



The Billboard

JANUARY 17, 1953  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE 25 CENTS

Newspapers Scream 'Murder' At Alleged TV 'Crime Wave'

CHEERS, TEARS FOR MERCURY

CHICAGO, Jan. 10.—No sooner had Mercury's Art Talmadge stopped cheering over the news that Vic Damone most probably will be released from the Army in March than word came from Detroit that Ronnie Vincent, head of the Gaylords, is to report to Fort Custer for induction Monday (12). Trio has been Mercury's "find" of 1952.

Colgate Treks Back to Radio

NEW YORK, Jan. 10.—A new trend for advertisers to start using radio heavily again in TV-dominated markets evinced itself this week in Colgate-Palmolive-Peet's decision to reinstate eight key markets in its station line-up for sponsorship of "Mr. and Mrs. North" over the Columbia Broadcasting System's radio web.

The soap outfit dropped the stations about a year ago, thinking at that time being that TV alone would take care of the territories. Markets reinstated are New York, Syracuse, Baltimore, Cleveland, Philadelphia, Milwaukee, and Los Angeles.

Dancing Water Spectacle Set For Music Hall

All Show Fields Can Use Compact, 4,000 Jet Spray

By JIM McHUGH
NEW YORK, Jan. 10.—A new spectacle presentation consisting of 4,000 water jets, the spray from which can be guided into literally thousands of geometric patterns, colorful lighting and music, will be made available for literally every type of indoor and outdoor exhibition medium after its initial run at the Radio City Music Hall which begins next Thursday (15).

Aptly titled "Dancing Waters," the German invention was brought to this country by Harold Steinman, producer of "Skating Vanities," and Sam Shayon, long time talent booker, in association with Hans Hasslach, Continental booker of American attractions, many of the long-hair variety. Steinman and Hasslach hold the patent rights for this country and

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CBS SEMINARY TO GIVE CLERGY TV PREACHING

NEW YORK, Jan. 10.—The Columbia Broadcasting Company will conduct an all-day TV workshop, Thursday (29), to instruct the clergy in the art of showmanly sermonizing on TV, marking the first time that a network has offered its facilities and personnel for such an affair.

The CBS-TV clinic is part of a week-long communications workshop conducted by the Broadcasting and Film Commission of the National Council of Churches of Christ in America. The clinic will show ministers and lay associates from the North and Middle Atlantic States exactly what is involved in putting a religious show on the air.

WILLIAMS

Fans Clamor For Disks of Late Singer

By NEV GEHMAN

NEW YORK, Jan. 10.—The sudden death of Hank Williams has brought an immediate and tremendous upsurge in the consumer demand for all of the hill-billy writer-singer's past records. Williams, who had been in poor health, died in his sleep on New Year's Day while en route to a

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Chicago, Cleveland Keys in Big Fracas

Stations Point to Page 1 Gore as Sheets, Groups Keep Tallies, Pull FCC Threat

By JOE CSIDA

NEW YORK, Jan. 10.—Important newspapers in two major cities, The Chicago Daily News and The Cleveland News are currently embarked on strong campaigns against crime and violence in television shows (the Cleveland paper has included radio in its campaign). And key papers in at least three other cities—Des Moines, Seattle and Rochester, N. Y.—have picked up the Chicago News stories.

Some broadcasting-televasting industry leaders were fearful that the campaign may spread to numerous other cities and become a troublesome national issue for radio and TV stations and networks.

See editorial "It's Murder" in the Radio-TV department.

In Chicago, the news campaign had already stirred action. The City Council Thursday (8) named a committee of eight aldermen to make an investigation of crime in children's television programs. They voted the investigation after

Police Commissioner Timothy O'Connor said he thought that TV programs "could" be a factor in the increase of juvenile crime in Chicago, and that he had forbidden

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Fisher's Para, London Deals

NEW YORK, Jan. 10.—When Pfc. Eddie Fisher, one of the hottest current singers in the business, gets out of the Army early in April, probabilities are his first two dates as a civilian performer will be the Paramount Theater here, and the Palladium in London.

The Paramount is trying to sew Fisher up for Easter Week, but he may not have secured complete severance from the Army by that time. The Palladium date, however, is just about firmly set for two weeks in spring or early summer.

Industrial Shows Hit \$1,000,000 Stride

NEW YORK, Jan. 10.—Two major manufacturing firms, Servel, Inc., and General Motors, will premiere traveling industrial shows in the next few days which will give work to more than 100 performers, not counting technicians and stagehands on the shows. The bigger enterprise, and estimated the biggest industrial road show in history, is Servel's. On January 21, two units sponsored by the company, under the guidance of Producer Max Richard, will have a double premiere, in New York and Boston. Servel has put up \$1,000,000 for the financing of the musical units,

titled "1953 Show of Stars," which have each been scheduled to play theaters and auditoriums in about

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Mills Music Starts New Disk Label to Exploit Film Tunes

By PAUL ACKERMAN

NEW YORK, Jan. 10.—Irving Mills has blueprinted plans whereby the Mills Music publishing firm will operate a record subsidiary designed chiefly to exploit film tunes. The label, known as American, represented an expansion of Mill's current limited diskery operation, which is known as American Recording Artists. The latter firm now turns over masters to various diskeries and is used in several other capacities by Mills Music, but the new diskery organization will actually sell pressings.

Irving Mills' decision to set up the American label as a diskery service for film material stems

from these considerations: 1) The present disk industry, he feels, is so constituted that it cannot offer consistent exploitation to film tunes. The past year, Irving Mills states, has pointed up this condition sharply. 2) Even when a record company takes a film tune, the tune is apt to get lost in the shuffle—owing to the inability of the diskery to time its releases and exploitation with that of the film company. 3) Mills represents RKO on film scores, and "it is not fair," he states, "to penalize writers of film tunes." Their product, he observes, deserves more than the brush-off treatment now accorded by some diskeries.

Mills himself will supervise the a.&r. functions of the diskery. The exec, currently in New York, will be back in Hollywood Tuesday (20) to record Jane Russell. The star will cut "The Gilded Lily" and "Wrong Kind of Love," by clefters Portia Nelson and Martinez, from the RKO film "Montana Belle." Shortly after this date, Mills will cut six tunes from the Columbia Pictures film "All Ashore." Mickey Rooney will be on these sides, which will be released as singles, and then as an LP.

The Mills diskery operation will follow no hard and fast release schedule. Film tunes will be exploited fully, and tunes will be

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RECORD FOR LOCATIONS

Welk Aragon Stint Tops Decade Score

By JOHNNY SUPPEL

HOLLYWOOD, Jan. 10.—The record location stand of the last

decade of the dance band, and perhaps of all time, ends at the Aragon Ballroom, Ocean Park, Calif., February 21, when Lawrence Welk and his band begin a three-week vacation after a continuous 78-week stand. The stand is a record by itself, but, in addition, a study of Welk's accounting books, provided by his secretary, Lois Lamont, revealed that Welk has also done record weekly busi-

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Here's Real Teamwork!

World's largest team of horses. Beautiful, perfectly matched animals; pictures and price on request. Get all details in this week's Billboard classified columns.

And speaking of teams, here's another winner. The Billboard's three fast-action classified sections and your selling message—a natural combination which insures profitable results! Or, if you want to buy, check these useful columns every week. Either way, The Billboard is a valuable addition to YOUR team!

What Do You Want To Buy or Sell?

See pages 22, 59, 92.

Billboard Backstage

By JOE CSIDA

I like Radio Corporation of America President Frank Folsom's philosophy that good, sound friendly commercial relations between nations can do as much as any other single factor to promote world peace. That's one of the major underlying reasons for the new RCA plant going up near Madrid in Spain, and those which will eventually be built in other foreign countries.

I dislike performers who are forever "on," awake or asleep, at home or out, Sundays or week days. Did you ever notice that most of the good ones stop working when they stop working?

I like the story about how Ted Cott got his first job in broadcasting, with municipal radio station WNYC here in New York. Seems there was no money in the budget for another guy, so Ted went on the city pay roll as a ticket taker on the Staten Island Ferry. When he finally got around to taking the official city

exam for announcer, he flunked out. So he got into commercial broadcasting where he now makes more per week than he made per year as ducat collector on WNYC.

I dislike snob appeal commercials on radio or TV, like the Marlboro plug, which exhorts: "Escape the commonplace," and shows a group of people coming in from riding to the hounds, or whatever it's called, and lighting up the cigarette. No doubt such ridiculous pitches sell cigarettes, however, some people being some people.

I like the January TV Film Program Guide and Market Report, which starts on page 11 in this issue. I thought our December section was good, but I think this is better. I hope you agree.

I dislike the guys who pick all the hit songs, after they've become hits, and who knew all the time that kids who make it would

someday be big stars... after the kids make it, of course.

I like the girl singer named Vicki Mills who won the Godfrey Talent Scout show a few weeks back. Closest thing to a Patti Page I've heard in a long time.

I dislike columnists who re-write items out of newspapers, and phrase 'em so they sound like personal scoops.

I like the aggressiveness of the personal managers of bands and singers, who are out right now electioneering like crazy to get the disk jockeys to name their attractions No. 1 in the upcoming Billboard Disk Jockey poll. I wish they wouldn't electioneer, but don't know what we can do to stop 'em. Fair warning, fellas: We're going to be looking for phony balloting.

I don't really dislike enough people or situations to do this type of column, so I'll quit right now.

Legit Line-Up

Script revisions in Peter Ustinov's "The Love of Four Colonels" have caused the dropping from the cast of Rita Vale, Paula Dehelly, Alice Buchanan and Helen Wagner, the four wives of the colonels. . . . Isabel Bigley, a star in Feuer & Martin's "Guys and Dolls," will quit the musical February 28, vacation, and then begin rehearsals March 19 in Rodger & Hammerstein's new "Me and Juliet" song-and-dancer. . . . Robert Anderson's "All Summer long" will have its world premiere in Washington's Arena Stage Tuesday (13). It's adapted from Donald Wetzel's yarn "A Wreath and a Curse." Alan Schneider directs.

"The Fifth Season," starring Menasha Skulnik, because of good notices, will transfer from the Locust Street Theater to the Erlanger, in Philadelphia, for an extra week there. The Circle-in-the-Square, Philadelphia, will close its opening bill, "Summer and Smoke," January 17 and re-light with "Legend of Lovers" on February 3. . . . "My Darlin' Aida" will close at the Winter Garden, New York, Sunday (11), with Rosalind Russell in "Wonderful Town" taking over the theater February 25. . . . Also "The Male Animal" will quit the Music Box somewhere around January 24, with William Inge's "Picnic" taking over February 19.

GREGORY CONSIDERS 4 NEW READINGS . . .

Paul Gregory, having launched successfully the dramatic readings of "Don Juan in Hell" and "John Brown's Body," now is contemplating "Sorry, Wrong Number," "My Life and Hard, Hard Times," "Caesar's Circus" and "Court Martial," based in part on Herman Wouk's "The Caine Mutiny," for the same treatment. . . . Everyman Associates, which first announced production of "Everyman," starring Robert Preston, for the benefit of the Heart Fund, has released info on its second production—"The Beggar's Opera," for the benefit of the American Foundation of the Blind. Herbert V. Gellendre is head of the non-profit group; Wilson Brooks, production stage manager. . . . John Charles Thomas, last seen on Broadway in 1921, will play Franz Schubert in the sixth Broadway revival of "Blossom Time," to be presented by Celebrity Productions. "Blossom" was first seen in New York in 1921.

