is considerable onthe-job training to be under-taken. The John Welch Music Company operates four or five makes of machines, and there are several models of some makes on are a big scource of trouble. locations, each with distinct Bushby says the best safeguard mechanisms. Thus, Bushby's crew utilizes post-graduate training in keeping 'em rolling, Finally, they become adept at housekeeping.

They have learned to replace all dust covers on moving parts. Tho the machines are sealed, location dust and dirt may enter thru ventilation ducts and be wafted thru the machine by heat generated by the lights, motors, amplifier and coils. Regular cleaning inside the machine minimizes trouble from this

### Neb. Juke Ops

• Continued from page 80

source.

ing a program of donating a juke box at every fourth meeting to a charitable organization in the city of the meeting. The first donation will be made by Atlas Music, Seeburg distributors. The other distributors to donate boxes are Central Music Distributing Com-pany, Inc., Wurlitzer; H. Z. Vending & Sales Company, Rock-Ola, and Lieberman Music Company,

Howard N. Ellis, secretarytreasurer of the Guild, reported on the hearings of the McCarran Bill. Ellis had been in Washington during the hearings and had

been active in organizing the defense of the music operators.

Presiding was H. W. Marble, president of the Guild. Hosts for the Columbus meeting were Joe Zwiener Music Company, and F. J. Holys, of Holys Vending Company, both from this city.

The next meeting will be held in Carney and Mrs. Morton of Morton Music, will be the host. The meeting is expected to be held in the Carney Hotel, prob-ably March 20-21.

The bulk of the business con-

ducted at the March meeting will be the results of the Music Operators of America convention, to be held March 8-10.



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The largest number of selections . . . 120! The smallest console phonograph in the world! 3-way service accessibility, top-front and back! The single button line-o-selector for easy plays and more profits!



400

4000

## THE BILLBOARD Index of Advertised Used Machine Prices

### • Music Machines

771.037.0	/// w C //	Incs	12	F 666 25
100 E	Issue of	Issue of	Isome of	Issue of
AMI	Dec 12	Dec 5	Nov. 28	Nov. 21
B 40 Hideaway	159.00 159.50	\$275.00 150.00 169.00		\$225.00
. masel	169.00	179.50	· · · · · · · · · · · · · · · · · · ·	169.00 179.50 195.00 225.00
	195.00(2)	195.00(2)	1 PO	275.00
The same of the sa	275.00	225.00 250.00		8 121200
Madel 3	239.00 265.00	269.50		269.50
The second second	325.00	295.00(2) 325.00		295.00(2)
Medel C	289.00 289.50	289.00 309.50		325.00 289.00 319.50
	295.00 350.00	325.00	The second secon	325.00 339.50
na esta esta esta esta esta esta esta est		350.00(2)		350.00
Model 9-49	475.00 495.00	475.00(2)		475.00 500.00
Martin D. DO	500,00 519.50 585.00	500.00		FAF AA FAF AA
Model D-89	595.00	550.00 585.00	585.00 595.00	535.00 585.00
Band Bot	F 2200	50.90		
, p	123.00	30.00		
EVANS				
Constellation	195.00			
PACKARD Manhatlan	79.50	20 50 70 50	70.50	70 50 05 00
Manhattad	165.39	39.50 79.50	79.50 165.00	79.50 95.00
	103.50		103.04	
RISTAUCRAT				
12 Selection	79.00			
FARMY PACKETON				641
ROCK-OLA		E 02270	200.00	
46	125.00	125.00	125.00	FO FO 70 0010
1422	50.00 59.50 69.00 79.00	59.50 75.00 79.00(2) 95.00	79.00(2) 95.00	59.50 79.00(2)
1426	89.00 99.50	69.50 99.00	99.00 125.00	95.00 25.00 99.00
	O Salasan Whites	99.50 125.00		25.00 77.00
1428		199.50	199.50	199.50 225.00
1432		275.00		269.95
51-50		289.50		
1436	589.00			
Fireball 120	585.00	575.00 585.00	585.00	585.00
Playmaster	35.00	Secondary Section		CHOOM ON
Rockalite 48	295.00	295.00	295.00	275.00
SEEBURG				
Hideaway	125.00	50.00 125.00	125.00	125.00
M 100 A 78 RPM	445.00 485.00	475.00 485.00	485.00	489.95
	4 05 0A	495.00(2)	495.00(3)	495.00(4)
M 100 8 45 RPM	685.00 60.00 99.50	685.00 700.00 65.00 95.00	95.00 135.00	685.00
146	135.00	99.50 135.00	93.00 133.00	95.00 99.50
H 146 Hideaway		95.00		
H 146 M Hideaway	75.00 79.00		he develope of	and the state of t
H 148 Hideaway	90.00 75.00		185.00	185.00
H 147 Hideaway	875.00	795.00 850.00		*1
100 C	79.00 99.00	99.00 115.00	99.00 115.00	99.00 115.00
146 S	79.00	27,100 212,100		77.00 113.00
147	75.00 119.50	75.00 129.50	165.00	129.50 146.00
	165.00 85.00 99.00	165.00	***	165.00(2)
147M	129.00	129.00 135.00	129.00 129.50 135.00	129.00 135.00
147 S	99.00		133.00	6
148 Blande	195.00	195.00	195.00	195.00
148 M	164.00	150.00 185.00	185.00	185.00
148 ML	169.50 179.00- 159.00	179.50 215.00	179.50 215.00	179.50 215.00
1946 Hideaway	89.50	159.00 89.50	159.00 89.50	159.00
1947 Hideaway	0.7.30	67.50	87.30	99.50
2-Sent Conveying Associative designation				37.30
WURLITZER 700	59.00	10.00	300000	920
700	59.00	69.00	69.00	69.00
800	59.00	69.00	69.00	69.00
850	59.00	2,953,121,5	45.00	45.00
1015	95.00 99.00	99.00 115.00 125.00(2)	99.00 125.00(2)	99.00
	125.00 150.00	150.00	135.00 150.00(2)	125.00(3) 135.00 150.00
520507777			230.00127	165.00
1017 Hideaway		2	79.50 125.00(2)	303.00
1017 A	75.00	125.00		1
1017 A	69.50 89.00	125.00 125.00(3)	139.00 175.00	***
	125.00	139.00	237.00 175.00	74.50 125.00(2)
1100	105.00	SARROSSA		139.00 175.00
1100	195.00 219.00 275.00	219.00 265.00	219.00	219.00
1217 Hideaway	275.00	275.00 250.00	275.00(2)	275.00(2)
1250	269.00	275.00 295.00	295.00	295.00 325.06
The second secon	295,00(2)			
1400	319.00 495.00	450 00 495 00	495.00	
	470.00	9 NU UKU 495 DD	495 00	ADT OF

### Think You Got Troubles?

450.00 495.00

Continued from page 80

years. Klein said. He added that folk music. if it were not for the currency difficulties, juke boxes would probably have tripled during the period.

are of American manufacture, he said. He explained that the influx of American troops during World War II has been instrumental in making U. S. habits popular in France. The two prime examples of this, he said, are Coca-Cola factor in this trend. Location and the juke box.

### U. S. Tunes

Likewise, he cor tinued, American tunes, tho pressed in France, predominate in the Gallic juke boxes. Most popular music, he Orleans-type jazz. U. S. novelty tunes like "Doggie in the Win-dow," he added, also do well.

In Paris, said Klein, the permanent American population and the the Seeburg factory in Chicago. great number of tourists support He leaves for France Saturday many American bars, whose juke (19).

has doubled in the last threeboxes feature U. S. popular and

495.00

Tho Klein wasn't sure of the figures for the rest of France, he said that in Paris half of the juke boxes were owned by the locations and the other half by Virtually all French juke boxes operators, with a slight trend toward operator ownership.

### Royalties Factor

He explained that the SACM royalty red tape and the difficulty in getting police and neighbor approval for the placement of juke boxes has proved a major owners feel they are primarily in the cafe business and don't want to be bothered with keeping books for SACM.

As in this country, of course, French operators are better equipsaid, are accordion tunes and New ped to service and repair the music machines than are the location owners.

> Klein is spending a month here visiting Seeburg distributors and

### **Essex Operators**

Continued from page 80

the Essex trade area group belong, said decals are being pre-pared for the operators. These decals will say "Use Dime (Two Plays) and Quarters Only."

Steinberg said opportunities to convert to dime minimum would occur when equipment is rotated, when new equipment is brought in and new locations are opened. He added that total conversion is probable within a year.

He emphasized that the dime minimum is still in the nature of an experiment, and that when a location remained adament about conversion, nickel play would remain. He also pointed out that no pressure would be put on members to convert their locations, two safeguards.

When a location owner tells an operator that he (the location owner) wants a dime minimum, but is reluctant to have a conversion made because a competing location has nickel play, it was suggested that the operator's best course of action vould be to get in touch with the competing operator and explain the situation to him.

#### Front Money

Steinberg said that dime mininot the paramount problem facoften the factors that make the difference between a profitable and an unprofitable operation.

He advised operators to stick by their guns in insisting on these The high team series, 859, was

### Oomens' Team

· Continued from page 80

tributors, 14-25, and Coven Music Company, 12-27.

Leading the league in individual averages were Ray Gallet. with 165.35; Carl Latino, 165.32; Irving Cairo, 164.33; Warren Paradee, 164.27; Tom Galgano, 163.15; Leo Sochacki, 163.13; Vic Yaccino, 162.16; J. W. Oomens, mum, important as it is, is still 162, and Bob Gnaro, 160.26. Leading the women were Isabel ing operators in North Jersey. Oomens, 141; Mabel Mankins, He explained that front money 131.3; Myrtle Sochacki, 127.27; and minimum guarantees are Millie Nyland, 126.31 and Clara Strobl with 122.8.

> I. Cairo held individual high series score with 621, and Mabel Mankins led the women with 469. held by B & B Novelty Inc.