Luther Adler has signed to play Shylock in the New York City Center's production of "The Merchant of Venice," coming up March 4. Shylock is a role which immortalized Adler's father, Jacob Adler. Margaret Phillips will play Portia. . . . The City Center Ballet troupe will present

two more new ballets—"Will O' the Wisp," January 13, and "The Five Gifts," January 15. . . . Jose Greco and his Spanish dance company will open for a two-week run at the Century Theater, New York, beginning January 12.

REVUES PACKAGED FOR INDUSTRIES . . .

The Empire Producing Company of Kansas City (Mo.), producers of home-talent shows for the past 22 years, has entered the industrial field. For \$995 the company offers a choice of five different revues and a professional director to put on the show for the industry. The units are known as "company package shows." . . . Bill Margolis and Phil Tyrrell have moved the Chevy Chase (Ill.) Summer Theater tent and equipment to Hollywood, Fla., where they will operate a 10-week season starting January 15. . . . The Palm Beach (Fla.) Playhouse will open for a nine-week season February 2 under Producer-director Paul Crabtree's supervision. Crabtree is also co-sponsor of Vina Delmar's "Mid-Summer," which broke the house record for the New Parsons Theater, Hartford, Conn., pulling \$3,800 with a \$4.80 top for the night. "Anna Christie" held the previous record of \$3,100 with a \$6 top. "Mid-Summer" bows into New York's Vanderbilt Theater January 21.

Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 10.—More than 1,000 persons jammed the Hollywood Palladium. Some were veterans of the motion picture industry who saw it grow from the lowly nickelodeon into the greatest entertainment medium the world has ever known. Most of them were comparatively newcomers to the movie business, following the well-trodden trails cut out for them years before their time. But old and new alike fell captive to the electric feeling that filled the air as Hollywood's greats of yesterday and today turned out to pay homage to Adolph Zukor on his 80th birthday and his 50th anniversary in motion pictures.

Of all the Hollywood staged events this reporter has covered, the Zukor birthday anniversary affair was the most brilliant, moving and best handled. The Palladium remained closed from Sunday until Wednesday night to permit its decoration. More than 20,000 yellow and orange balloons were hung in clusters across the ballroom's vast ceiling and walls denoting the golden anniversary. The color scheme was complemented by more than 50 dozen birds of paradise blossoms and countless golden mums that decked the tables. The lights were dimmed and hundreds of golden candles were lighted as all present arose to drink a champagne toast to the guest of honor.

Bob Hope emceed a multi-mil-

lion-dollar array of talent that included Marge and Gower Champion, Donald Duck (who himself is marking his 25th birthday), Nelson Eddy, Howard Keel, Martin and Lewis, Mae Murray, Jane Powell, Walter Pidgeon, Mary Pickford, Dorothy Lamour, Rosemary Clooney, Paramount Studio's chorus and orchestra, and even Bill (Hopalong Cassidy) Boyd rode in astride his horse, Topper, to bow in salute before the guest of honor. A film composed of clips of the great Zukor films of yesteryears was projected, with Lionel Barrymore providing the sound-tracked commentary. It opened with:

"Once upon a time there was a little barn in Hollywood on the very ground where you sit tonight. In it began the great Paramount Studios of today. . . . There was a picture—"Queen Elizabeth"—starring Sarah Bernhardt. With it began the feature film pattern of today. . . . With the release of this first feature-length film ever shown in America, Adolph Zukor pointed the way."

Next came "Prisoner of Zenda," starring James K. Hackett, American-made feature released by Zukor's company, and a parade of Zukor stars that included William Farnum, Geraldine Farrar, Mary Pickford, Marguerite Clark, Rudolph Valentino, Pola Negri and clips from "Covered Wagon," "The Big Parade," William S. Hart and "Ben Hur," Clara Bow and "Beau

Geste." Disney's first Mickey Mouse with sound, Greta Garbo, John Gilbert, "The Volga Boatman," Clark Gable and Jean Harlow, Will Rogers and Marlene Dietrich's first screen appearance and many others as the screen turned back the clock for a glimpse of yesterday's Hollywood.

The speeches were short and to the point. Said C. B. De Mille, who as a young man, was hired by Zukor:

"I hope all of us, especially the younger people here, will remember this night. In our young industry we use the word 'pioneer' fairly loosely, but tonight we are in the presence of a real pioneer—one of the giants of the early days, who found an unorganized industry, without code or ethics, like the brawling West before law and order came to it, a rough and tumble merciless scramble for survival, by fair means or foul. Out of that chaos Adolph Zukor brought order. "What Rockefeller was to steel, what Harriman was to railroads, Adolph Zukor was to motion pictures."

Jesse L. Lasky: "To be in show business for 50 years is a notable achievement. To be and to remain one of the greatest figures in show business for 50 years is phenomenal." (As chairman of Paramount's board, Zukor is still active in the industry he helped found.)

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 10.—Bandleader Meyer Davis, who'll lead one of the dance bands contributing to President-Elect Dwight D. Eisenhower's inaugural celebration, has notified the inaugural committee that he'll introduce a new tune honoring the incoming President. Davis said he's just finishing the lyrics. Song will be given its premiere at the inaugural ball. Tentative title, naturally, is "Mister President." . . . Screen actor George Murphy, who's lining up the million-dollar talent array for the inaugural festivities, got an urgent phone call from Red Skelton in Hollywood. Skelton, bedridden from a recent surgical operation, asked: "Can you arrange an act I can perform at the inaugural from a wheelchair?" Murphy thanked Skelton, told him there'd be no wheelchair acts. "Fast-stepping show," punned Skelton.

IKE, ADLAI MAY DO AIR BATTLE . . .

Popularity battle between President-Elect Dwight Eisenhower and his defeated Democratic foe, Adlai Stevenson, will be resumed on the air even though the election is history. President-Elect Eisenhower's intimates are quietly but emphatically encouraging frequent fireside chats from the White House via TV and radio. Batten, Barton, Durstine & Osborne and Kudner Agency, Inc., which handled TV-radio for the Republican national campaign in '52, may be retained to continue on the job in the off-election years. That would be an unprecedented step. Meanwhile, the Democratic National Committee has been energetically trying to raise an off-election year battle chest to finance a TV-radio series by Stevenson. Democrats have been none too successful so far, and the national committee's penury has virtually wiped out the TV-radio staff here. Nevertheless, party bigwigs are hopeful that sufficient coin will be on hand to support at least two TV-radio chats by Stevenson next fall and winter. Both parties will be drumming for 1954, year of congressional elections which will provide a signpost to the presidential race in 1956.

MARCH MAY BRING CONTROLS CHANGE . . .

Most government controls affecting show business, altho already relaxed, stand no chance of being completely lifted before March at the earliest unless

President-Elect Dwight Eisenhower seeks earlier action. Senate and House Banking and Currency committees intend to hold separate hearings in February. Floor action could be delayed until late March or April. President-Elect Eisenhower could recommend quicker steps in his state-of-the-union message or he could take action by executive order. Meanwhile, the controls agencies, themselves, are slowly going solvent due to shrinkage of funds and personnel. National Production Administration frankly concedes that the already modified showbiz construction ban will be completely removed this year whether or not the agency is given an extension beyond its June 30 "death" date.

GOP MAY EASE PENSIONING . . .

Don't be surprised if the GOP Congress liberalizes the Social Security Act affecting the entire entertainment industry. There's a strong chance that Congress will authorize pensions to employed as well as idle old-agers. Law now limits benefits to unemployed. Raft of Social Security legislation is already in the works, altho Congress is little more than a week old. The most of the bills will wind up on the scrapheap, lawmakers are taking seriously a drive to extend benefits to old-agers whether they have separate incomes or not. Less likely to pass are bills proposing to lower the eligibility age for pensions from 65 to 60. Given a chance of approval is legislation to increase pension above the current statutory ceiling of \$75 a month.

London Dispatch

By LEIGH VANCE

LONDON, Jan. 10.—A new writing team, Peter Myers and Alec Grahame, has risen on the London horizon. The pair has just sold a new revue to Stephen Mitchell and Billy Chappell for production on the West End next spring. And with material rejected by Mitchell & Chappell, they got John Regan to produce a New Year's revue at the New Lindsey club theater. This "rejected" material drew a shoal of raves, and the star of the show, Eunice Gayson, became an over-

Paris Peek

By ANNE MICHAELS

PARIS, Jan. 10.—While the rest of show business suffered holiday doldrums, one restaurant, The Procope, styled after the days of Voltaire, played host to so many New Year's and Christmas Eve celebrity parties, that the place looked like a who's who gathering.

BROADWAY SHOWLOG

Performances thru January 10, 1953

DRAMAS

Bernardine	10-16, '52	101
(Playhouse)		
Dial "M" for Murder	10-29, '52	148
(Plymouth)		
The Children's Hour	12-18, '52	28
(Coronet)		
The Deep Blue Sea	11- 5, '52	77
(Morosco)		
The Fourposter	10-24, '51	511
(Golden)		
The Male Animal	4-30, '52	292
(Music Box)		
The Moon Is Blue	3- 8, '51	763
(Henry Miller)		
The Seven-Year Itch	11-20, '52	60
(Fulton)		
The Time of the Cuckoo	10-15, '52	101
(Empire)		
Time Out for Ginger	11-26, '52	53
(Lyceum)		

MUSICALS

An Evening With Beatrice		
Lillie	10- 2, '52	117
(Booth)		
Guys and Dolls	12-15, '50	964
(46th Street)		
My Darlin' Aida	10-27, '52	92
(Winter Garden)		
New Faces of 1952	5-16, '52	276
(Royale)		
Pal Joey	1- 3, '52	429
(Broadhurst)		
South Pacific	4- 7, '49	1,548
(Majestic)		
The King and I	3-19, '51	747
(St. James)		
Two's Company	12-15, '52	32
(Alvin)		
Wish You Were Here	8-25, '52	229
(Imperial)		

COMING UP

Be Your Age	1-14, '53	
(48th Street)		
The Love of Four Colonels	1-15, '53	
(Shubert)		

CLOSED

Mrs. McThing	1-10, '52	316
(48th Street)		
(Opened 2-20, '52)		
Whistler's Grandmother	1- 3, '53	24
(President)		
(Opened 12-11, '52)		

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The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

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EDITORIAL

It's Murder

It's murder what most newspapers will do to build circulation. Only the most naive would believe that the campaigns currently running in The Chicago Daily News and The Cleveland News decrying an alleged overabundance of violence and mayhem on television shows (particularly kid shows) were not prompted largely by an urgent desire to sell more copies.

It is also quite true, as some broadcasters have pointed out in the current situation, that these newspapers and many others publish more sexy, gory, violent, distasteful news and features than their TV station counterparts would ever dare present to the public.

But neither of these facts should encourage broadcasters or telecasters to treat this oft-recurring situation lightly. Newspapers are not controlled by the Federal Communications Commission. Newspapers are not read by smaller children. And no mass medium of communications has yet cared to attack newspapers on this basis in the manner that the papers persistently—and in this case in a heavily concentrated drive—are attacking video. Such newspaper campaigns, it must be recognized, have strong effects on parents, and even stronger effects on publicity-seeking local politicians hoping to make a name for themselves by taking a brave public position against sin.

The TV Code Committee of the National Association of Radio and Television Broadcasters, under the able chairmanship of Bob Swezey, did a good job last year in writing a fine programing code for the industry. Most stations and networks have subscribed to, and followed, the Code to the full limit of their powers.

But perhaps one more step must be taken. Perhaps the broadcasters-telecasters must meet with the firms and people—even those outside their own organization—who produce, own and dictate production of programs. Perhaps the broadcasters must spell out in no uncertain terms to these people what the station will and will not accept in video programing, and back up such spelling out with refusals to carry objectionable shows, sponsored or otherwise.

Regardless of how cynical the source of attacks on radio or television in connection with crime on kid shows, regardless of how unfair or unmerited the charges may be in any single situation—only constant vigilance on the part of the broadcasters themselves will prevent oppressive and unsympathetic outside censorship.

Wolff Succeeds Meade As Y&R Radio-TV Top

NEW YORK, Jan. 10. — The resignation of Everard W. Meade, vice president and director of the radio-TV department of Young and Rubicam, Inc., this week marks the exit of one of the top execs responsible for Y&R's former policy of creating broadcasting properties for its clients.

He is being succeeded by Nat Wolff, who joined the agency only a year ago as vice president in charge of radio and TV production. Wolff was brought in then because the agency's policy of creating TV properties for its accounts had proven unfeasible. Not only were several of the shows unsuccessful, but the agency found that economically the policy was draining it of funds.

Wolff's connection with Y&R stems from his half-ownership in the Ronald Coleman radio package, "Halls of Ivy," sponsored for several years by Schlitz Breweries, then a Y&R client.

Today Y&R's radio and TV department is down to a minimum staff, with most of the shows handled by outside packagers. However, the agency is doing well and has more billings in both radio and TV this year than it ever had before.

Meade, also a member of Y&R's executive committee, will retire to his home in Charlottesville, Va., where he will write for TV and lecture on various aspects of the radio and TV industry.

AFTRA Strike Against Chi Stations Ends

CHICAGO, Jan. 10.—The strike of the American Federation of Television and Radio Artists against WGN and WGN-TV ended at 6 a.m. Tuesday, a week after it began. The strike against WLS ended one day later. Neither the radio stations nor the television station were off the air, altho WGN-TV came on late several mornings and had some major program changes.

George Heller, national executive secretary, and Henry Jaffe, national attorney for AFTRA, carried on negotiations after the strikes were called. WGN won its point against making members of the stations' news staffs join the union, and it made concessions to the union on severance pay and retroactive pay provisions. Pay increases were not a strike issue.

WLS agreed to a pay increase for staff announcers from \$135 a week to \$150 for 12 commercial units of work. The union agreed to a reduction to \$6 for the 13th unit, whereas other Chicago network stations pay \$11.

NEWS CAPSULES—COAST TO COAST

Ziv's Novel Tie-In Merchandise Plan; CBS Preps Teen Version of 'Girls'

CINCINNATI, Jan. 10. — Ziv Radio in 1953 will be backed by one of the biggest promotional campaigns in the history of the medium, proxy Frederick W. Ziv told his salesmen this week at a home-office meeting here. Highlight of the plan will be a merchandising tie-up campaign to publicize Ziv's new Guy Lombardo "mystery tune" transcription series, with each sponsor receiving \$2,500 worth of Gruen watches to distribute as prizes to his local audience.

TEEN-AGE SHOW IS READIED . . .

NEW YORK — CBS Radio is readying a teen-age take-off on "Leave It to the Girls," with high school students and college freshmen serving as panel members. Guest spots on show will be filled by weekly big name male guests, who have teen-age offspring. Bill Cullen will emcee the audition show, with Lou Melamed as producer.

RADIO-TV DRIVE AIDS PRO BALL . . .

BALTIMORE — The National Brewing Company's radio-TV drive to hype professional football accounted for cash sales of 3,101 season tickets at \$19.80 each, for a total of \$61,399.80—more than 25 per cent of all ticket sales to date. National plugged ticket sales on its four WMAR-TV shows, and "The National Sports Parade" radio program on WBAL. National gives major credit for sales to WMAR-TV's "Wrestling With Bailey Goss" show.

NEW BUDGET, AND SHOWBIZ . . .

WASHINGTON — President Truman's annual budget proposed broad increases for Federal Communications Commission, State Department and other agencies handling business affecting the entertainment world. However, for the first time in the seven years of Mr. Truman's presidency, his budget proposal is rendered virtually nil inasmuch as the document will be completely rewritten by incoming budgeteers. Furthermore, the GOP Congress is readying to put the ax to most of the Truman recommendations. First week of the new Congress brought nearly a score of bills affecting TV-radio, ranging from removal of federal excise taxes on radio and TV sets, to prohibiting on the air or TV screen defamatory statements likely to "arouse intergroup conflict." Many of these are revivals of bills which died last session.

CHI. CORP. BUYS NEW ACUFF SHOW . . .

CHICAGO — Consolidated Royal Chemical Corporation will sponsor the new "Roy Acuff Show" for 52 weeks beginning next Friday (16) and every Friday from 8 to 8:30 p.m., CST, for two of its products, Peruna Elixir and Kolor-Bak. The show originates from WSM, Nashville, and will be carried live to WREC, Memphis; WOOD, Chattanooga; WSB, Atlanta; WBY, Charlotte; WAPI, Birmingham; WWL, New Orleans, and relayed to WNOX,

Knoxville, and KARK, Little Rock. During the course of the year some of the shows will originate from the various stations that carry it. Consolidated Royal Chemical Corporation is handled by Ross Roy, Inc., Chi advertising agency.

DJ SHOW CHANGES SPONSOR POLICY . . .

PHILADELPHIA—In an effort to increase the flexibility of its all-night "Dawn Patrol" record show, WIP changed its sales policy for all future accounts using the program. Currently sponsorship of the "Dawn Patrol" is restricted to 22 quarter-hours a week for a single sponsor with a total of seven such sponsored packages available. New format will not affect existing sponsors, unless they desire to change, until January, 1954. New sales format offers sponsors wide variety to select from, ranging from 35 one-minute announcements weekly; 49 20-second time signals weekly; 49 20-second weather shorts; 42 three-minute newscasts.

WMGM SALE STILL PENDING . . .

NEW YORK—Negotiations are still on between Loew's, Inc., and Bertram Lebar Jr. for sale of the movie outfit's Manhattan radio station, WMGM. Lebar, manager of WMGM for the past 14 years, is trying to raise \$700,000 for down payment and initial working capital. He said he has not yet petitioned the FCC for approval of the deal. Loew's is asking \$500,800 down, plus an-

(Continued on page 8)

den his children to watch crime shows.

The Chicago hearings will get under way within two weeks, Patrick P. Petrone, West Side alderman and chairman, said. Those invited to appear before the committee will include advertisers, agency men, clergymen, Commissioner O'Connor, and PTA and women's club representatives.

The aldermen asked an opinion from the city attorney regarding their powers. They were told that under present laws they had no control over radio or TV programs, and there could be no censorship. One consideration they discussed was making a report to the Federal Communications Commission when Chicago TV stations come up for license renewals. The council would tell the FCC if they think the stations failed to fulfill their qualifications of operating in public interest, convenience and necessity.

The spark that set off the Chicago council was the aforementioned campaign—a series of five front page articles in the Chicago Daily News reporting on the monitoring by a group of parents of children's shows for one week. The paper reported unprecedented public response. It detailed the number of crimes seen in the shows, mostly feature films. There were something over 200 crimes of violence counted.

A suggested investigation of television by the Illinois State Legislature was headed off because the Chicago council was covering the same territory.

Norton's Statement

Three of the four Chicago stations took a hands-off attitude toward the controversy, refusing a request of the Daily News to comment. The fourth, WENR-TV, sent a letter signed by John H. Norton Jr., vice-president in charge of the Central division of the American Broadcasting Company.

Here is part of Norton's statement:

"The key to good television viewing is selectivity — which

means not only the privilege of turning your dial from one channel to another, but also of turning your set off completely.

"One wouldn't allow one's child to eat four chocolate bars between the end of school and dinner time, yet many people allow their children to sit by the hour and devour any and all types of television programing."

In Cleveland radio-TV operators reacted sharply to the Cleveland News series. The News kept box score on radio-TV killings, robberies and so forth on cue from a resolution passed by The Illinois Education Association calling on sponsors to give "greater attention to emotional effect of their programs on youngsters."

Charles Day, WGAR news director, immediately hopped on newspapers as "people living in glass houses who can't safely throw rocks."

"Analyze a daily newspaper—such as today's Cleveland News," Day said, "and see what crime and sex stories are there for any youngster to read. Lurid testimony from the Raible paternity case is printed in detail. Recently newspapers printed virtually every word of the Lakewood divorce case, a situation so messy that the judge finally threw it out of court. No Cleveland radio station touches that kind of material, at least not in such vulgar detail. Before newspaper critics start cleaning house elsewhere, let them look to their pages."

Cleveland Reaction

Managers of Cleveland radio-TV stations joined rebuttal with following comments: John F. Patt, president, WGAR:

"While the Cleveland News summary presents certain facts in interesting readable fashion, nevertheless stories essentially distort the real situation. In using composite figures on the output of seven stations operating simultaneously, you multiply average mystery content by seven. The same distortion could be found for news, music, comedy and other program types. If the News would

turn a mirror on its own front page content this week, it would be disturbed, too."

James C. Hanrahan, General manager, WEWS-TV:

"We have about the same number of murders and beatings as comic strips or perhaps slightly less. We haven't any episode as gory as 'Dick Tracy' in The Cleveland News."

Hamilton Shea, general manager, WTAM, WNBK-TV:

"All great literature in the Bible was based on conflict. So there is no point in trying to shield adults or children from conflict. The important thing to broadcasters is that nowhere does evil prevail."

Franklin Snyder, general manager, WXEL-TV:

"All motion pictures are screened . . . we're doing our own monitoring job and trying to do a good job in entertainment and education."

K. K. Hackathorn, general manager, WHK:

"Radio programs under attack by The News, as related to WHK, originate in studios of the Mutual Broadcasting System, with which this station is affiliated. Mutual has made horo studies of such programs in the past, and has gone so far as to air interviews on subject with noted authorities in the field . . . We make no apologies for these programs, nor do we believe, based on thoro research, that their effect is injurious or harmful as The Cleveland News would indicate or have the public believe."

In the midst of the anti-radio-TV campaign Ed Macauley, Cleveland News columnist, blasted the newspapers with the following: "I write what I please, so here goes. Newspapers live their shoddiest hours in time of such court trials as the Raible case. . . . In an unhappy combination of greed for bigger sales and 'rationalization' regarding their duty to the public, newspapers frankly appeal to one of the lowest expressions of human curiosity—the desire to know what goes on in other people's bedrooms . . . as far back as 1907 . . . Editors 'took a deep breath' and convinced themselves that people are entitled to know, on a play-by-play basis, why Harry Thaw shot Stanford White. . . . Ever since, court testimony has been regarded part of public domain. . . . In my opinion, the men behind me with thick, black copy pencils have erred, and their consciences stretched thruout the Raible trail . . . the story doesn't even have elements of news. . . . And its effect on others—especially the young—may be incalculably harmful."

Lucy, Scouts, Friends Head ARB for Dec.

NEW YORK, Jan. 10.—"I Love Lucy" was the top-rating program for the third consecutive month this season, according to the American Research Bureau figures. "Talent Scouts" continued in the No. 2 position, and "Godfrey and Friends" was third. With December rounding out ratings for 1952, ARB reports three programs managed to place on the list of top favorites every month during the year, exclusive of vacation periods. They were "I Love Lucy," "Talent Scouts" and "Your Show of Shows." All were listed among the top 10 programs in the nation every month they were scheduled.

ARB data also reveals the greatest rise was registered by "I Love Lucy." During 1952 the program added seven cities to its list of outlets, nearly 30 points to its rating and 8,000,000 homes to its audiences. In December, only four programs, including "I Love Lucy" reached a total of 8,000,000 or more homes thruout the nation.