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Smart, modern cabinetry ranks high among the many reasons why locations take to Evans' Phonographs. Created to attract, rather than overwhelm, Evans' Phonographs present an artful, working blend of design factors -trim, compact lines-beautyretaining materials-appealing color-smoothly "actionized" lighting. Impressive without

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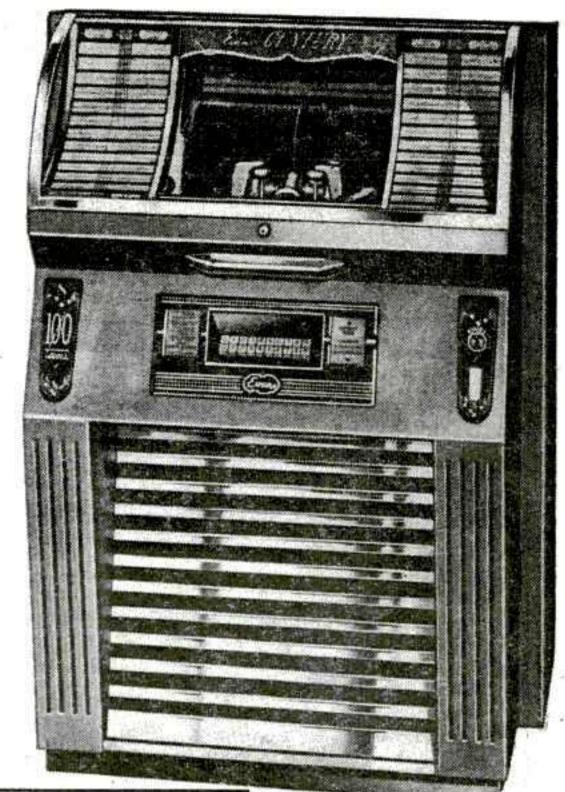
and

40-SELECTION

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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 lop play the year around!

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Please start sending me \_\_\_\_\_ title strip

eards of Billboard's "Best Buys" to cost

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Address

City

for 3 full months. Payment is

Spotted as a Billboard BEST BUY

NOVEMBER 25

Title Strips Ready for Top Juke Profits

NOVEMBER 25

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### CONVENIENT ORDER FORM

There are 20 title strips on each card-10 on side and 10 on side B. The minimum package includes eards 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)	(Cort for 5
20 ( 400	strips)\$ 9.00	70 (1400	strips)\$29.00
30 ( 600	strips) 13.00		
40 ( 800	strips) 17.00		strips) 53.00
50 (1000	strips) 21.00	90 (1800	strips) 36.00
60 (1200	stries) 25.00	100 (2000	chelant sa na

...





WURLITZER MODEL 5205 104-SELECTION WALL BOX SHOWN ABOVE

## mean MORE PROFIT for you



Properly placed Wall Boxes turn many a "fringe" location into a very profitable installation.

Wurlitzer's new Wall Boxes are location tested, proving their mechanical excellence and coin-catching appeal.

The title strips, mounted on easily rotated panels, are clearly visible through the sparkling curved glass window. This play-stimulating Wall Box is

available in a 3-wire 104-selection model designated 5205, and in a 48-selection 4-wire model known as 5206. Both boxes are identical in appearance with a high-sheen plated finish, turquoise buttons and red flip-over tabs. Each employs single button selection and is equipped with a top 5-10-25¢ coin entry. Each is convertible for 1 play for 10¢, or 3, 4, 5 or 6 plays for 25¢.



MODEL 5110 REMOTE SPEAKER

THE PURGUER

wilitzer COMPANY

NORTH TONAWANDA, NEW YORK

## THE BILLBOARD Index of Advertised Used Machine Prices

### A*musement Games*

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders,

ABC (United)	Issue of Dec. 12 \$50.00 75.00(2)	Issue of Dec. 5 \$35.00 50.00(2)	Issue of Nov. 28 \$50.00(2)	Issue of Nov. 21
Across-the-Board (United)	99.00 115.00		75.00(3) 99.00	\$50.00 75.00 99.00 125.00 95.00
All Star Basketball (Gottlieb) All Stars (Williams)	34.50 115.00	25.00 34.50 115.00 50.00	115.00	34.50 115.00
Agescade (United)	39.00 39.50 59.50 79.50	25.00 39.00 39.50 59.50	39.00 39.50	39.00 39.50 59.50
Atlantic City (Bally)	175.00 189.50 190.00 225.00(2) 235.00 255.00	175.00 195.00(2) 225.00(2) 235.00 245.00	175.00 195.00 199.50 210.00 225.00(2) 250.00	225.00(2) 245.00 250.00 265.00(2)
	265.00 275.00	255.00 265.00(2) 275.00		275.00(2)
Baby Face (United)	39.00 49.50	25.00 39.00 49.50		39.00 49.50
Sarnscle Bill (Gottlieb) Basketball (Gottlieb) Basketball Champ	34.50 195.00 275.00	25.00 34.50 195.00 275.00	34.50 45.00 195.00 275.00	34.50 45.00 195.00(2)
(Chicago Coin)	45.00 89.50 349.50 350.00	89.50 349.50 375.00	89.50	275.90 89.50
Beach Club (Bally)	385.00 425.00(2)	425.00(2)	349.50 355.00 375.00 385.00 389.50 425.00(2)	395.00 425.00 440.00 475.00(2)
Sesuty (Sally)	290.00 295.00	295.00-300.00	475.00(2) 300.00 309.50	340.00 350.00
	325.00 335.00 350.00 360.00(2) 375.00	325.00(2) 335.00 340.00 350.00(2) 360.00 365.00	315.00 325.00 335.00 340.00 350.00 360.00 395.00(2)	360.00 365.00 395.00(2)
Se Bop (Exhibit)	65.00 84.50 49.50	385.00 65.00 84.50 49.50	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin) Big Top (Genco) Black Gold (Genco)	54.50 64.50 59.50	54.50 64.50 25.00 59.50(2)	54.50 64.50 59.50(2)	54.50 64.50 59.50(2)
Boston (Williams)	115.00(2) 125.00 79.50	115.00(2) 125.00 79.50	95.00 115.00(2) 125.00 79.50	115.00 125.00 79.50
Bowling Champ (Gottlieb) Bright Lights (Bally)	75.00 100.00	50.00 69.50 100.00(2)	89.50 100.00(2)	110.00 125.00
	110.00 125.00 135.00 150.00 175.00	110.00 125.00 135.00 160.00 175.00	110.00(2) 125.00(2) 135.00 165.00 175.00	135.00 165.00 175.00
Bright Spot (Bally)	125.00(2) 175.00(2) 195.00	125.00(2) 175.00 185.00 195.00(2)	125.00 150.00(2) 175.00	150.00 175.00 195.00(3) 200.00
Succencer (Gottlieb) Buffaio Bill (Gottlieb) Buttons & Bows (Gottlieb)	34,50 69.50	200.00 25.00 34.50 69.50	195,00(3) 34,50 69,50 64,50	34.50 69.50 64.50
Cabana (United)	275.00 395.00	275.00 295.00 395.00(2)	275.00 289.50 295.00 375.00 395.00 475.00	350.00 375.00 395.00 475.00
Camel Caravan (Genco) Campus (Exhibit) Canasta (Genco)	69.00 84.50 59.50	69.00 84.50	69.00 84.50	69.00 84.50
Caravan Carnival (Bally) Carolina (United)	49.50 39.00	49.50 39.00	150,00 49.50 39.00	49.50 39.00
Catalina (Chicago Coin) Champion (Bally)	75.00 89.50	35.00 30.00 35.00 49.50 89.50 95.00	35.00 75.00	20.00 49.50 75.00 89.50
Chinatown (Gottlieb) Cinderella (Gottlieb) Circus (United)	150.00 160.00 29.50 195.00	160.00 165.00 25.00 29.50 185.00 195.00 225.00 250.00	160.00 165.00 29.50 165.00 185.00	150.00 165.00 29.50 195.00 225.00
Citation (Bally)	225.00(2) 42.50 79.50	295.00 30.00 39.50 42.50 79.50	195.00. 225.00 250.00(2) 42.50	250.00(2) 295.00 39.50 42.50 79.50
College Daze (Gottlieb) Coney Island (Bally)	125.00(2)	45.00 50.00 99.50 125.00(2)	125.00(2)	150.00(2)
	140.00 175.00 190.00 195.00	140.00 150.00 175.00 195.00(2)	150.09(2) 150.09(2) 175.00 195.00(2)	175.00 195.00(2) 200.00
Control Tower (Williams)	109.50	75.00 109.50 100.00	40.00 109.50	40.00 109.50
Coronation (Gottlieb) Dyclone (Gottlieb) Dallas (Williams)	155.00 149.50 44.50 69.50	149.50 44.50 69.50	175.00 110.00 149.50 35.00 44.50	155.00 110.00 149.50 35.00 44.50
De-Icer (Williams)	89.50 325.00	89.50	69.50 89.50	69.50 89.50
DeLuxe Baseball (Williams) Deluxe World Series (Williams) Dew-Wa-Ditty (Williams)	49.50	34.50 49.50	195.00 30.00 34.50	30.00 34.50
Disc Jockey			49.50 165.00 95.00	49.50 95.00
Double Feature (Gottlieb) Double Shuffle (Gottlieb)	49.50 65.00	49.50 65.00	45.00 89.00 45.00 49,50	45.00 69.00 45.00 49.50
Oreany (Williams)	89.50	40.00 89.50	55.00 30.00 40.00 89.50	30.00 65.00 40.00 89.50
Dude Ranch (Bally)	399.50 425.00 445.00 115.00 119.50	475.90 119.50	119.50	119.50
El Pase (Williams)	39.50	39.50 59.50	30.00 39.50 59.50	<b>50.00</b> 39.50 <b>59.50</b>
Fighting Irish (Chicago Coin). Fige Star (Universal)	45.00 49.00 49.50 75.00	50.00 75.00 25.00 30.00 49.00 75.00 79.50	49.00 75.00 49.00 49.50 75.00	49.50 75.00 49.50 75.00 79.50
Floating Power (Genco) Flying High (Gottlieb)	44.50 49.50 165.00.175.00	44.50 49.50 150.00 25.00	44.50 49.50 190.00	44.50 49.50 175.00
Flying Saucers (Genco) Football (Chicago Coin) 100 (Genco)	95.00 125.00	65.00 95.00 125.00	40.00 65.00 95.00 145.00	40.00 65.00 95.00 145.00
Four Corners (Williams)	165.00 125.00 109.50	165.00 125.00 40.00 109.50	165.00 125.00 150.00 109.50	125.00 109.50
Four Stars (Gottlieb)	135.00	40.00 45.00	30.00 45.00	135.00 30.00 45.00
Frolic (Bally)	185.00 225.00 235.00 240.00(2)	- 195.00 225.00(2) 240.00(2)	199.50 225.00(2) 240.00 265.00	225.00 265.00 275.00(2) 285.00 295.00
	250.00 265.00 275.00 285.00	250.00 265.00 275.00(2) 285.00	285.00 295.00	213.00
as in 1914	75.00 110.00	50.00 110.00	50.00 110.00(2)	50.00 75.00

12 11 11 11



Santa Rosen

## PRESENT o the Trade

Not Just in Greetings But in **Dollars and Cents** 

### CAN'T BEAT THESE PRICES

We are really Santa Claus early this year. Get Your Cift Today by Ordering Today.