NCAA Retains TV Football Sked Despite Murray Warning

WASHINGTON, Jan. 10. — A court test is being seriously threatened as aftermath of the National Collegiate Athletic Association's decision here yesterday to continue its policy of restricting televising of football games. The NCAA in convention voted the continuance by an overwhelming 172 to 13 vote despite a warning from Francis Murray, director of athletics at University of Pennsylvania, that "You people fighting to keep off television now will be struggling to get back some day." Reverberations of NCAA's latest action may reach the courtroom as well as Justice Department's antitrust division. As the convention took the vote, Chris J. Witting, managing director of Du Mont Television Network, charged that the association's TV committee, which drafted the restrictive TV report, used "a misleading device to obtain approval of its proposal," and he charged "collusive" action and observed that "court action may be a product of persistence in thwarting the public interest."

The program of "limited TV" approved by the convention was proposed by NCAA's outgoing TV committee, which in a 38-page report urged a "middle course" policy, while expressing distaste for an absolute ban on TV and for unfettered telecasting. Essentially, the policy will be the same as last year.

To combat the "threat of monopolization by a very few institutions" which might be attracted by irresistible financial benefits, NCAA recommended that no member school be allowed more than one network appearance, at least until a formula for national distribution of proceeds can be devised. This gargantuan task was left for the incoming TV committee, still to be named.

NCAA would also prohibit member schools from making any commitments for the televising of college football games during 1953, until a final plan is adopted.

Pay-as-you-see TV was foreseen in the not too distant future by NCAA, which commented that it would "necessarily have an important bearing on college football situation and, if properly supported, can be operated to football's advantage."

The committee indicated that the second year of limited TV (1952) had "succeeded in checking the harmful effects of TV competition," and noted, "Colleges without any TV competition are definitely better off than colleges with even limited TV competition."

With only one game televised

176 'Today' Segs Are Sold

NEW YORK, Jan. 10. — The National Broadcasting Company this week sold 176 five-minute segments on its early morning TV show, "Today," to nine new advertisers. Orders range from five segments for one advertiser to 65 for another.

New sponsors are International Cellulose Products Company for Kleenex, General Motors, C. H. Masland & Sons, Willys-Overland Motors, Inc., Buick Motor Division, Sterling Division of International Silver Company, Bendix Home Appliances, Anson Jewelry and Glamorene Rug Cleaner.

each Saturday, NCAA said, "the average college football game was obliged to meet the strong TV competition provided by a big game in its own area on only a few Saturdays—those Saturdays of maximum damage being outnumbered by the Saturdays when the chief impact was confined to other territories."

Opposition was led by Murray and the Rev. Edmund P. Joyce, C.S.C., chairman of the Faculty Board of Athletics at Notre Dame, and the college's athletic director, Ed (Moose) Krause.

Passed over by the convention was Penn's proposal offered by Murray which called for the earmarking of one-third of the gross TV receipts for a TV trust fund, against which NCAA members who can prove financial loss as a result of TV can present claims. The balance would be used for post-graduate scholarships for football varsity lettermen in need of assistance to continue their education. The plan further stipulates that NCAA members make their own TV arrangements.

NCAA's TV committee, however, expressed regret that Notre Dame and Penn "saw fit repeatedly

to attack the motives of their fellow members to bring discredit upon a program which had the backing of an overwhelming majority of NCAA."

Du Mont managing director accused the NCAA TV committee of using "fear rather than sound judgment" to accomplish its aim. "It is inconceivable," he charged, "that the managements of America's leading educational institutions would knowingly make themselves parties to such collusion." He said the committee sought to convey a misleading impression that hearings would be granted by all "interested parties" before a new TV policy was deliberated. "The fact is," said Witting, "that the committee's resolution so completely fences in the area of operation for 1953 and so commits the NCAA to another year of monopoly that the only thing left for the new committee to decide is which teams will play on the restricted schedule and who will get the money." He said that "it will be most surprising if the U. S. Department of Justice or an outside agency does not take the necessary court action to protect the interests of the public. . . ."

LOOKS TO FUTURE

NBC to Groom Talent For Future Stardom

NEW YORK, Jan. 10. — Taking a leaf from Hollywood's long-standing practice of putting promising young performers under contract and grooming them for stardom, the National Broadcasting Company, is instigating a new "long-term talent development" program. First players signed under new contract set-up were comedienne Helen Halpin and Betty Ann Grove.

Others will be signed from time to time to build a "reservoir of talent" for NBC, according to Hal Kemp, the network's talent department manager. Newcomers will be put thru extensive dancing, singing and acting classes and will have material tailor-written for their personalities, altho some may not be seen on TV for quite a while.

The Columbia Broadcasting Company tried a similar star-building idea last year, when it signed two young dramatic actresses, Maria Riva and Mary Sinclair, to exclusive contracts. However, NBC's scheme is designed to provide the web with

Maine's 1st TV Appoints Rep

BANGOR, Me., Jan. 10.—New England's first post-freeze VHF television station has announced the appointment of the George P. Hollingbery Company as its national sales representatives. WABI television, scheduled to go on the air January 31, will be the first television of any kind for Maine. Lee Gorman Jr., WABI-AM and WABI-TV general sales manager, also has announced the appointment of Milton Chapman as WABI local sales manager. Before joining WABI a year ago, Chapman was an account executive with WPOR, Portland, Ore.

BATTLE FOR BOTTLES

NY Agencies Struggle For Coca Cola Billings

NEW YORK, Jan. 10.—A somewhat quiet struggle for dominance in the substantial New York Coca Cola Bottlers account is brewing between the two agencies sharing billing on the soft drink business right now. Agencies are the D'Arcy Company and William J. Esty.

Esty is developing a strong edge on the TV front, having placed "Sense and Nonsense" for the account on WNBT, 6-6:30 p.m. across the board. Show is getting an 11.4 for the first 15 minutes, and 10.7 for the second 15, according to December New York Telepulse.

Opposed to this is the "So You Want to Be a Star" show, which D'Arcy places for the firm on WOR-TV. Running Mondays, Wednesdays and Fridays, 7-7:30 p.m., "Star" is coming up with

feeble 1.7, 1.3 and 2.7 for the first 15 minutes of the three days, respectively, and 2.0, 1.3 and 2.3 for the second quarter-hour of the three days.

The WNBT-Esty show has been supported by some of the most aggressive merchandising and promotion ever put behind a local stanza. Station has carried full page ads, for example, in TV Guide, Quick, The Playbill, Park East, Enquirer, Journal-American, Mirror, Times and Herald-Tribune. Show was also featured on the station's Broadway spectacular and given the push of 4,000 phone calls to lookers asking them to tune in.

CBS Columbia Throws Sponge On 'Doris Day'

NEW YORK, Jan. 10. — CBS-Columbia, Inc., will discontinue its sponsorship of "The Doris Day Show" over the Columbia Broadcasting Company's radio web after the Feb. 3 broadcast.

The set Company's decision to drop the program was reportedly influenced by the fact that a deal they'd made to take over the Mack Truck plant as a manufacturing base has reached a temporary impasse. Consequently, the firm was in cart-before-the-horse position of touting radio listeners to buy radios and TV sets, which they might not be able to deliver.

MOVING FORWARD

Weaver Sees Strength In New NBC Line-Up

NEW YORK, Jan. 10.—Among the points re which traders were curious in connection with the recent reshuffling of National Broadcasting Company upper echelon personnel were two concerning Sylvester L. (Pat) Weaver, who was veepee in charge of the NBC radio and television networks. The first question was: How would Weaver react to Frank White's ascendancy to the presidency? Second was: Just what does Weaver's new job as Vice Chairman of the Board embrace?

Weaver, himself, answered both these questions for the entire NBC organization, in this memo, which he circulated thruout the organization just before his departure for a Havana vacation:

"To All Members of the NBC Radio and Television Networks:

"My final action as vice-president in charge of the radio and television networks of NBC is to give you my most sincere thanks for your hard work in these past three and a half years. Those of you who went thru all the difficulties of our great growth, who built studios overnight, worked impossible hours, met impossible challenges and struggled thru all the new procedures and forms of shaping a new enterprise have my appreciation and high regard. I have had less contact with the radio contingent because since our integration, my concentration has been on forward plans, but you too have my fervent thanks.

"And that phrase, forward plans, is the key phrase of this memo. NBC television has been built to create a new great medium offering a program service quite different from the radio service, and it has been built to offer a wide range of advertising values to clients. In both the program projects and the advertising patterns, a tremendous planning job still lies ahead. Similarly, our plant problems, the final place of film, the coming of color, the extension of our network, the in-

creased station competition, the need already for new programming forms, for development projects to create writing, acting and entertaining of high caliber and fresh vitality—everywhere one looks one sees the need for basic forward planning. And this is just as true in radio as in television. It is our belief at NBC that radio and television are two arms of the great broadcasting instrument, that only thru this integrated instrument can we keep all America available, both to advertisers for selling goods efficiently and to the issues and history of their own times. Planned and programed and sold together as complementary media, as I have explained often, NBC can go thru the period of transition ahead and become the greatest social force, and the greatest selling force in American history.

"In my new position of Vice Chairman of the Board of Directors, I shall concentrate on policies, plans and development, but for operational efficiency and the single control which we need so

(Continued on page 8)

Lorillard Signs Mindy Carson To 3-Year Deal

NEW YORK, Jan. 10. — This week, following the second show in a planned four-show "Embassy Club" series, P. Lorillard, thru the Lennen and Newell agency, signed Mindy Carson to a three-year TV deal with options in the regular 13-week cycles. Decision came following solid critical reaction to the first two "Embassy Club" stanzas via National Broadcasting Company, which Miss Carson did for the advertiser (see review this issue).

Shows were produced, and will continue to be produced, by Edward Joy Productions. In addition to his producing activities, Joy is also manager of Miss Carson, Guy Mitchell and other attractions.

RCA to Build Manufacturing Plant in Spain

NEW YORK, Jan. 10. — Frank Folsom, president of the Radio Corporation of America, announced this week that the firm, in partnership with Spanish interests, is constructing a half million dollar plant in Spain. This will be the latest of the modern manufacturing facilities RCA is setting up in all parts of the world. Chile, the Argentine, Brazil, Mexico and many of the democratic countries in Europe already have RCA plants, or will have them in the near future. Italy, for example, is high on the RCA agenda. And in many countries, RCA is going in business with local industrial leaders.

The Spanish plant is being built on a 322,800 square foot tract overlooking Madrid, on the main highway to Marajas Airport and the City of Barcelona. Initial production in the Spanish plant will be on 45 r.p.m. records and record players. Next will probably come radio sets. Eventually, when Spain gets TV, the company will also manufacture television receivers.

The Spanish RCA will make its own records, with ex-bandleader

(Continued on page 26)

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

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

WDEL
AM • FM • TV
Wilmington, Del.

TOPS all stations in this richest market.

Let it sell your product effectively, economically.

Write for information.

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

*Figures released August 1952 by U. S. Dept. of Commerce.

WNEW

was the only

New York radio

station to

increase its

audience in 1952!



(Details upon request)

SOURCE: PULSE

**6 a. m. to 8 p. m., Monday through Saturday
1952 vs 1951, At Home Only**

*More and more
your favorite station for music and news*

WNEW

1130 ON YOUR DIAL



New Tobey Warning to FCC On ABC-Para Merger Case

WASHINGTON, Jan. 10.—Federal Communications Commission, in the throes of working out a final verdict on the American Broadcasting Company-United Paramount Theaters, Inc., merger proposal, got a new warning this week from Sen. Charles W. Tobey (R., N. H.), who previously went on record with the FCC as "disturbed and shocked" by Hearing Examiner Leo Resnick's initial decision favoring the merger. Senator Tobey telegraphed the commission this week that he is deliberating possibility of staging hearings on the broad subject involved. The senator, incoming chairman of the Senate Interstate and Foreign Commerce Committee which has jurisdiction on legislation affecting FCC, turned up briefly among spectators at the FCC's oral argument on the merger case Monday (5). The commission got his latest message Tuesday (6), as brief as the cable sent by Tobey to the FCC from Paris recently (The Billboard, December 6, 13) which preceded an even stouter blast from Sen. William Langer (D., N. D.) against the merger (The Billboard, December 13). Langer is incoming chairman of Senate Judiciary Committee.

The commission is authoritatively known to be weighing some modification of Hearing Examiner Resnick's go-ahead verdict. Some staffers are urging drastic revisions, but for the present at least, a majority of the commissioners aren't pushing for sharp changes. Commissioner Frieda Henlock, who did some sharp questioning of ABC-Para legalists at this week's oral argument, is readying to issue a strong dissent

to any green light verdict. Opinion is that the merger will be okayed, but some industry circles are fearful that the decision will be seriously delayed, a development which could threaten to shake the commission from its present attitude.

Legalists for the ABC, UPT, Columbia Broadcasting System and Paramount Pictures Corporation argued at Monday's hearing that the merger would be a boon to the entire industry and would stir competition, enterprise and progress. Frederick Ford, chief of the hearing division of the FCC's Broadcast Bureau, launched into a stormy rebuttal and wound up filling 71 pages out of 289 pages of testimony on the record that day. Ford, besides reiterating previous arguments that the merger would present a monopoly threat, declared that the commis-

sion would be unjustified in okaying the grant before acting on such major "related" issues as pay-as-you-see TV and theater TV. Ford said that the commission must "logically" take a position on those issues before deciding the fate of a merger proposal which, Ford said, would consolidate subscription and theater TV with a network. Ford said that part of Examiner Resnick's findings had already been repudiated by the entry of Paramount into TV film shorts production.

At one juncture, Vice-Chairman Rosel Hyde interjected saying that competition hasn't suffered by the joining of large companies, and he cited General Tire and Mutual network as an example. Ford replied that General Tire does not compete with Mutual for an audience and therefore the case is not a parallel one.

Set Broad AM-TV Study Re Campaign Spending

WASHINGTON, Jan. 10.—Committees in both houses of Congress are preparing to widen studies of political campaign spending, convinced that TV-radio's vital role in electioneering has antequated the fundraising ceilings imposed by current election laws. Republicans taking over the Senate Subcommittee on Elections and Privileges are blueprinting exhaustive inquiries along lines already started under Democratic leadership. The Senate Subcommittee has already reported, as anticipated, that upwards of \$6 million was spent on TV and radio in the 1952 campaign by adherents of national elective office-seekers. This figure does not include production costs, nor does it cover spending on TV and radio for local candidates.

The subcommittee's tally showed \$2,951,328.52 spent in this manner for TV and \$3,111,049.53 for radio. Of the TV total, Democrats spent \$1,303,916.91 and Republicans spent \$1,643,909.61, with the balance spent by lesser parties. In the radio tally \$1,269,660.28 was reported spent by Democrats,

\$1,803,825.82 by Republicans, and the balance by lesser parties.

On the House side a special subcommittee to investigate campaign expenditures has called for "immediate action to remedy the serious deficiencies in the existing federal laws regulating campaign expenditures." A committee majority recommended that the existing limit of \$3 million for national political committees be "substantially raised" and that a hike should also be made in present \$25,000 campaign spending limits for Senate candidates and \$5,000 for House candidates.

Can. TV Set Sales Up 2 1/2 Times in Year

TORONTO, Jan. 10.—The total of television receivers sold by Canadian manufacturers is now more than two and a half times what it was a year ago. On November 30 the number of sets sold to date had swelled to 197,709, with a suggested retail value of \$90,667,697. At the end of November, 1951, there were 73,542 sets worth \$34,849,000.

In November of this year 25,431 sets worth \$10,932,198 were sold by manufacturers, and in the first 11 months of the year, 119,271 receivers with a suggested value of \$53,153,872 were placed.

Inventory at the end of November was 4,828 sets, compared with 17,647 sets at the end of November, 1951.

About a quarter of this year's sales have been in the Montreal area and about 40 per cent in the Toronto-Hamilton area. On November 30 Toronto-Hamilton accounted for 39.3 per cent of all sets sold to date; Windsor had 24.4 per cent, while Montreal and the Niagara area of Ontario each accounted for about 15 per cent.

AM-TV Lobbies Top Showbiz

WASHINGTON, Jan. 10.—TV-radio outnumbered the rest of showbiz in the latest line-up of lobbyists registered on Capitol Hill. All of the registrants reported devoting only part of their time to liaison with Congress. The list of registrants, published this week by Congress, covers the third quarter of 1952.

Line-up includes representatives of National Association of Radio and Television Broadcasters, Record Industry Association of America, Radio Television Manufacturers' Association, Motion Picture Association of America, Clear Channel Broadcasting Service, National Broadcasting Company, Columbia Broadcasting System and Philco Corporation.

WNBT-WNBC Names Krantz

NEW YORK, Jan. 10.—Veepee Ted Cott, of WNBT-WNBC here, has just appointed Steve Krantz to the newly created post of director of special projects. Krantz will have four associate producers working under him. Three of these are Barbara Walters, Phyllis Adams and Dick Firestone. The fourth hasn't been selected as yet.

Krantz and his group of producers will handle all house-built operations, such as the local cut-ins, on the network show "Today," "Ask the Camera," the Herb Sheldon show, etc. The Krantz group will also handle all public service programming on the station. Krantz reports to Dick Pack.

Italian Video Is Expanding

LONDON, Jan. 10. — Plans for television in Italy seems to be forging rapidly ahead, according to orders placed recently with British firms. The British-owned Marconi Company this week received an order for \$900,000 worth of TV equipment. The company is to supply transmitters for Rome and Pisa, which gives the manufacturers an on-the-spot opportunity to plug British-made TV sets.

When the equipment is installed, Italy will have a TV network with studios and stations in Rome, Pisa and Milan. Besides transmitters, Marconi will supply cameras, control gear and two mobile units.

1 Blackout of 2 Bouts In Chi Video Picture

CHICAGO, Jan. 10.—The Chuck Davey-Kid Gavilan fight Wednesday, February 11, from Chicago will be televised, with no Chicago blackout and with Pabst Beer picking up the tab for an estimated \$40,000. A sellout of the Chicago Stadium would bring a gate of approximately \$225,000.

The second major fight scheduled for the stadium is expected to be the return match between Rocky Marciano and Joe Walcott. It has been set for Friday night, April 10, and it is expected that an announcement will be

Education TV Station Push Starts in Chi

CHICAGO, Jan. 10.—The efforts of Chicago educators to raise money for an educational station on Channel 11, which have stalled for months, got off the ground this week. The heads of the Chicago public schools, University of Chicago, Illinois Institute of Technology and Art Institute signed papers for a non-profit corporation to build and operate the station.

The Chicago Board of Education included in its new budget submitted Friday (9) \$150,000 for construction of TV studios in a West Side trade school, Manley. The educators want \$500,000 before applying for a construction permit. The Ford Foundation has pledged \$150,000.

The universities in the Chicago area have stated they will not make any financial contributions toward building the station. Their biggest problem now is whether to ask corporations for large contributions or to try to collect the fund thru small donations from the 1,300,000 Chicago area set owners.

The educators are seeking an opinion from Washington on whether they can allow corporations which make contribution to be listed as sponsors or contributors to programs when the station is on the air.

Anti-Trust Violation Charge Vs. 'KC Star'

WASHINGTON, Jan. 10.—Fast developing into what may become a landmark in radio-newspaper ownership policy is the Kansas City Star case, which appears to be outdistancing in importance the earlier Lorraine, O., case. A federal grand jury at Kansas City, Mo., this week returned an indictment against the Kansas City Star Company, owners of Stations WDAF and WDAF-TV and publisher of The Kansas City Star and Times, The Sunday Star and The Weekly Star Farmer, and two of its officers for violating the Sherman Anti-Trust Act in the dissemination of news and advertising and for excluding others from publishing dailies in Kansas City.

Justice Department has asked the court to revoke the radio and TV station licenses of the Star Company under the Communications Act. Justice has filed an anti-trust action to enjoin alleged violations and to restore competitive conditions.

The grand jury charges, among other things, that special discounts for advertising in the Star newspapers have been offered to those who advertised on WDAF, and that advertisers not using these newspapers have been denied access to the Star's TV station, Justice reported.

The grand jury further charged that national and classified advertisers are required to purchase space in both the Star and Times, even tho they wish to advertise in only one; that more than 300,000 subscribers are forced to pay for delivery of the Star, Times and Sunday Star "in forced combination," and that the defendants have "for years engaged in predatory and coercive practices which have resulted in the elimination of all (other) daily newspapers."

In commenting on the case,

Newell A. Clapp, acting assistant attorney general in charge of the anti-trust division, declared: "Advertising plays an important role in our free enterprise system and is essential to the success of competing newspapers and broadcast stations. It is vital that advertising channels not be closed by private combination."

Named in the indictment were Roy A. Roberts, chairman of the board and president of the Star Company, and Emil A. Sees, Star advertising director.

Burger Picks Up 500G Tab On Reds Games

CINCINNATI, Jan. 10.—Burger Brewing Company has signed as sponsor of radio broadcasts of all Cincinnati Reds games for the next four years, it was announced Saturday (3). Games will again be aired via WCPO with Waite Hoyt at the mike. The agreement was signed by Gabriel H. Paul, general manager of the club, and Jack F. Koons, vice-president of the brewery and president of Midland Advertising Agency.

The agreement, it is understood, calls for well over a half million dollars for broadcasting rights. A graduating clause in the contract calls for a bonus payment if the club finishes in the first division, size of the bonus depending on how high the club finishes. Saturday and Sunday games played during spring training will be broadcast.

The ball club also has given Burger an option on TV. However, this will depend upon the trend of TV, the annual decision of the club management on the number of games and what games will be televised. In 1953 Burger will telecast all home weekday games, including Saturday. Make-good games, because of postponement, will be picked up on Sunday or at night. The price for TV rights was not disclosed, but it was said to represent a substantial increase. Hoyt will do the simulcasts.

Burger will continue its winter TV network shows three times weekly with Hoyt and its year-round review over a four-State net, Koons said. The radio network is composed of 29 stations. The TV net includes WCPO-TV, Cincinnati; WHIO-TV, Dayton, O.; WLWC, Columbus, O.; WTTV, Bloomington, Ind., and WSAZ-TV, Huntington, W. Va.

Radio Grosses Up; Tele, Down At ABC for '52

NEW YORK, Jan. 10. — Estimated gross billings for the American Broadcasting Company in 1952 were up in radio and down in television as compared to the web's gross billings for 1951. The network chalked up \$34,391,316 in radio billings this year (more than \$1,000,000 increase over the \$33,242,186 in 1951) and \$17,697,140 in TV time sales, down from \$18,297,589 in 1951.

General Mills, Inc., led the list of ABC radio and TV advertisers with total expenditures of \$5,745,055 for radio and \$2,090,483 in TV. New business sold by ABC this week includes a five-minute daily newscast, "Les Griffith and the News," over the ABC radio network from 7:55 to 8 p.m. beginning Monday (26), under the sponsorship of Chesterfield cigarettes.