	- MUSIC	
1250 1100 1015	Wurlitzer	\$295.00 195.00 95.00
100 Re	Seeburg	75.00
1461 146	Unit Models M, 147 Rock-Ola	75.00 60.00
1422 . Playma D-80 .	AMI	. 35.00
		495.00
Band E	hicago Co ex Evans	in \$125.00
Conste	llation	\$195.00

_ W	ALL BOXES	_
Wurlitze 5/10/	r 3020 25¢\$12.5	50
Packard		00
Personal		00

1	RID	ES .	-
Chicago	Coin Sup	er let	40E 00
Merry-G	aulic Rid o-Round	With	
and the second s		44.4.4	495.00 295.00
Rocket S	hlo	••••	295.00 245.00
Jeep Fire Engi			195.00

- SHUFFLE ALL	EYS -
Chicago Coin and United 6 Player-	
Match-A-Score\$	
10 Frame Bowler United Super Shuffle	250.00
Alley	225.00
Twin Rotation United and Chi. Coin	100.00
6 Player T	95.00
Chi. Coin Pistol Shuffle Target	55.00 50.00
Keeney League Bowler	2019
4 Player Pitchin' Horseshoes	50.00
Dale Gun	45.00

_	BE	VE	RA	CE	-
cole-S	pa f	Mag	nafic	w_	-
(12	(00			5	195

- ARCADE EQUIPM	
Genco Night Fighter .: Seeburg Shoot-the-	\$345.00
Bear	195.00
Photomatic	150.00
Shoe Shine Machines.	25.00

BINGO	- 22
Yacht Club	

### PINS

**Biggest Selection** LOWEST PRICES Write For List

1/3 With Order, Bal. C.O.D. Plenty More Presents in the Bag —Let Us Know What You Want. **Get Our Complete** 

Gift Price List

DAVID ROSEN Exclusive AMI Dist. Ea. Pa. 855 M. BROAD STREET PHILADELPHIA, 23, PA. 50.00 75.00 PHONE: STEVENSON 2-2903

H 15	1897	OIN MAC	7663	85
Georgia (Williams) Gizmo (Williams)	Issue of Dec. 12 89.50 35.00 49.50	Issue of Dec. 5 40.00 89.50 35.00 49.50	Issue of Nov. 28 30.00 89.50 30.00 35.00	Nov. 2 30.00 89.5 30.00 35.0
Globe Trotter (Gottlieb) Gold Cup (Bally) Golden Nugget (Genco)	135.00 55.00 59.50 125.00(2)	. 135.00 55.00 59.50 75.00 125.00(2)	49.50 135.00 55.00 125.00(2)	49.5 135.0 55.00 59.5 125.00(2
Grand Award (Chicago Coin). Grand Champion (Williams) Grand Slam (Gottlieb)	175.00 35.00	175.00(2) 35.00 150.00	175.00 35.00 235.00 190.00	175.0 35.0
Guy-Dolls (Gottlieb) Happy Days (Genco)	165.00	150.00	210.00 150.00	
Happy Go Lucky (Gottlieb) Harvest Time (Genco) Harvey (Williams) Hayburner (Williams)	139.50 65.00 75.00	139.50 45.00 55.00(2) 50.00 50.00 75.00(2)	139.50 55.00 65.00 65.00 75.00(2) 115.00	139.5 55.00 65.0 65.0 75.00(2) 115.0
Hit and Run (Genco) Hit 'N' Run (Gottlieb)	140.00	25.00 140.00	135.00 40.00 95.00 140.00	40.0 95.0
Hit Parade (Gottlieb) Holiday (Chicago Coin) Holiday (Keeney) Hong Kong (Williams)	29.50	29.50 45.00 125.00 100.00	29.50 45.00	45.00 59.5 125.0
Humpty Dumpty (Gottlieb) Jack & Jill	49.50	49.50 25.00	49.50	49.5
Jalopy (Williams) Jeanie (Exhibit) Jockey Special (Baliy) Joker (Gottlieb)	120.00 54.50 95.00 99.50	75.00 120.00 54.50 50.00 95.00	\$120.00 150.00 30.00 45.00 95.00 99.50	\$120.0 30.0 45.00 54.5
Judy (Exhibit)	94.50 100.00 110.00	99.50 94.50 100.00 110.00	94.50 90.00 110.00	95.00 99.5 94.5 90.00 110.0
Just 21 (Gottlieb) K. C. Jones (Gottlieb) King Arthur (Gottlieb)	150.00 59.50 89.50	150.00(2) 59.50 89.50	150.00 59.50 89.50	150.0 59.5 69.5
King Cole (Gottlieb) King Pin (Chicago Coin)	65.00 115.00 124.50	65.00 115.00 124.50	65.00 49.50 115.00 124.50	65.0 49.5 115.00 124.5
Knock Out (Gottlieb)	69.00 89.50 125.00 135.00 145.00	69.00 89.50 135.00 145.00 150.00 175.00	69.00 89.50 99.50 135.00 145.00 150.00	69.00 89.5 135.00 150.0 175.0
Lite-a-Line (Keeney) Long Beach (Williams) Lucky Inning (Williams)	125.00 139.00 84.50	40.00 79.50 109.50 139.00 84.50	45.00 84.50	79.5 139.5 45.00 84.5
Madison Square Garden (Gottlieb) Majors (Chicago Coin)		25.00	65.00	65.0
Majors of '49 (Chicago Coim) Marble Queen (Gottlieb) Mardi Gras	45.00 29.50	45.00 29.50	45.00 225.00 29.50	45.0
Maryland (Williams)	49.00 49.50	25.00 49.00 49.50 25.00	29.50 30.00 49.00 49.50 84.50	30.00 49.0 49.50 84.5
Merry Widow (Genco) Minstrel Man (Gottlieb)	125.00 29.50 139.50	125.00 29.50 100.00 139.50	125.00 29.50 65.00 139.50	125.0 29.5 65.00 139.5
Monterrey (United) Moon Glow (United) Niagara (Gottfieb)	49.50 49.50 145.00	49.50 49.50 100.00 140.00	49.50 49.50 140.00 145.00	49.5 49.5 140.00 145.0
Nifty (Williams)	64.50 69.50	145.00 64.50 69.50	50.00 64.50 69.50	50.0 64.50 69.5
Dlympics (Williams) One, Two, Three (Genco)	34.50 45.00 49.50	34.50 45.00 49.50 50.00	34.50 45.00 49.50	34.50 45.0 49.5
Palisades (Williams)		25.00	210.00	
Paim Beach (Bally)	195.00 215.00 225.00(2) 275.00 285.00 295.00	225.00(3) 235.00 265.00 275.00 295.00(2)	199.50 225.00(3) 230.00 235.00 295.00(3)	250.00 265.00(2 295.00(8
Paratrooper (Williams) Phoenix (Williams) Pin Bowler (Chicago Coin)	100.00	75.00 99.50	125.00 30.00 30.00 99.50	30.00 99.5
Pinky (Williams)	89.50 45.00	40.00 89.50 45.00	30.00 30.00 89.50 45.00	30.00 30.00 89.50 45.00
Poker Face (Gottlieb) Pop Up Puddin' Head (Genco)	175.00 39.00 39.50	39.00 39.50	250.00 39.00 39.50	39.00 39.50
Punchy (Chicago Coin) Quarterback (Williams)	54.50 75.00 89.50	54.50 45.00 50.00 75.00	54.50 75.00 89.50	75.00 89.50
Quartette (Gottlieb)	140.00 175.00	89.50 100.00 165.00	175.00 185.00	95.00 140.00 165.00
Rag Mop (Williams)	175.00 190.00 99.50	190.00 - 99.50	190.00(2)	175.00 190.00
Ramona (United)	39.00 89.50	39.00	40.00 99.50 39.90	40.00 99.50 99.00
tobin Hood	85.00 99.50 250.00	85.00 99.50 275.00	30.00 85.00 99.50 275.00	30.00 85.00 99.50 275.00
Rondevoo (United) Rose Bowl (Gottlieb)	135.00	75.00 135.00	90.00 125.00 135.00	49.50 49.50 90.00 135.00
Round-Up (Gottlieb)	44.50	25.00 40.00 44.50	30.00 44.50	90.00 44.50
iamba (Exhibit)	39.50 49.50	39.50 49.50	30.00 49.50 30.00 39.50	30.00 49.50 30.00 39.50
icrewball (Genco)	34.50 35.00 49.50	34.50 35.00 49.50	49.50 34.50 35.00 49.50	34.50 35.00 49.50
Sea Jockeys (Williams) Select-a-Card (Gottlieb) Serenade (United)	34.50	25.00 34.50	150.00 30.00 34.50	30.00 34.50
Shantytown (Exhibit) Sharpshooters (Gottlieb) Shoot the Moon (Williams)	85.00 49.50 120.00 135.00	85.00 49.50 120.00 135.00	50.00 85.00 35.00 49.50 120.00 135.00	50.00 65.00 35.00 49.50 120.00 135.00
Shoo Shoo (Williams)	75.00 95.00 119.50	50.00 95.00 119.50 100.00 125.00 175.00	95.00 119.50 150.00 150.00 175.00	95.00 119.50 115.00
Skill Pool (Gottlieb) Slugfest	119.50	119.50	150.00 175.00 90.00 110.00 119.50 30.00 69.00	175.00(2 90.00 119.5( 30.00 69.0(
Spark Plugs (Williams)	49.50	75.00 130.00 49.50	75.00 130.00 150.00	75.00 130.00 49.50
Sportsmen (Williams) Spot Bowler (Gottlieb) Spot-Lite (Bally)	75.00 119.50 75.00 95.00	50.00 119.50 99.50 100.00	45.00 65.00 119.50 92.50 95.00	45.00 65.00 119.50 95.00 110.00
	99.50 125.00 140.00 145.00 150.00(2) 175.00(2)	110.00 115.00 140.00 145.00 150.00(2) 175.00(2)	115.00(2) 125.00 145.00 150.00(2) 175.00 195.00	115.00 145.00 150.00 175.00(2 195.00
pringtime (Genco)tardust (United)	LONG STORY	185.00 89.00 39.00	89.00 39.00	89.00 39.00
Stars (United)		125.00 140.00 150.00 175.00	175.00 125.00 140.00 150.00 185.00	150.00 165.00 175.00 185.00
Stop & Go (Genco) Summer Time (Gottlieb) Sunshine Park (Bally)	34.50	185.00 34.50 95.00	40.00 34.50 95.00	40.00 34.50 95.00 100.00
Super Hockey (Chicago Coin). Super World Series	59.50	59.50 95.00	40.00 59.50 95.00 195.00	40.00 59.50 195.0
(Williams)	195.00	195.00	. 195.00	195.0

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!



COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC MIOOA. 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
- Export Shipping Department specially packs equipment to insure delivery in

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET

AND PRICE LIST Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors

Remember IN NEW EXGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS Tel Library 2- 9480

Distributors in Kentucky, Indiana, Southern Ohio "The House that Confidence Built" MUSIC COMPANY, INC. ESTABLISHED 1923

WRITE for NEW FALL PRICE LIST

Guaranteed Reconditioned. WRITE SPECIAL-PANORAMS.

\$42.50 | TURF KING .....\$85 SPECIAL! CITATION .....

IN STOCK-RECONDITIONED

735 S. Brook St., Louisville 3, Ky.

1535 Delaware Ave., Lexington Ky.

Spot Light ....\$145 | Bright Lights ...\$135 Atlantic City ... 265 | Coney Island ... 175 United Leader ... 135 | Bright Spot ..... 175 Beauty ..... 346 | Frelics ..... 245 SPECIALS ON WILLIAMS GAMES

Hayburners .... \$ 75 | Shoot the Meon. \$135 Four Corners .... 125 | Star Series ..... 85

CLAYT NEMEROFF . CHARLEY PIERI

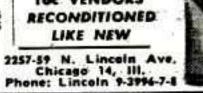
Monarch Coin Machine, Inc. Phone: Lincoln 9-3794-7-1

AVAILED New Domes for "Pop" Corn Sez -Write.

1000 Broadway, Cincinnati, Ohio

129 W. North St., Indianapolis, Ind.

"POP" CORN SEZ 10c VENDORS RECONDITIONED



AFTER TRAGEDY STRIKES YOUR AMERICAN RED CROSS IS ALWAYS THERE

### Coinmen You Know

· Continued from page 73

Raymond Watts, Mills Automatic Merchandising Corporation, was back from a business trip thru Elkins, Buckhannon, Piedmont and Spencer, W. Va.

Glen Mowry, Gem Vending, reports music receipts are up. . . M. J. Abelson, Oak Sales Company, is in New York City on business..., Mr. and Mrs. Alfred Rosenzweig, of Automatic Food and Refreshment Company, have returned from a tour of South America in celebration of their 25th anniversary.

Harry Dennis, Automatic Canteen Company, reports that officials of plants where this firm's coffee and carbonated machines have drink placed, have found them timesavers.

Stedeford's gives the music machine operators this yardstick for determining hit records: 1) Is the new record commercial? 2) Do you like the record? 3) Is it the type of record your particular stops seem to like? And 4) is it what the young people are buying?

Greater Pittsburgh Airport reports the coin machine receipts during the month of October were

up sharply. Fred Vowinkel reports that the unemployment created by mill layoffs was noticeable at some locations.

Milwaukee

Mel Curro, Metro Amusement Company owner, returned from his hunting trip without his deer. Not only were the deer scarce, reports Melo, but rainy weather and car trouble combined to make the trip not too happy an experience.

Premium goods are moving off the shelves as fast as they can be taken out of the shipping crates, according to bustling Sam Hastings, of the Hastings Distributing Company.

Forrest Thibeau, president of the Badger Candy Club, reports that the executive board members of the trade group are considering several new locations for their forthcoming Fall Candy Carnival. (Continued on page 88)

> CLASSIFIED ADVERTISING

## THE MARKET PLACE COIN MACHINE INDUSTRY

The Matienal Exchange for Coin Machine Personnel, Products, Services and Opportunities

### ADVERTISING RATES

...........

#### REGULAR CLASSIFIED Minimum \$3 Usual want-ad style, one paragraph, no

- display. First line set in 6 pt. beld, balance 6 pt. light. Per word .....\$ .20
- 3 or more CONSECUTIVE or 36 52 CONSECUTIVE insertions,
- 3 or more CONSECUTIVE or 36 insertions, per agate line ...... .95 52 CONSECUTIVE insertions, per agate line ...... 1 inch equals 14 agate lines.

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:

THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

ALL ORDERS AND INQUIRIES

TO COIN MACHINE MARKET PLACE

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 to cover the cost of handling and forwarding of your mail.

### **Business Opportunities**

....... Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

For Trade-Taxicab Business; 10 cars, radio equipped; have only franchise in city of 15,000 population; approximate value \$25,000; will trade for amusement route. Madera Cab Co., 205 E. Yosemite Ave., Madera, Calif.

### Parts, Supplies & Services

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco 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.

### **Positions Wanted**

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Mechanic - Jukes, Games; experienced, references, married; wants to relocate in Southwest. Serviceman, 3902 Pacific Coast Highway, Torrance, Calif.

#### Routes for Sale \*\*\*\*\*\*\*\*

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, 111.

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. \$22.50; U-Select-It 72-Bar Candy Vender \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Statler 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Five makes 1¢ Venders, Cum or Nuts, good condition, \$3.95 to \$6.95. R. West-moreland, Box 1016, Jackson, Tenn.

For Sale-Wurlitzer 700, 800, 750, 780, 850, \$49.50 ea. Seashore Music Co., 521 S. Front St., Wilmington, N. C.

For sale or will trade Bulk Vending Machines for Scales or Charm Venders. Box 159, Winchester, Ky.

Mutoscope Photomatics, deluxe. postwar, refinished, A-1 condition, \$350. Automatic Amusement Co., 728 4th Ave., San Diego 1

12 like new Penny Changers which kick out pennies at the pull of a lever; chrome finish, non-coin operated, one key for all 12 tokens included, best offer takes all. George F. Rhodes, 106 W. Peter St., Uniontown, Pa.

60 Mills Tab Gum Machines, like new, \$11.50 ea. Vendors Exchange, Box 8212, San Antonio, Tex.

Sub Gun (Keeney).....

Super Bomber (Evans).....

Super Jet (Chicago Coin)....

Tank .....

Target Master ......

Team Hockey (United).....

Teeny Weeny Horse.....

Telequiz .....

(Exhibit) .....

(Mercury) .....

Tommy Gun Deluxe (Evans)...

Voice-o-Graph (Mutoscope)...

Undersea Raider (Bally).....

3-Way Grip (Gottlieb).....

Ten Strike (Evans). .....

Trigger (Roy Rogers)

13-Way Athletic Scale

Star Series (Williams)..... 85.00(2) 139.50

### Wanted to Buy

Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest prices. Box 673, The Billboard, Chicago 1, III.

Wanted — Gottlieb 3-Way Grippers, any quantity up to 100. Fred Swening, 142 West 46th St., New York.

### THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes Parts, Supplies or Services.

TRY A DISPLAY AD THIS WEEK. See Advertising Rates Above.