Bayuk cigars will sponsor "Saturday Night Fights" (with Bill Stern as commentator) every week over ABC-TV beginning January 29 at 9 p.m., and the Sweets Company of America, Inc., will expand its current sponsorship of the ABC-TV variety-quizz show "Tootsie Hippodrome" (now a weekly Sunday feature from 12:15 to 12:30 p.m.) to a full half hour, beginning February 1, at noon.

Teleprompter Expands Field

CAMDEN, N. J., Jan. 10.—The RCA Service Company is now extending the Teleprompter service thruout the nation. The device was originally offered in New York and Philadelphia and used at the recent Presidential conventions.

The Teleprompter, already widely used in TV, is now available for use by speakers at conventions, sales meetings, merchandise presentations and public events. The expanded service for public speakers includes as many Teleprompters as necessary to give the speaker maximum effectiveness of delivery, plus an operator at master control to regulate speed.

CHARTS OUT FOR THIS WEEK ONLY

Due to lack of space, the regular Radio-TV Show charts scheduled for this issue—Videodex studies on top 10 TV shows in New York for each day of the week, and Pulse studies of top five radio shows for each day of the week—do not appear. These charts will run in the next (January 24) issue of The Billboard.

11 TV Grants Issued By FCC; Total Now 186

WASHINGTON, Jan. 10. — Eleven TV grants, including one more for a new non-commercial educational station, were handed out this week by the Federal Communications Commission, bringing the total of construction permits for post-freeze TV stations to 186. Nine of the new grants are for UHF stations, and two for VHF stations. Total TV authorizations reached 294.

The nation's 11th and newest non-commercial educational station will be operated on UHF Channel 14 by the University of the State of New York, State Education Department, at Ithaca. To a second educational institution in the same city the FCC bestowed a CP for a new commercial TV station on UHF Channel 20. Recipient was Cornell University.

Other CP's this week went to: San Joaquin Telecasters, Stockton, Calif., UHF Channel 36; WHFC, Inc., Chicago, UHF Channel 26; Hutchinson TV, Inc., Hutchinson, Kan., VHF Channel 12; Springfield Television, Inc., Springfield, Mo., VHF Channel 3; Matta Enterprises, Atlantic City, UHF Channel 52; Agnes J. Reeves Greer, Pittsburgh, UHF Channel 53; UHF Television Company, Houston, UHF Channel 23; KNUZ Television Company, Houston, UHF Channel 39, and Monona Broadcasting Company, Madison, Wis., UHF Channel 27.

The FCC further assigned UHF Channel 27 plus to Abbeville, La., and VHF Channel 13 plus to Warner Robins, Ga. At the same time the commission proposed to substitute UHF Channel 65 for UHF Channel 29 minus at Newton, Ia., and to substitute UHF Channel 69 for UHF Channel 39 at Bogalusa, La.

'FDR TO IKE'

NBC to Push Promotion of Victor Album

NEW YORK, Jan. 10. — The National Broadcasting Company is going all out in co-operating with sister corporation, RCA Victor Records, in the promotion of the latter's "From FDR to Eisenhower" album. Album is narrated by Jim Fleming of the NBC-TV morning show, "Today."

On January 14 at noon the album is being previewed for distributors and dealers via a closed circuit broadcast to all NBC owned and operated stations and to as many NBC affiliates as may be persuaded to co-operate.

NBC has also made up streamers on the album, which will be distributed to dealers in the 40 cities which carry the "Today" TV show. Streamers, of course, feature Fleming. Fleming has also taped a 12 and a half minute radio show, in which he interviews name commentators, such as H. V. Kaltenborn, as to their favorite portions of the album. The album will be shipped during the week of Eisenhower's inauguration. Fleming will also do guest appearances on other NBC shows, during which he will plug the album.

New Service By Advertest

NEW YORK, Jan. 10. — In a move to reduce the cost of individual research to agencies and advertisers, Advertest Research is setting up a market research plan, which will incorporate a number of specific research projects into one operation.

The first Advertest Combined Research study will be made during March in the New York market area, with similar operations planned later in 1953 for other markets.

The service, available on a yearly subscription basis, will be based on personal interviews.

RATINGS MAY RATINGS MAY

NEW YORK, Jan. 10. — Promotion-minded WNBT is utilizing two-inch high, 24-inch long card streamers, placed directly over the indicator lights (signifying which floor the car is on) of the studio elevators in the RCA Building to promote shows on the station. Manager Ted Cott, who birthed the idea, estimates that the annual traffic in the studio elevators is some 6,000,000 — which makes the elevators the "second largest city in the country."

Canadian Tele Rates Are Cut In Half By CBC

TORONTO, Jan. 10. — Reflecting the low index of viewers, the Canadian Broadcasting Corporation has halved its advertising rates in Toronto and in Montreal. Formerly an hour on CBLT (Toronto) sold for \$1,600. The new rate will be \$750 an hour. In Montreal the old rate of \$750 has been chopped to \$375 for an hour. This is for Class A time (6 to 11 p.m., Mondays through Fridays; 1 to 11 p.m., Saturdays and Sundays).

Under the new schedule, costs for commercial programs will be made separately for station time and certain facilities. Previously, a flat charge was made for time, production staff and use of studio facilities. A separate charge for talent was made, and will continue to be levied.

An increase in the telecast time of both stations will help the revenues, tho there has been a great drift away from the medium by the advertisers due both to the high cost of time and the low index of viewing.

CBS Board to Meet in L. A.

HOLLYWOOD, Jan. 10. — The regular January meeting of the Board of Directors of the Columbia Broadcasting System will be held in Los Angeles on Monday and Tuesday (12-13) at the CBS Television City.

Attending will be William S. Paley, Frank Stanton, Leon Levy, J. A. W. Iglehart, Dorsey Richardson, Ralph Colin, Ed Murrow, Jim Conkling, Fred Chapman, Bruce Coffin, Lloyd Coffin, Dave Cogan, Adrian Murphy and Jack Van Volkenburg.

UHF OUTLOOK BRIGHTENING

Equipment Problem Rapidly Easing; 11 New Stations to Open in January

NEW YORK, Jan. 10. — Difficulties encountered by new UHF stations in trying to get on the air last year are rapidly being dissolved, with equipment shipments finally speeded up, and at least 11 more new UHF stations expected to start operations this month.

In an optimistic prediction for the future of UHF in 1953, the Radio Corporation of America announced that "all the necessary units of equipment for a truly national expansion of UHF have been developed and are now in quantity production." Line-up includes UHF broadcast transmitters and antennas, transmission lines, receiving antennas, sets with combination VHF-UHF tuners, and UHF selectors for use with VHF-only sets. RCA also promises to manufacture eight UHF transmitters per month within the next few months, and may increase this output to 10 by June.

Meanwhile, UHF station owners are doing their best to whip up local enthusiasm for UHF, via promotional tie-ups with dealers and other hoopla. One of their biggest problems sales-wise is keeping an adequate chart of the increasing number of local sets

equipped to receive UHF. WTVI, Belleville, Ill., first UHF station in the St. Louis market, is following the practice of other outlets to solve this problem, by making an arrangement with Union Electric Company, of Missouri, to keep count on UHF conversions in the same manner it has been keeping track of St. Louis TV set sales for the past six years. Distributors report UHF converter sales to Union at the same time they report TV set sales.

Some UHF stations have encountered a reluctance on the part of the local press to publicize the new channels, and broadcasters are taking to the air to get their message across to the public. For instance, altho the Press-Union newspapers in Atlantic City carried many stories hailing the arrival of UHF station WFPG-TV there last month, the newspaper now refuses to carry any program listings, stand being that the UHF listings won't be carried until "there is sufficient demand by our subscribers." WFPG-TV is urging station listeners to write and request that Union-Press carry the listings, but the paper claims they have only received five such pleas to date.

In line with this, WKNB-TV, Hartford, Conn., UHF station slated to go on the air this month, is pushing UHF locally, via announcements on its AM outlet WKNB. Station is running a daily five-minute show, designed to provide a maximum of information about UHF to listeners. Series is a continuation of an extensive public orientation program initiated by the station last October.

UHF stations scheduled to go on the air shortly include WKBN-TV, and WFMJ-TV, Youngstown, O., no date set, but "any day now"; WJTV, Jackson, Tenn., Jan. 12 or 15; WROV-TV, Roanoke, Va., Jan. 20; WAFB-TV, Baton Rouge, La.; WHUM-TV, Reading, Pa.; WICC-TV, Bridgeport; WEEK-TV, Easton, Pa.; WWLP, Springfield, Mass.; WLEV-TV, Bethlehem, Pa.; WSUN-TV, St. Petersburg, Fla.; WFAM-TV, La Fayette, Ind.

Mutual Scores Biggest Gain Of Webs in '52

NEW YORK, Jan. 10. — The Mutual Broadcasting System's gross time billings for 1952 totalled \$21,004,976, a 17 per cent increase over the web's 1951 billings and the largest gain scored by any radio network this year. The average sponsor used a 407-station hookup, 15 per cent more stations than Mutual advertisers used in 1951.

Time was purchased by 86 sponsors thru 62 agencies, with Needham, Louis & Brorby, Inc., topping the agency list with a total buying score of \$2,941,743. In 1951 the agency placed less than \$1,000,000 in time billings on the web. Second and third best agency time buys for 1952 were placed by J. Walter Thompson, \$2,038,667, and Dancer - Fitzgerald-Sample, Inc., \$2,034,865.

Mutual's top advertisers in 1952 were S. C. Johnson & Son, Inc., (\$2,050,194) and Sterling Drug, Inc. (\$1,928,720). Former advertiser purchased \$2,300,000 more of time in 1952 than it did in 1951.

Mutual signed two sponsors for 1953 this week with J. R. Wood & Sons, Inc., (Artcarved Rings) buying "The Lanny Ross Show," beginning March 1, Sunday, 1:15 to 1:30 p.m.; and Falstaff Beer pacted as sponsor of the web's annual "Game of the Day" baseball series, beginning March 30.

This will be the fourth consecutive year the brewery has backed the sports package. Agency for Wood & Sons is Batten, Barton, Durstine & Osborn, Inc. Falstaff is handled by Dancer-Fitzgerald-Sample.

Richards WJR Interest Sold; Second to Go

WASHINGTON, Jan. 10. — Control of the second of three AM broadcast stations owned by the late George A. Richards has been transferred with Federal Communications Commission approval. Controlling interest in WJR, the Goodwill Station, Inc., Detroit, was voluntarily relinquished this week by Mrs. Frances S. Richards, executrix of the Richards estate, to C. Russell Feldman and L. R. Jackson, trustees for George A. Richards' life insurance trust, for a consideration of \$116,253.

Only a week ago the commission gave its okay to assignment of license of KMPC, Los Angeles, one of the Richards holdings, to Melody Ranch Enterprises, Inc., owned by Gene Autry, who has a 51 per cent interest in KMPC. Amount of consideration involved in the transfer was \$799,986. The third Richards station, WGAR, Cleveland, is still held by the estate.

GOP Mapping Shake-Up In 'Voice' Operation

WASHINGTON, Jan. 10. — Upcoming shake-up of Voice of America will soon be in the blueprint stage as D. C. newsman Carl W. McCardle prepares to take over as assistant secretary of state for public affairs when John Foster Dulles is sworn in as new secretary of state. The department's global information program, which includes the Voice, has had more than half a dozen shake-ups in as many years, and has taken a verbal flailing from Congress each year on charges of ineptness, incompetence, waste and global junketing. The international broadcasting program is apparently due to get another bevy of inquiries from Capitol Hill. Meanwhile the forthcoming administration is planning to do some reforming and revising of its own.

There is a strong chance that the new administration will restore operational as well as policy control over the Voice under the assistant secretary of state for public affairs. Divorcement of these two functions took place in the first reorganization soon after Edward Barrett resigned as as-

stant secretary of state for public affairs and was replaced by Howland Sargent, who recently resigned. The post was carved out to handle propaganda functions when former Sen. William Benton (D., Conn.) held the assistant secretaryship.

McCardle, 48, is quitting his post as chief of the Washington Bureau of The Philadelphia Evening Bulletin to be sworn in January 20 in the State Department job. He is a close friend of the incoming secretary of state. Talk currently is that there will be expansion rather than contraction of the propaganda program as part of the firm cold war policy to which President-Elect Dwight D. Eisenhower is committed. Some lawmakers, including Republicans, have varying views on this, and it appears certain that a demand will be made on Capitol Hill for a full re-examination of the Voice to determine whether it is effective in its present form, whether it should be turned over to another agency, set up as an independent agency, or whether it should be dissolved.

Throw away that 1952 calendar, Mr Promotion Manager

When you read this, the deadline for

The Billboard's Fifteenth Annual Radio and Television Promotion Competition

will be less than three weeks away.

That deadline is

JANUARY 31, 1953

—and it leaves you just enough time to prepare a winning entry.

Hurry! For rules and entry forms write or wire today to:

Promotion Competition

The Billboard

1564 Broadway, New York City 36

Please note on your entry form—**MERCHANDISING PROMOTION**—a new Competitive Category this year.

NEWS CAPSULES

Ziv Merchandise Plan; CBS' 'Girls' for Teens

Continued from page 3

nual payments of \$150,000 for each of the next 10 years. Status of M-G-M Radio Attractions, a Loew subsidiary in which Lehar has taken an active management role, has not yet been determined.

PARAMOUNT PIX PLANS TV STUDIO

HOLLYWOOD — Paramount Pictures will construct the first TV film studio planned by a major company here for its TV subsidiary, Paramount Television Productions. Shooting will eventually take place in the specially constructed TV film studios, but Paramount's first TV films will be shot on the studio lot.

WPIX MANAGER ON PROGRAM PROWL

NEW YORK—Ben Larsen, vice-pee and general manager of the New York Daily News video station, WPIX, left for the West Coast this week on a talent and first-run feature movie hunt. Larsen will headquarter at the San Francisco offices of WPIX station rep, Free & Peters, and will make a three-week tour of film distributors and TV studios in San Francisco, Los Angeles and Hollywood. WPIX is scheduled to increase its power shortly up to four and a half times more than its current power.

RATE SCHEDULES INDUSTRY FORUM

NEW YORK — The newly-merged Radio and Television Executives Society will hold the first in a series of radio-TV industry forums here Thursday (15) at 7:30 p.m. in NBC's studio 6-B, which the web is making available to the group. Making TV, subscription TV, and commercial TV will be discussed by a panel including Nate Halpern, prexy of Theater TV, Inc.; Paul Raibourn, vicepee of Paramount Pictures; Hugh M. Beville Jr., director of research for NBC, and George Nixon, manager of NBC's engineering development. Panel programs are set up by radio-TV producer Don McClure. Meet will be presided over by RATE proxy Bob Sarnoff.

KROW LAUNCHES ANTI-RED SERIES

OAKLAND, Calif.—Radio station KROW this week launched a new series "Counterattack" designed to combat Communism on national and local levels, with the magazine's West Coast representative, Sam Hoffman, as moderator. Hoffman will feature a 10-point program of action to help defeat Communism.

WLW-T'S BERNIE BARTH JOINS UC STAFF

CINCINNATI—Bernard Barth, assistant director of television for WLW-T, has been named to the faculty of the University of Cincinnati to lecture on radio and TV advertising techniques. James D. Shouse, chairman of the board of the Crosley Broadcasting Corporation, is a member of the university's board of trustees.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Jim Lister moved up to production co-ordinator on George F. Foley's "Tales of Tomorrow." Kenyon & Eckhardt will discontinue service to White Rock Corporation March 17. William S. Daliman appointed manager of merchandising for WTAM and WNBK, Cleveland. Joan Kehoe, ABC secretary, and Peter Wade, of the radio station clearance department, will wed sometime this April. Dorothy Lewis, co-ordinator at UN Radio, leaves for a 23-city tour to confer with broadcasters and civic leaders. Manning Slater moved to post of business and sales manager at WICC-AM-TV, Bridgeport, Conn. Otis Williams, formerly with Video Pictures, returns to WOR-Mutual, New York, after absence of eight years to become TV account executive. Wayne Moore has joined Benton & Bowles as head of media research. Eugene S. Ragle, program director of WLW-C, Columbus, O., has resigned from his post to become program director of KPTV, Portland, Ore. David Atkinson takes over Bill McGraw's emcee job on "TV Town Topics." Frank Schiro has resigned as director of sales promotion and publicity at KPIX, San

Francisco, to enter another field. Bill Bradley takes over as newscaster for "Shell News" on KRON-TV, San Francisco. Warren M. Morton has joined ABC's television sales department as account executive. Carroll H. Maris, Mutual's general manager of Midwest operations, has also been named general manager of Midwest operations of General Teleradio, Inc. Henry T. Hed, former business manager of TV services department at ABC, has been named administrative assistant to C. Nicholas Priaulx, ABC vice-president and treasurer.

STRICTLY LEGIT

Cott Stations To Promote Live Theater

NEW YORK, Jan. 10.—Broadway legit figures to get a strong shot in the arm from a promotion tie-up Ted Cott, manager of WNBT and WNBC here, has worked out with The Playbill, magazine distributed to patrons in all local legit houses. In exchange for regular full-page ads in The Playbill, Cott will soon begin carrying plugs along this line: "When were you last to the live theater? Have you seen such great plays as '___'?" On your next evening out, see "___."

Audio portions of spots will be tape recorded by such legit names as Maurice Evans, Shirley Booth, Vivian Blaine, Isabel Bigley and other stars in current shows. Players will promote their own shows, as well as legit in general. Announcements will also explain that they are presented as a "service to the living theater by The Playbill."

Barber Set for Dodgers in '53

NEW YORK, Jan. 10.—Walter (Red) Barber will sign again this week to do the broadcast-telecasts of the Brooklyn Dodgers ball-games. It has been previously reported that Barber might switch to the New York Yankees this season, but the redhead is on the verge of renewing with the Dodgers right now. Connie Desmond and Vince Scully will work with Barber on the Bums' games again.

Barber, who is also counsellor on sports for the Columbia Broadcasting System, leaves February 9 for a European vacation with Mrs. Barber. On the Barber's itinerary are Rome and Madrid. The sports-caster returns to New York March 9.

Knickerbocker Buys Pickens

NEW YORK, Jan. 10.—The National Broadcasting Company this week chalked up another new sponsor for the Jane Pickens show and three renewals on news programs, two on radio and one in TV. Knickerbocker Beer has assumed full sponsorship of the Jane Pickens program over WNBC here, which airs the show on Thursdays, 10:35 p.m.

NBC news renewals include Mutual Benefit Health and Accident Association of Omaha as sponsor of "On the Line With Bob Considine" (both the radio and TV versions) and the Sun Oil Company as sponsor of "Three Star Extra," aired daily at 6:45 p.m. from Washington. Agency for Mutual is Bozell and Jacobs. The Sun Oil account is handled by Hewitt, Ogilvy, Benson and Mather.

SCHOOL BY TV

Strike Causes Experiment In Baltimore

BALTIMORE, Jan. 10.—One of the first mass experiments in TV school teaching took place here this week, when a strike of city workers shut down 107 of the city's 174 public schools. With the co-operation of the three local stations WMAR-TV, WBAL-TV, and WAAM-TV, the city's department of education put into effect a series of TV classes designed to accommodate various grade groups of Baltimore's 80,000 boys and girls.

Students reported to heatless schools every morning to receive home work and (if they had access to a set) TV program assignments. Broadcasts took place during regular school hours, thus allowing most of the station's more popular shows to go on as originally scheduled.

TV classes were conducted by public school teachers best qualified to work in front of the cameras, with studio audierces made up of pupils living near by, because teachers felt more at ease in normal surroundings. Next day children turned in lessons at school. Visual aids played a prominent role in TV class work. For instance children watching show during a demonstration of thermometers were told to use home instruments and take room temperatures thruout the house as a home work assignment.

Major drawback to experiment was that no way was discovered to keep children from watching the telecasts intended for younger or older pupils.

IN HIGH GEAR

Truck Union To Sponsor Video Series

DETROIT, Jan. 10.—A 13-week series of half-hour video shows, "Keep 'Em Rolling," has been bought by the Teamsters Joint Council 43, the general teamsters' union body of this city, to be aired on WJBK-TV at 2 p.m., Sundays. The truck and equipment manufacturing groups, Automobile Manufacturers Association, American Trucking Association, and Michigan Trucking Association are co-operating in the project, which is designed to present the story of the truck association to the public. Show was placed thru the Joe Schneiders Associates, Inc., which is acting as the agency as well as producing the show.

Format is an information type show with a variety entertainment make-up, using live talent, speakers and film, with Bill McCullough as master of ceremonies. The program is regarded as a test in presenting the trucking industry's story to the television audience, and may be developed into a show for national presentation later, in line with industry thinking for an extensive publicity program.

NEW TWIST

Gas Sponsor Takes TV to Car Dealers

DETROIT, Jan. 10.—A new angle in merchandising promotion by taking a normally studio-originated variety show out on location for a remote where it can do the sponsor some indirect good is being used by WXYZ-TV, Detroit, for "Goin' Steady." The program stars Betty Clooney as mistress of ceremonies, with a turnover of special talent, sponsored by Speedway Petroleum Corporation.

Last week the show moved out to Floyd Rice Ford agency, tying in with the early showings of the

THE BILLBOARD Radio-TV Show Charts

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

Top 25 TV Shows NATIONALLY

December 1 thru 7

According to American Research Bureau

The ratings below are based on countrywide county by county, urban and rural sampling covering all 63 TV markets. They are obtained from diaries placed for the week in 2,200 TV homes. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample in those areas where that show can be seen. When viewing for five minutes or more is reported credit for the quarter hour is given. Half-hour and hour ratings are averages of the quarter hours. Also shown below are the percentages of men, women and children under 16 in the audience and the average number of viewers per set. All time given is New York time.