## THE BILLBOARD Index of Advertised Used Machine Prices

### Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is

	Issue of	Issue of	Issue of	Issue of
Land Barrier Marie Marie	Dec. 12 \$195.00	Dec 5 \$1,95.00	Nev. 28 \$195.00	Nev: 21 \$195.00
Ace Bomber (Mutoscope)	\$195.00	\$1,75.00	90.00	90.00
Nomic Jet Space Ship	295.00	295.00 395.00	250.00 295.00	295.00
aseball (Scientific)	79.50	79.50 100.00	175.00 79.50	<del>175.00</del>
at-a-Ball Jr			Control for the	19.50
at-a-Score (Evans)	275.00 495.00 550.00	275.00 475.00 499.50	275.00 325.00 499.50	185.00 275.00 556.00
ng Bronco (Exmont)	NAPS SENT	500.00 550.00	525.00 550.00	With the Committee of t
oat (Scientific)	150.00 550.00	100.00 150.00 550.00	135.00 150.00 550.00	135.00 150.00
olascore (Evans)	185.00	185.00	185.00	
comerang	10 50 20 00	20.00 20.50	40.00 20.00 29.50	<b>≜</b> 0.00
hallenger (ABT)hampion Horse (Bally)	19.50 20.00 550.00 650.00	20.00 29.50 550.00 650.00	525.00 550.00	650.0
CONT. A CONT. III DANNOVII COAC.	22.22	E E E E E	650.00	6002 - Table
hicken Sam (Seeburg)	95.00 495.00	95.00 495.00	495.00	90.0
ounter Grip (Mercury)	5 5 5	D 180 N	to its	25.0
of the establishment	NEW TERMSON COMM.		Service Flavor	20020 7000
ale Gun (Exhibit)	45.00(2) 49.50 59.50 65.00	40.00 59.50 65.00 94.50	49.50 50.00 59.00 59.50	39.00 49.5 55.00 59.0
¥10 22	94.50	23.00	60.00 65.00	60.00 65 0012
· i · · · · · · · · · · · · · · · · · ·	1.0		94.50	94.5 110.0
efender (Bally) erby, 4 Player				210.0
(Chicago Coin)	175.00 195.00	125.00 175.00	175.00	- 175.0
rop Picture (Mills)		195.00	195.00(2) 35.00	195.00(2 35.0
lectricity Is Life (Mills)	129.50	129.50	129.50	129.5
lash Hockey (Coinex)	75.00 375.00	75.00 175.00	75.00 175.00	75.0 175.0
ield Goal (Scientific)	195.00	THE PARTY	TOTAL STREET,	1/5.0
ying Saucers (Mutoscope)	125.00	125.00"	125.00	w whole
lider (Genco)	85.00 119.50	85.00 119.50	85.00 95.00	85.00 95.0
my recessions commenters		THE CONTRACT	119.50	119.5
un Patrol (Exhibit)	175.00 195,00	150.00 175.00 195.00	75.00 195.00	175.00 195.0
on Range with 3 rifles		1.5.00	19/411	22 8 8
(ABT)			491	600.0
leavy Hitter (Bally)	35.00 65.00	35.00 65.00	35.00 60.00	35.00 60.0
ATOM DO WEST AND ATOM COMPOSED IN	CANADA SIESTA	69.50	65.00 69.50	CHECKSON WESTS
li Ball Striker (Exhibit)	89.50. 55.00	89.50 55.00	89.50 - 55.00	89.5 55.0
lockey (Chicago Coin)	295.00	33.00		4
let Red Automobile	245.00	245.00	245.00	245.0
eepet Gun (Exhiibt)	195.00 210.00	216.00	185.00 200.00	185.00 195.0
as resultational affects described film	1,5337,53	TESSO.	210.00	200.00 210.0
ungle Joe		275.00	150.00	150.0
ite League	99.50	99.50	99.50	99.5
ove Meter (Exhibit)	39.50 495.00	39.50	39.50	
Retal Typer (Harvard)	365.00	365.00	365.00	365.0
letal Typer (Standard)	107.00.005.00	107 50 00F 00	250.00	185.00 295.0
lidget Movies	185.00 295.00 245.00	185.00 295.00 245.00 300.00	185.00 295.00 245.00	245.0
Aidget Skee Ball (Chicago	(12/2/27)		The State of the S	QKI-CTQCTOO.
Coin)	395.00	395.00 450.00	150.00 395.00	150.0 395.0
Autoscope (Mutoscope)	201692142477	-72.00 430.00	273.00	65.0
light Fighter (Genco)	345.00			37/4
cean Liner (Scientific)	400.00	406.00	\$400.00	
anorams (Milis)	275.00	275,00	225.00 275.00	\$225.
Phila Toboggan Skee Ball	150.00.005.00	250.00	400.00 250.00 350.00	400.
Photomatic (Mutoscope)	650.00(late)	'650.00(late)	595.00	250.00 595.0 650:001lat
		- ALEXANDER WEST	650.00(late)	- P- : (P-)
Pikes Peak	55.00(2)	69.00	80.00	25.
itch 'Em & Bat 'Em	185.00	185.00	185.00	10.00
Okerino Jr	95.00	95.00	60.00 95.00	+ 60.
Rapid Fire (Bally)	125.00	325.00	95.00 125.00	95.00 125.
awhide-the-Pony (Exhibit)	325.00	325.00 400:00	325.00	ne zeż
lide 'Em Cowboy	95.00	95:00	95.00	95
locket Patrol	245.00	300.00	12 8	1000000
locket Ship	245.00	r 88	(X = 1); = +++	W of the ope
Sea Shale (Exhibit)	425.00	425.00	17 yz	474 944
Shipman Art Show	44.50	44.50	44.50	The state of the s
Shoot the Bear (Seeburg)	175.00 189.50 199.00	150.00 189.50 195.00(2)	185.00(2) 189.50	195.000
5 5005 5 6	395.00(2)	199.00 299.50	195.00(2)	199.00 199.
30 8	229.50		199.00 225.00 229.50	
Silver Bullet (Exhibit)		100.00 139.50	139.50	139.
Silver Gloves (Mutoscope)	195.00	195.00	195.00	195.
Six Shooter (Exhibit)	156.00	125.00 150.00	149.50 150.00	150.00
Sky Fighter (Mutoscope)	99.50 195.00	195.00	125.00 195.00	125.00 195.
Solar Moroscope Space Gum (Exhibit)	175.00		100.00	100.
	210.00	195.00	210.00	
	210.00			
Space Invader (Exhibit) Space Ranger (Deco) Space Ship (Bally)	295.00	550.00 295.00 300.00	450.00 295.00	

250.00

75.00

550.00

79.00

135.00 169.00

425.00 525.00

139.50

90.00

85.00

75.00

550.00

79.00

525.00

60.00 85.00

175.00 210.00

165.00 169.00

495.00 525.00

139.50

90.00

79.00

95.00

125.00

60.00 85.00

175.00 210.00

165.00 169.00

425.00 495.00

85.00 139.50

175.00 210.00

295.00

85.00

75.00

550.00

24.50

175.00 210.00

425.00 495.00

135.00 169.00

79.00 79.50

425.00 525.00

### Open Laundromat Near Copenhagen

COPENHAGEN, Denmark, Dec. First American-type laundromat to be installed in Copenhagen opened last month in the suburb of Soborg. There have been some prifor semi-automatic laundry establishments here, but they were not actually automatic or self-service and did not prove suc-

The new laundromat is operated by Ellen Sorensen and has a battery of Bendix machines operated along American lines. Local papers have given the establishment considerable publicity, using pictures of the laundry and its owner. Restrictions on issuing of permits for dollar purchases held up the deal for a long time, but a permit was finally granted for bringing in the machines.

Laundry prices charged here are in many cases higher than New York rates, and service is slow. For instance, it costs at least 2 cents more to have a shirt laundered here than it does in New York, and the usual time for delivery is a week.

### Exports

Cantinued fro. page 72

the Banque de France, actually never leaves the country.

If a French coin machine distributor wanted a U. S. juke box badly enough, he would offer the lace exporter \$2,500 in francs for his E.F.A.C. dollars. The lace exporter would then come out of the transaction with something approaching the true value of the goods he sold, and the distributor would have his juke box.

Expensive, Complicated The this may seem an expensive and complicated way of doing business, it accounted for a lot of coin machine sales to France. It will still be possible to export coin machines into France, Klein said. He explained that French officials have the power to grant import licenses when they feel the granting of such licenses will be in the national interest.

For example, he explained, if court's refusal to interpret the law said the dissenting opinion. a juke box is needed for a military barracks and the official feels that the box will aid troop morale, he might grant an import license.

Tho December 30 is the shutoff. date for coin machine exports reaching France, the only unit which may be shipped are those which have been ordered prior to October 30. Any coin machine ordered after October 30 will not be allowed in the country.

few months duration. He ex- of the franc."

### Johnson Act Ruling Favors

• Continued on page 72

unconstitutionally vague. The in such a way as to raise the issue requirements by regulations.

the act does not apply to local cision of the question." matters, said the majority opinion, is permissible. The opinion said that federal seizure of slot machines unconnected with interstate commerce was a substitution of federal for State authority not intended by the act. Deciding only interpretation of the act, the opinion held that Congress in enacting the law did not intend the broad interpretation placed on it by the government. The opinion was written by Justice Jackson.

Affirming the lower court's judgment were Justices Jackson, Frankfurter, Minton, Black and Douglas. The latter two, while concurring in the court's judgment, disagreed with Justice Jackson's reasoning in a separate opinion, saying that it was the intent of Congress to require every dealer and manufacturer to register and report, and indicating that the "vital omission" which render-ed the section of law so vague as to be unenforceable could be supplied by legislation but not by executive regulations.

The dissenting opinion written qualification.' by Justice Clark and agreed to by Chief Justice Warren and Justices this act has embarked on what it Reed and Burton called the act's deemed the most effective course language sufficiently explicit as of action possible to eliminate one to allow the broad interpretation, of the major sources of income and said that the government's to organized crime, while at the

Attends UJA Meeting

HARTFORD, Conn., Dec. 12 .-Samuel Roskin, head of Roskin Distributors, was in the Hartford Appeal 1954 drive at the Waldorf-Astoria, New York, this week.

plained that the embargo is a Klein believes that the ban will "shaking down process which will be temporary, perhaps only of a probably precede the devaluation

government replied that the act of its constitutionality, said Justice should be interpreted to require Jackson's opinion, is "that we reports of dealers whether en- should be sure Congress has gaged in interstate commerce or intentionally put its power in issue not: that effective enforcement of by the legislation in question bethe act requires reports from all fore we undertake a pronouncedealers and manufacturers, and ment which may have far-reachthat even tho the wording of the ing consequences upon the powers act is vague, the attorney general of the Congress or the powers rehas the power to supplement its served to the several States. To withhold passing upon an issue The high court's majority opin- of power until we are certain it ion refused to construe a law in is knowingly precipitated will do such a way as to require a decision no great injury, for Congress, once of its constitutionality, unless it we have recognized the question, were left no alternative. The can make its purpose explicit and lower court's interpretation that thereby necessitate or avoid de-

> Justice Jackson went on to say that the cases "are so framed as to apply in extreme form the most expansive interpretation of this act. All that we would decide at present is a question of statutory construction. We think the act does not have the explicitness necessary to sustain the pleadings which the government has drafted in these cases."

Concurring in the court's judgment but disagreeing with Justice Jackson's opinion, Justice Black said that "the vital omission in this criminal statute can be supplied by the legislative branch of government, not by the attorney general."

Justice Clark's dissenting opinion agreed that the court should not judge the constitutionality of the act if it were left with a reasonable alternative interpretation, but said that "it would be difficult for Congress to be more explicit than to direct the statute's mandate, as it has here, to 'every' manufacturer and dealer without

"It appears that Congress in interpretation was necessary to same time yielding to the policy effective enforcement of the act. of Nevada and a few other States The main consideration in the where slot machines are legal,"

### New Detroit Lady Op

DETROIT, Dec. 12.—Dorothy C. Sinclair established the General Coin Machine Sales and delegation attending a three-day Repair Company recently. There meeting of the United Jewish has been a growing trend toward has been a growing trend toward women operators in the Motor



Keeney PACEMAKER
Chicoin ADVANCE
BOWLER
Chicoin KING BOWLER
Chicoin GOLD CUP

"First-Conditioned" Shuffle Games UNITED

CLASSIC .... Write OLYMPIC .... Write STAR—18TH FRAME \$325 STAR 6 PLAYER ... 295 OFFICIAL S.A. SUPER 6 PLAYER . 235 DELUXE 6 PLAYER 195 6 PLAYER WITH PLAYER with

BOWLER ..... 365 SUPER DELUXE .... 195 DELUXE LEAGUE BOWLER ..... 175 BOWLER ...... 175

4 PLAYER ...... 165

HIGH SCORE
LEAGUE BOWLER 165

BIG LEAGUE
BOWLER ...... 115

CHICAGO COIN
10th FRAME DBLE. \$285

4 PLAYER MATCH. 295

4 PLAYER HI SCORE 149
UNIVERSAL
HI SCORE BOWLER. 875

HI SCORE BOWLER. . 875

YOU GET MOST FOR YOUR MONEY AT FIRST!

EBINGO 5 BALLSE

Bally PALM SPRINGS YACHT CLUB United TAHITI-RIO-TROPICS

"First-Conditioned" BALLY Dude Ranch ...... Write Yacht Club .......Write

Beauty \$375
Palm Beach 285
Frolics 285
Atlantic City 275
Coney Island 190
Spotlight 175 Spotlight .... 175 Bright Spot .... 175 Bright Lights .... 150

UNITED Circus ......\$195 

ONE BALLS "First-Conditioned" Winner ..... 95 Champion ..... 75 Gold Cup ...... 55

See FIRST for Chicago Coin's ROUND THE

WORLD TRAINER A real sensation!
Designed for a dult
appeal, but gets the
kids, toel "Gun-Ride"
s i mulates flight
actions—pilot contrels speed . . . tests skill by shoeting ray of light at targets while soins 'Reund the World in 68 seconds! QUICK DELIVERY!

### WENDING =

NEW KEEVEY DELUXE ELECTRIC CIGARETTE VENTER

Easy to Service, Quicker Loading, Greater Profits! CIGARETTE VENDERS FACTORY REBUILT -LIKE NEW!-

25c Operation-

King Size Cels. 18 Col. ...... 155 Uneeda Elec., 9 Col. . 125

### ARCADE

EXHIBIT SPACE GUN GENCO INVADER ABT CHALLENGER "First-Conditioned"

SEEBURG SHOOT CHICKEN SAM ... 95
RIFLE RANGE
RAY GUN ... 95
CHI COIN GOALEE .. 85
UN. TEAM HOCKEY .. 85

EXHIBIT DALE GUN.
WMS. QUARTER.
BACK
MERCURY 13-WAY CHI COIN HOCKEY ... 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.

5 BALLS GOTTLIES
Quintette \$190
Chinatewn 146
Wild West 145
Nisgara 145
Hit 'n' Run 140
Glebe Trotter 135
Rese Bewl 135
Aquacade 39

Triplets 380
WILLIAMS
WILLIAMS Grand Award 59
Sweepstakes \$195
Shoot the Moon 120
Shoot th

Mermaid ..... 125 Aquacade ..... All Str. Bsktbl.. 115 Carolina ..... es Stardust ..... 37 Football ..... 85 Baby Face .....

King Pin .....\$115 Camel Carevan. Fighting Irish .. 75 Harvest Time Screwball .....

Shantytown ....\$

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

### NEW EQUIPMENT—IMMEDIATE DELIVERY

**BALLY Palm Springs GOTTLIEB Arabian Nights** 

WILLIAMS Struggle Buggies **GENCO Invader** 

**GENCO Shuffle Pool** CHICAGO COIN Advance Bowler

### MUSIC—RECONDITIONED

AMI D40	Wurlitzer 1500  Rock-Ola 1422  Mills, Constellation	79.50 Seeburg Seeburg Seeburg	M100B M110C	625.00 745.00 825.00
Wurlitzer 1400 545.00	Seeburg 146H	89.50 Seeburg	147	109.50

### USED FIVE BALLS—COMPLETELY RECONDITIONED

Arcade\$104.50	El Pase\$ 24.50	Vi 81- 5 70 50		
Basketball 49.50	Fairway	King Pin \$ 79.50	Quintette	179.50
Be-Bop 39.50	Fairway 169.50	Knockout 44.50	Rag Mop	49.50
Bright Liebte 100 50	Fighting Irish 54.50	Lite-A-Line 69.50	Ramona	
Bright Lights 109.50	Flying High 159.50	Lucky laning 34.50	Rockettes	
Caravan 104.50	Football 39.50	Marble Queen 199.50	Rose Bowl	
Canasta 29.50	Four Corners 139.50	Maryland 29.50	CONTRACTOR OF CO	
Carolina 24.50	Four Horsemen 49.50	Mermaid 89.50	Round Up	
Chinatown 134.50	Four Stars 124.50		Select-A-Card	
Cinderella 24.50	Globe Tretter 99.50	Minstrel Man 79.50	Shindig	234.50
College Daxe 39.50	Crand Stem	Niagara 104.50	Singapore	15.00
Coronation 149.50	Grand Slam 159.50	Old Faithful 59.50	Skill Pool	134.50
Consessed	Cuys-Dolls 179.50	Olympics 134.50	Slug Fest	
Crossroads 114.50	Happy Days 129.50	Paratreoper 114.50	Spot Bowler	
Cyclone 99.50	Hawaii 15.00	Playland 49.50		
Domino 124.50	Hit 'N' Runs 124.50		Stadium	
Double Feature 49.50	Hong Kong 114.50	Poker Face 214.50	Stop & Co	49.50
Double Shuffle 39.50	Horse Shoe 99.50	Quartette 114.50	Utah	34.50
Eight Ball 99.50	Joker 49.50	Queen of Hearts 174.50	The state of the s	

### MISCELLANEOUS EQUIPMENT

EXMIBIT Super Twin Rotation 99.50	SEA QUEEN BOAT (New)\$545.00 GENCO Sky Gunner (New) Write GENCO Invader (New) Write	CENCO Cold Numerote 134 CO
4820 Wall Boxes (Chrome)\$29.50   3020 Wall Boxes	AMI Stepper\$19.50	Seeburg 100 Boxes \$64.50

Terms: 1/2 Deposit, Balance Sight Draft or C.O.D.

#### AMUSEMENT SOUTHERN

**628 Madison Avenue** 

AMI 5 & 10 Wall Boxes ...... 19.50

Phones: 5-3609, LD-524

Memphis, Tennessee

EXCLUSIVE AMI DISTRIBUTOR-ARKANSAS, WEST TENNESSEE, KENTUCKY AND MISSISSIPPI

### Amusement Games Continued from page 85

	- 13	Issue of Dec. 12		Issue of Dec 5		Issue of Nov. 28		Issue of Nov. 21
Tahiti (Chicago Coin)		D.C. 12	3.0	25.00		AU4. 20		MOT. 21
Tampico (United)	64 50	79.50	25.00			79.50	64.00	70 50
Tampico Tomices	04.JU	19.50	25.00	79.50	64.50	14.50	64.50	79.50
Telegard (Gottlieb)				25.00	Ÿ			
Tennessee (Williams)	29.50	49.50	29.50		29.50	49.50	29.50	49.50
Texas Leaguer (Keeney)		69.50		69.50	45.00	69.50		45.00
Thing (Chicago Coin)	10 10	45.00		45.00	30.00	45.00		30.00
Three Feathers (Genco)	4	64.50		64.50		64.50		64.50
Three Musketeers (Gottlieb)	250 11	79.50	2000	79.50	1.0	79.50		79.50
3-4-5 (United)	(A.) (A.)	75.00		75.00		75.00		75.00
Thrill (Chicago Coin)	29.50	35.00	29.50		29.50		29.50	
Times Square	-				27.50	175.00	27.30	33.00
Trade Winds (Genco)	2020	29.50		29.50		29.50	YC.	29.50
Trinidad (Chicago Coin)		35.00		35.00	37	35.00	Cigen	35.00
Triplets (Gottlieb)	65.00		50.00	80.00	50.00		50.00	80.00
Tri-Score (Genco)	69.00	A Committee of the Comm	69.00	89.50	69.00	89.50	59.00	
Tropics (United)	410.00	The Control of the Co		395.00		410.00	39.00	425.00
	120.00			425.00	223.00	425.00		425.00
Tumbleweed (Exhibit)	36	74.50		74.50	45:00	74.50	45.00	74.50
Turf King (Bally)	85.00 9		75.00	85.00	50.00	85.00	35.00	85.0C
	12000000000	109.50	95.00(2)	109.50		5.00(2)		109.56
Tucson (Williams)		44.50	40.00	44.50		44.50	30.00	
Twenty Grand		0.02.0	120000	110	125.0°		20.00	125.00
1.1			V	(6)				
Utah (United)	59.00	84.50	59.00	84.50	59.00	84.50	59.00	84.5C
Vicginia (Williams)	Agency.	49.50	termen.	49.50		49.50		49.50
Watch My Line (Gottlieb)	14770-0890-08	encera ence		50.00		P-05-071-371		65.00
Wild West (Gottlieb)	145.00	169.50	100.00	145.00	145.00	169.50	145.00	169.50
				169.50	2000	Veneza esta	A TONOR OF THE PARTY OF	
Winners (Universal Industries)	95.00(2)	99.50	40.00 9		9	5.00(2)	20.00	95.00
	200200000000000			99.50		An CONTRACTOR		99.50
Wisconsin (United)		34.50		34.50		34.50		34.50
Wizard		22.50	100011	22.50		22.50		22.50
Yanks (Williams)		49.50	25.00	49.50		49.50		49.50
Yacht Club (Bally)	239.50		249.50	275.00	249.50	250.00		269.50
	265.00			295.00	275.00	295.00	32	5.00(2)
CANCEL CONTRACTOR OF THE STREET	30	325.00	32	5.00(2)	32	5.00(2)		
Zinge (United)	0.5	125.00	60.00	125.00		60.00		

ELEPNANI Kiddie Ride

22' and 20' Shuffle-board cabinets, good condition, new maple tops. New pucks and Crated, Ea. \$169.50

ELECTRIC SCOREBOARDS LARGE NATIONAL COIN REJECTOR BOX

Overhead, 15-21 pts. Horsecollar \$125 ea. new, crated ... \$90.00
Bally Shuffle Line 69.50
Shufflebd, Adj., set 12.00
Pucks (set of 8) ... 12.00
Pucks (set of 8) ... 12.00
Wax, dozen ..... 3.00
Shuf, Scorepads. Ea. .25
Wall Model 15-21 pts.
and 15-21. \$95.00 ea.
Fecond, Monarch
O.H. Scoreboard,
5-21 pts. .....\$75.00 Wall Model 15-27 pts.

Terms: 1/3 dep , bal. C.O.D. or S.D., F.O.B. Chicago. MID-STATE COMPANY

2369 Milwaukee Ave. Tel.: Dickens 2-3444 Chicago 47, III.

## "CLUB MODEL" Saddle & Turf



Greatly improved new style SINGLE COIN DROP (WITH SLUG REJECTOR) easily accessible 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

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## ART PARADE

for adults—for the kiddies

Nation's finest three dimensional machine by the manufacturer of the famous Mutoscope movie machine. Exclusive title feature assures greater earnings . . . stars lite up to ballyhoo title to be shown lite goes out upon insertion of coin and next title lites up to attract play.

Beautifully designed, modern cabinet simple and sturdy mechanism . geous, full-color attractions—a spicy library for adults, a grand selection of favorite subjects for the kiddies.

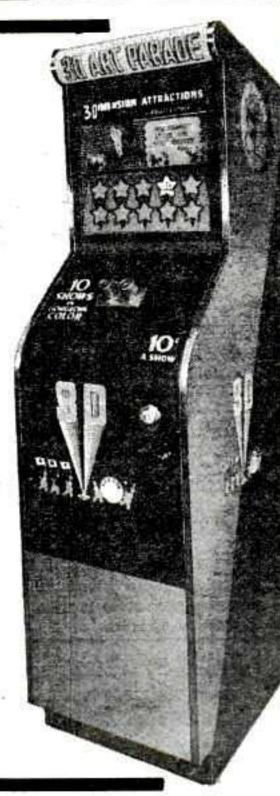
2 models . . . 10 shows (illustrated) and 6 shows . . . each delivering 5 exciting views in one showing. Can be easily adjusted to deliver 10 views for one coin if desired.

### Specifications

10 SHOWS-approx, 77" high, 20" wide, 30" deep. 6 5HOWS-approx. 65" high, 20" wide,

Prompt Delivery INTERNATIONAL MUTOSCOPE CORP.

William Rabkin, Pres. 44-02 Eleventh Street Long Island City 1, N. Y. STillwell 4-3800



Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



Continued from page 86

Previous yearly trade showings have been held at the Ambassador Hotel, which is now proving too small for the big crowds the event lures.

Stu Glassman, record buyer at Radio Doctors, was receiving congratulations on the addition of a girl to his family. Newcomer was named Debra Ann and made her appearance November 24.

Joseph Spasaro, sales manager of the Ziegler Candy Company, reports nickel candy bars still receiving the most favor from candy operators thruout the country. Preference of the traditional nickel seller over the dime bar is particularly strong among independent operators, he adds.

Business is definitely on the upgrade at the United, Inc., head-quarters says Harry Jacobs Sr. Deliveries of Wurlitzer equipment have been fine, and the orders continue to roll in with Harry Jacobs Jr. out on the road calling on the trade.

The atmosphere at the Capitol Records office and warehouse is all smiles these days. Boss Bob
Thompson explains it all by
pointing to such records as Dean
Martin's "That's Amore" and the phenomenally successful Stan Freberg novelty waxings.

Recent customers at Capitol included: Andy Waterman, Wis-consin Rapids; Verna George, Manitowoc; George Breber, Elk-



tation over the years for top equipment sold at rock bottom prices, backed up with experienced, dependable service. We have proven the value of our services time after time—and operators who know Banner know we live up to our

Banner is known for low prices, fine service, and complete stocks of parts and supplies for all makes and models we deal in. ready to be shipped to you at a moment's notice! Smart operators know that it's A BETTER BUY AT BANNER!

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Air Hockey\$449. Air Football499.	50
Set Shot Basketball 349. Mighty Mike Wo	ite
These choice items or a COMPLE ARCADE. Kiddie Novelty Ride All parts and supplies.	
Catalogs Free on Request	

Shuffle Board Wax, formula 77, listed last week at "25 1 lb. per case," should have read "24 1 lb. per case," \$6.00.

577 Tenth Ave. (at 42nd St.) New York 36, N.Y. BRyant 9-6677

42 YEARS SERVICE . EST. 1912

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1400	\$439.50
1250	249.50
3020	(24 Sel.) WOM . 12.50
4820	(48 Sel.) WOM. 31.50

### SEEBURG

148	ML (B	londe)	179.50
147	(Grey	Hammerloid)	119.50
146	(Grey	Hammerloid)	99.50
194	6 Hide	away	79.50

#### AMI

D-80 (80 Sel.)	.\$519.50
Model "C"	. 289.50
Model "B" (45 RPM).	. 249.50
AMI 5/10 Wall Box .	. 14.50

### **ROCK-OLA** WALL BOX SPECIAL

Seeburg	3W2-L56	
(5c 3	Wire)	 8.95

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Saddle & Turfs ..... Write

RIDES

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2 Pl. with				
4 Pl. with				
6 Pt. Star				
6 Pl. Clev				
Chi. Coin				
6 Pl. Del				
6 Pl. Supe				
6 Pl. 10th				
Cascades				
Olympics				395.

BINGOS		
ABC	\$ 75.	
Atlantic City	195.	
Beach Club	410.	
Brite Lites	75.	
Beauties	310.	
Frolics	195.	
Yacht Club	275.	
Bolero	125.	
Circus	225.	
Cabana	275.	
Coney Island	125.	
Five Stars	75.	
Leaders	125.	
Palm Beach	195.	
Rodecs		
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### Bally Champion ....\$550.00 Choo-Choo Train ... 495.00 Super Jet, Chi Coin. Write Space Ship ...... 295.00 Sci. Boat ...... 550.00 COUNTER GAMES 20 Wizards.

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AMI	A	**						\$195.
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3-4-5 ...... 75.00 50 Buckley Wallboxes 10.00

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Bally Big Inning ... \$150.00 Dale Guns ..... 59.50 Evans Super Bember 210.00 Evans Ten Strike ... 75.00 Evans Bola Score ... 185.00 Ex. Six Shooter .... 150.00 Ex. Gun Patrol .... 195.00 Ex. Space Invador .. 210.00 Heavy Hitters .... 65.00 Mills Panoram .... 275.00 Mut. Flying Saucer. 125.00
Mut. Voice Recorder 425.00
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Pitchem & Batem ... 185.00 Sky Gunner ..... Write Seeburg Bear Gun. 195.00 Write for complete list.

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DeLuxe Baseball ... \$325.00

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32.50 VENDING MACHINES, National 6 Col. Candy 565.50 National 9 Col. Candy 95.00 Shipman 3 Col. Candy, Venders Ea. 250.00 Super Vend Selective Drink, 3 Flavors 325.00 Hot Snack Bars,

5 Column ...... 150.00
7 Kaiva 3 Select,
Bottle Vendors ... 125.00
15 Advance 14 Stick
Gum Vendors ... 10.00
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Machines ... 110.00

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horn, and Tony Hirt, Sheboygan, man, revealed the pleasant fact The slow season is here, according to Erv Beck, front office boss of the Mitchell Novelty Company. "Music and games cash always drop for us at this time of the Partners," he reports. Surprise year," opines Beck. Sales staffer seller, according to O'Brien, is Erv Hoeth reported returning empty handed from his deer hunting foray last week.

A survey of juke boxes by Johnny O'Brien, Mercury Records



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that his label had close to 90 per cent coverage on the latest Patti Page version of "Changing the newcomer to the Mercury label, Joyce Taylor. Operators have gone heavy on ordering her first etching, "You've Got Something."

New York

Charlie Sachs, Union Automatic Music Company, is back on the job after a heart attack..... Lou Kniskern, Pan-American Music Company, is home with a cold. Max Shiffman, Mainstem Vending, has been bought out by his partner, Eugene Zimmerman.... Jerome Ossip, Bard Music Company, has sold out to Sandy Moore, Hampshire Trading Company. . . . James Hopkins sold his route to Phil Simon, Simon Music. . . . Al Denver, New York Automatic Music Operators' Association executive secretary, is back at work after attack of grip.

Marvin Leibowitz, who recently sold his game route, is back in business as an operator. . . . George Posner, head of the Associated Amusement Machine Operators of New York, reports that 400 tickets have been sold for the organization's annual dinner, to be held at the Latin Quarter December 20.

Morris Rood, Runyon Sales, has returned from a vacation in Lakewood, N. J., with Mrs. Rood and their two daughters. . . . Harold Seidel, Kingston, N. Y., and William Kaiser, Bronxville, N. Y., were on 10th Avenue last week. . . . J. Raymond Bacon, Rock-Ola executive vice-president, visited Dave Stern and Bob Slifer at Seacoast Distributors last week. Charlie Reissner, Seacoast parts and service manager, officially opened the firm's parts and serv-

ice department last week.

### RITEWAY'S 3-D IMENSIONAL THEATRE

## stole the show!

ask anybody who was at the NAAPPB Show—

## IT WAS AN OVATION!

Samples sold right off the floor!

Thousands viewed and voiced their enthusiasm!

Realistic Depth—Pictures POP Right Out at You

Electrically Coin-Operated

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### POSITIVE FOOL-PROOF TROUBLE-FREE OPERATION!

Easy to reload!

24" wide-

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(Pat. Pend.)

- Completely automatic operation!
- Beautiful, sturdy cabinet!
- GUARANTEED NO PROJECTION TROUBLE!

Pix can never lose a "loop"-can't break in sprocket-never needs splicing-no service calls!

3-D imensional Theatre offers 5 COMPLETE ONE MINUTE SHOWS! Reloading a matter of minutes for complete change of 5 shows. Complete library of subjects: Artists' Models-Bubble Dancers—Westerns—Educational—Travelogues.



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## NEW

Williams STRUGGLE BUGGY FLUB A DUB RIDE

Cottlieb ARABIAN NITES

United LEADER CHIEF RIO Bally PALM SPRINGS

Genuine, Original

Deluxe Silk Screened FORMICA

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### **SPECIALS** ARMY & NAVY **GUN CLUB** PINWHEEL

WILL PAY HIGHEST CASH PRICE

PALM SPRING and RIO

NEW 1954 MODEL ACE COIN COUNTER Counts 14, 54, 104, 254.

### IN STOCK-BINGO GAMES

Bally PALM SPRINGS **DUDE RANCH** YACHT CLUB BEACH CLUB BEAUTY FROLICS ATLANTIC CITY

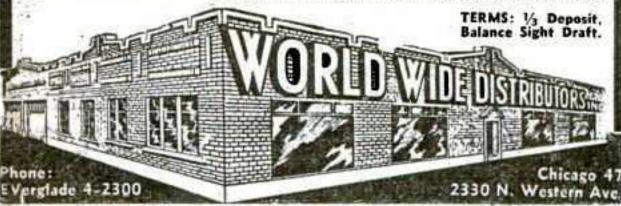
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Williams

PENNANT BASEBALL ......\$375 DELUXE BASEBALL. 295

> Chicago Coin CHAMP ......\$195



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is acclaimed as the bigggest profit maker on the market! Opens up a brand new field-ideal for top locations everywhere!

### and KIDDIES OWN MODEL!

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Yacht Club .....\$295 Beach Club ...... 375 Palm Beach ..... 265 Atlantic City ...... 250 Bright Spot ...... 165 Light A Line ..... 75 Seeburg Shoot-the-Bear Gun ....\$185,00 Exhibit Jet Gun ...... 185,00 Exhibit Dale Gun ...... 59,00 Glider ..... 45.00 Williams Double Header ..... 35.00

SHUFFLE GAME BARGAINS United 6 Player Shuffle Alley, United 5 Player Shuffle Alley, Formica Top
Without Formica Top
United 4 Player Shuffle Alley
United Twin Rebound Puck Return
Keeney 6 Player With Orig, Formica

Keeney Super DeLuxe Match Bowler 210 Keeney DeLuxe Match Bowler .... 195

## Keeney DeLuxe March Bowler .... 175 Keeney League Bowler .... 175 Chi Coin 6 Player Hi Score .... 175 Chicago Coin 6 Player Hi-Score .... 175 Bally Shuffle Line .... 75 Bally Hook Bowler .... 65 Chicago Coin Crown Bowler .... Write

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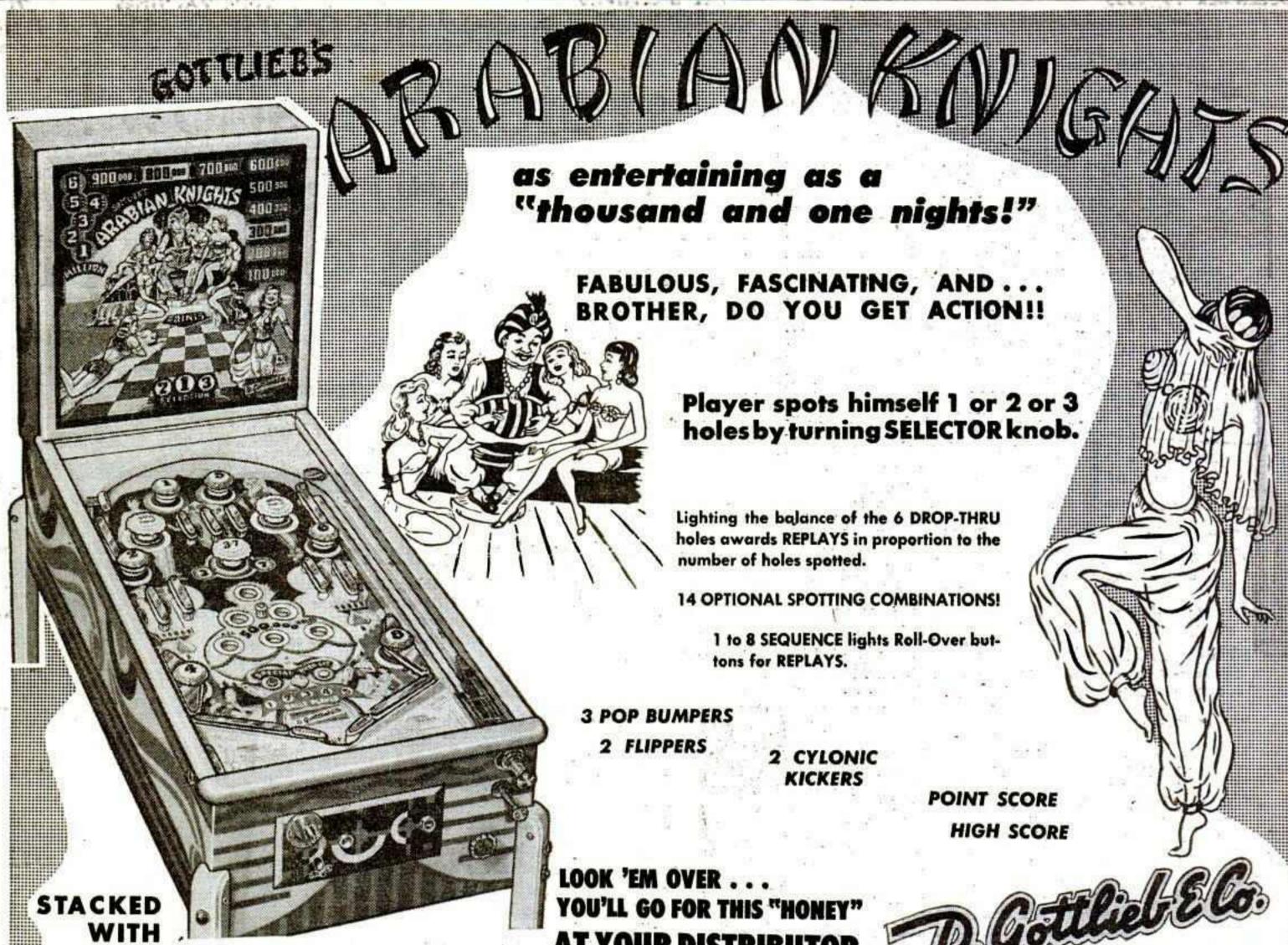
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> FABULOUS, FASCINATING, AND ... BROTHER, DO YOU GET ACTION!!

> > Player spots himself 1 or 2 or 3 holes by turning SELECTOR knob.

Lighting the balance of the 6 DROP-THRU holes awards REPLAYS in proportion to the number of holes spotted.

14 OPTIONAL SPOTTING COMBINATIONS!

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& Stand, 5¢ or 1¢ .... 159.50 & Stand, 5¢ or 1¢ ... 159.50 Batting Practice ... 87.50
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De-Icer ..... Lucky Inning Boston ..... Dude Ranch .. Write Dallas ..... Virginia .... Yacht Club .....\$325 Beach Club ....\$425 Yanks ..... Dew-Wa-Ditty 49.50 Beauty ...... 350 Saratoga .... 49.50 Palm Beach .... 250 Tennessee ... 49.50 Atlantic City .. 250 Gizmo ..... 49.50 Frolics ..... 275 Spot Lite ..... 175 Coney Island .. 195 "400" .....\$125.00 Bright Spot ... 195 Tri-Score .... 89.50 Bright Lights .. 175 Canasta .... 59.50 Tropics ...... 425 Cabana ...... 395 Puddin' Head 54.50 Big Top .... 54,50 Circus ...... 225 Screwball ... 49.50 Stars ...... 150 1-2-3 ..... 49.50 Zingo ...... 125 Floating Pwr. 49.50 ABC ..... 115 Long Beach ... 125 UNITED Red Shoes ...\$89.50 Arizona ..... 79.50 GOTTLIEB Utah ...... 84.50 Wild West ..\$169.50 Tampico ..... 79.50

Cyclone .... 149.50 Oklahoma .... 69.50 Нарру-Со-Aquacade .... 59.50 Lucky .... 139.50 Minstrel Man 139.50 Monterrey .... 49.50 Moon Glow .. 49.50 Spot Bowler, 119.50 Baby Face ... 49.50 4 Horsemen . 109.50 Joker ..... 99.50 EXHIBIT Rockette .... 99.50 Judy .....\$94.50 Knockout ... 89.50 Be Bop ..... 84.50 K.C. Jones .. 89.50 Campus ..... 84.50 3 Musketeers. 79.50 Tumbleweed . 74.50 Bowling Ch. . 69.50 CHICAGO COIN Buffalo Bill . 69.50 King Pin ....\$124.50 Just 21 ..... 59.50 Pin Bowler .. 99.50 Humpty D. . 49.50 Bermuda .... 49.50

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	365.00
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Edelco 10th FRAME DOUBLE SCORE CONVERSION UNIT

For United 4, 5 and 6 Players ..... Also Chicago Coin's.

MARVEL'S NEW SHUFFLE SCOREBOARDS CENTER OVERHEAD ......\$139.50

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COUNTER CAMES 1-BALLS Art Show & Film,
New ......\$47.50

Mercury Counter
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Scoring on Strikes and Spares only!

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HOLD ODD OR EVEN OR ALL NUMBERS
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with BUILD-UP scoring

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2nd Frame SINGLE SCORE

3rd Frame DOUBLE SCORE

4th Frame TRIPLE SCORE

5th Frame QUADRUPLE SCORE

MULTIPLE SCORES ON STRIKES OR SPARES 5 OR 10 FRAME ONLY

**ADJUSTS TO** GAME

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6th Frame SINGLE SCORE

7th Frame SINGLE SCORE

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(0-9)

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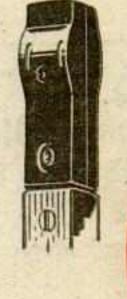
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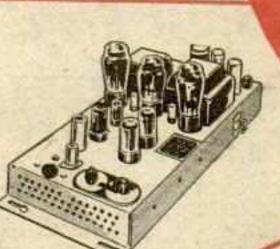
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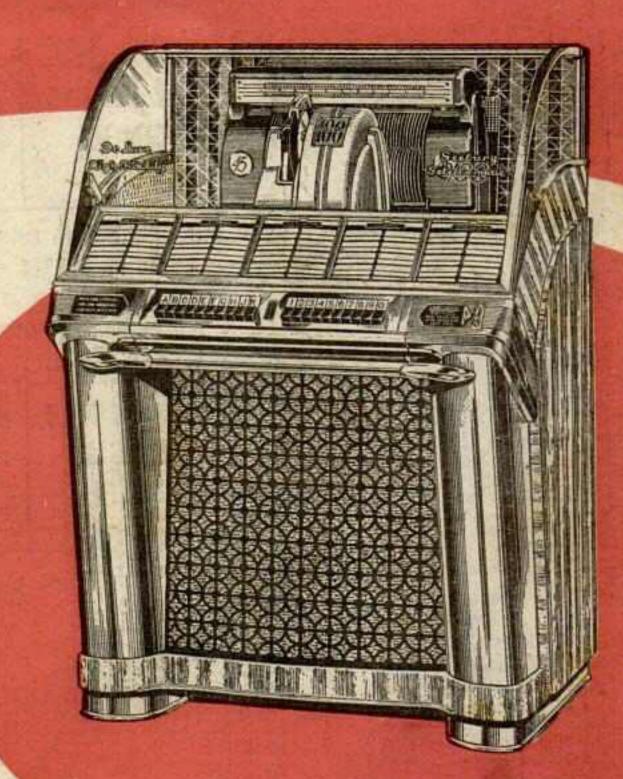
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