Program	Rating ARB	Homes (000's)	Cities	% Men	% Women	% Kids	Viewers Per Set
1. I LOVE LUCY CBS, Monday, 9-9:30	73.5	14,500	64	32	43	25	2.8
2. TALENT SCOUTS CBS, Monday, 8:30-9	60.4	7,830	23	31	45	24	2.7
3. GODFREY AND FRIENDS CBS, Wednesday, 8-9	57.4	10,380	56	33	43	24	2.7
4. YOU BET YOUR LIFE NBC, Thursday, 8-8:30	49.5	10,100	66	34	44	22	2.7
5. COMEDY HOUR-BOB HOPE NBC, Sunday, 8-9	47.0	9,380	64	34	38	28	3.3
6. DRAGNET NBC, Thursday, 9-9:30	43.5	7,060	40	35	46	19	2.7
7. WHAT'S MY LINE! CBS, Sunday, 10:30-11	41.6	7,160	44	40	50	10	2.6
8. TELEVISION PLAYHOUSE NBC, Sunday, 9-10	41.0	7,700	56	39	43	18	2.9
9. OUI! MISS BROOKS CBS, Friday, 9:30-10	38.6	5,650	28	32	46	22	2.7
10. SHOW OF SHOWS (Dave Garraway) NBC, Saturday, 9-10:30	38.3	7,730	57	35	41	23	3.1
11. CIRCUS HOUR NBC, Tuesday, 8-9	37.9	6,430	48	30	39	31	2.8
12. BLUE RIBBON BOUTS CBS, Wednesday, 10-10:33	37.1	7,200	57	57	36	7	2.1
13. RED SKELTON NBC, Sunday, 7-7:30	35.7	6,570	56	33	35	32	3.4
14. CAVALCADE OF SPORTS NBC, Friday, 10-10:48	35.4	6,850	54	54	37	9	2.2
15. FIRESIDE THEATER NBC, Tuesday, 9-9:30	33.9	6,670	58	35	47	18	2.4
16. BIG TOWN CBS, Thursday, 9:30-10	33.7	5,430	35	37	45	18	2.4
17. RACKET SQUAD CBS, Thursday, 10-10:30	33.6	5,880	47	39	48	13	2.2
18. MY FRIEND IRMA CBS, Friday, 8:30-9	33.5	5,750	47	30	41	29	2.7
19. MAMA CBS, Friday, 8-8:30	33.3	5,590	36	26	40	34	2.7
20. KRAFT TV THEATER NBC, Wednesday, 9-10	32.7	5,750	46	36	51	13	2.4
21. ROBERT MONTGOMERY PRESENTS NBC, Monday, 9:30-10:30	32.6	6,670	62	36	54	10	2.2
22. YOUR HIT PARADE NBC, Saturday, 10:30-11	32.6	6,470	60	37	44	19	2.8
23. JACKIE GLEASON SHOW CBS, Saturday, 8-9	32.5	5,040	37	35	39	26	3.2
24. LUX VIDEO THEATER CBS, Monday, 8-8:30	32.4	4,810	31	30	47	23	2.5
25. LIFE WITH LUIGI CBS, Monday, 9:30-10	31.7	5,000	36	35	43	22	2.6

A CASE FOR WWJ-TV

New Judge Called in Over Pre-Court Show

DETROIT, Jan. 10.—The hazards of simulated court scenes on television were brought home in Circuit Court here Tuesday (6), when a manslaughter case was assigned to a special visiting judge, after the examination in the case was aired in part on WWJ-TV.

"Traffic Court," a highly-praised program on the station, uses actual witnesses, and, commonly, an actor as the "defendant," based upon actual court records. An unusual aspect in this instance from the legal standpoint that the examination prior to trial was aired, and the attorney for the defendant contended that this incident aroused prejudice against his client. The attorney contended that the actor taking the part of his client

looked "guilty and nervous" on the screen.

The Circuit Court did not approve the attorney's pleas for reduction of the charge to negligent homicide, but indicated that the case would be given to a visiting jurist, presumably one from beyond the WWJ-TV viewing area.

Moving Forward

Continued from page 4

much in this fast-moving business, Frank White is the president, and will be responsible for running the NBC. He will decide which of the plans, policies and projects I recommend to him he can go forward with. He will have full authority to modify such plans, implement them thru personnel of his own selection, suspend or cancel them on his own initiative. I am sure that all of you are sufficiently experienced in the drawbacks of diffused authority to recognize that this is a necessary, an indispensable element to our new NBC organization.

"I ask you to give Frank White and his associates the same willing enthusiastic work and help and support that you gave me. I will be working with you on forward plans and projects, actually more active in some areas personally than I have been able to be under my present operational duties in the past years.

"Thank you again and good luck.

"Pat Weaver
Sylvester L. Weaver, Jr."

TV-Film Reviews

Clear Iron

TV FILM—Reviewed at special showing Tuesday (6). A 14-minute public information film produced by Marathon TV Newsreel, Inc., in co-operation with the Budd Company. Producer-director, Konstantin Kaiser. Film editor, Ken Baldwin. Writer, Dan Franklin. Photography, Henry Javorsky. Music, Edward Craig. Narrator, George Hicks. Distributor: Marathon TV Newsreel, Inc., 125 E. 50th St., New York.

The producers of "Power to Fly" have turned out another fine industrial documentary in "Clear Iron," the story of the rail Diesel car. The 14-minute flicker is distinguished by excellent photography and editing. Although the picture is offered to stations free, it is in no way a commercial, except perhaps in the sense that a government film spotlights the nation's industry.

"Clear Iron" (railroadese for "clear track ahead"), actually amounts to a cross-country trek on a rail Diesel engine with alternate camera views (some of them remarkably beautiful) of rural and urban America as seen from a passing train. Some of the most effective shots were taken via a special camera platform attached to the side of the car. During the course of the filming (picture was made in 15 locations from New York and Boston to the West Coast), the lens also followed the tracks from on top of cars, inside trains, and even way above in a helicopter.

Sameness

With a film of this kind, the biggest danger is that after the first few minutes every track shot may look like the last one, and even the finest photography assume a sameness to the eye. "Clear Iron" avoids this visual pitfall by dint of an adroitly timed musical score, which keeps the pace up through and lends an exciting westward-the-pioneers mood to the cross-country panorama shots of moving trains, a mood which is further embellished by George Hicks' dignified, March-of-Time-type narration.

Because its films belong more in the documentary than industrial classification, Marathon also shows them in movie theaters for regular rental fees. Both "Power to Fly" and "Guardian Angel" enjoyed substantial runs at Manhattan movie houses while they were being screened around the country on TV. The former film, which played a four-week first run at the Roxy, has been screened by more than 85 stations. Similar movie-TV showing plans are in the works for "Clear Iron." Promotional values of film for stations (in the way of educational, civic and local industrial tie-ups) are obvious.

June Bundy.

8x10 GLOSSY PHOTOS AS LOW AS **2¢ EACH**
 Save up to **50%** ON FAN MAIL PHOTOS, POSTCARDS, COLORED POSTCARDS, ETC. FAN MAIL POSTCARDS AS LOW AS \$2.50 PER 1000. FAST SERVICE. SEND FOR SAMPLES AND NEW PRICE LIST TODAY....
SEE OUR PRICE LIST FIRST!

MULSON STUDIO
 P. O. Box 1941-BRIDGEPORT, CONN.

GLOSSY PHOTOS IN 1 DAY!
5¢ EACH in 5,000 Lots
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Douglas Fairbanks Presents

TV FILM—Reviewed Wednesday (7), 10:30-11 p.m., EST. Presented by Rheingold Beer, Feolite & Belding via WNET, New York. Producer, Douglas Fairbanks. Production supervisor, Herman Blaser. Director, Lawrence Huntington. Writers: John and Gwen Bagni. Cast: Clifford Evans, Mary Lora Wood, Jean Lodge, Robert Adair, John Warwick, Edwin Styles, Cyril Chamberlain, Gwen Bacon, Joe Linnebarne and Howard Douglas.

TV, at last, seems to have a mature half-hour dramatic series. Filmed in England, "Douglas Fairbanks Presents," judging from its initial story, believes that viewers can be exposed to more than the usual hyped-up melodramatic TV plays so common in the medium today.

"The Accused," the first story in the series, was a good example of a gripping adult situation which conveyed admirably the tricks and twists of fate. The story was about an insurance agent, living a routine and perhaps dull life, who was thrown into jail when he was charged with molesting a woman. The man occurred when, while walking his dog, the animal pranged at the woman. He also came under suspicion of the murder of another woman and it was only because he had an iron-clad alibi that he was able to get free of the murder charge. The woman who had charged him with the molestation was persuaded to drop the complaint by the man's wife, who also believed her husband guilty. But when the man tried to force his accuser to tell the truth, he found her an old maid who was glorying in the notoriety. She could not be compelled to own up to her guilt and the man had to accept the situation, even tho his life had been shattered.

Clifford Evans played the part of the man superbly. His performance gave viewers insight into the bewilderment, the torment and the tragedy suffered by him. Mary Lora Wood and Jean Lodge were excellent as the old maid and the wife, respectively. The quality of the film was good, as was the production.

Douglas Fairbanks delivered a smooth commercial for Rheingold Beers, the local sponsor. The actor uses an indirect approach, a great improvement over former Rheingold commercials.

Leon Morse.

Ideas on Parade

TV FILM—Reviewed at special screening. Running time 14 minutes. Produced by Tel Ra Productions. Narrator, Bob Wilson. Distributor, Official Films, Inc., 25 West 45th Street, New York 36, N. Y.

This series is dedicated to the cause of gadgets and inventions. Each 15-minute segment contains about half a dozen sequences, each of which pictures the latest items on the market or in the laboratories.

Things shown in the segment reviewed were a pair of binoculars that's also a camera, an umbrella that the lady can wear as a hat and fold up into her handbag when the sun shines, a television microscope, a door peek designed so that the bell-ringer never knows he's being watched, a device that enables a bedridden patient to turn the pages of a book he's reading by simply nodding his head, and General Motors' car of the future, the Saber.

It's an interesting conglomeration of merchandise, and it was interestingly shown. The series is priced low enough for the station to carry it public service or possibly to pull in local retail sponsorship.

Gene Plotnik.

NEW YORK, Jan. 10.—Cornell Films this week closed two feature film deals, one with WJZ-TV, New York, and the other with KTTV, Los Angeles, for the respective station's use of seven films for TV showing.

Titles of films are "Law of the Sea," "Wayne Murder Case," "The Girl From Calgary," "Fire Alarm," "Police Court," "Convicts at Large" and "Jungle Bride."

Television Radio Reviews

Club Embassy

TELEVISION—Reviewed Tuesday (6), 10:30-11 p.m., EST. Sponsored by P. Lorillard Cigarettes, via National Broadcasting Company, thru Lennen & Newell, Inc. An Edward Joy Production. Director-producer, Fred Heider. Starring Mindy Carson, with Florian Zabach and Danny Hecter. Choreography by Hecter. Music conductor, Earl Sheldon.

Lorillard and Lennen & Newell apparently know a good show when the pitch calls for one. For this Club Embassy is indeed one of the most pleasant 15 minutes of its kind on the videolanes today. And the bankroller and agency have just picked it up for a long run (see story this issue).

The show caught was only the second in the series, it played from beginning to end as tho it were in its second year. So smooth is the production, so professional the direction, so eye-pleasing the sets, so nicely integrated and utilized the performers, so tastefully handled the lighting and camera work, that it stacks up with the very best quarter-hour musical revue segments yet seen in the medium.

Mindy Carson's warm, gracious song selling is, of course, the heart of the show, and from it all the other elements seem to absorb the same warmth and pleasant friendliness. Whether reminiscing thru a "Moon" medley, or toying with a country-tetched "Keep It a Secret," Miss Carson projects pleasingly and effectively. In neatly simple dance routines, staged by and performed with Danny Hecter (and occasionally with a small male group), the songstress seems as much at ease as if she'd been a terpsichorist all her life. Her relaxed, charming handling of the tie-together patter between numbers gives the show a fine cohesion. Earl Sheldon's music backs the lass excellently in every vocal offering, and gives equally fine support where necessary to fiddler Florian Zabach in his several routines.

If the cigarette maker can slot this slightly earlier, and toss it at the viewer a couple, or three times a week rather than once, Club Embassy is a cinch to win steady high ratings and sell plenty of the Lorillard king-size cigarettes.

Joe Csida.

Broadway Camera

TELEVISION—Reviewed Monday (5), 7:15-7:30 p.m., EST. Presented by Mobilgas thru the Compton Agency via WPIX, New York. Producer, Ted Bell. Director, Lou Florence. Columnists: Danton Walker, Hy Gardner and Frank Farrell.

If the first program in the "Broadway Camera" series is an accurate precursor of what's to follow, the future of the series is, presumably, far from secure. The 15-minute four-times-weekly stanza presents Broadway columnists interviewing and chatting with guests. Danton Walker takes over on Mondays, or three times a week rather than once, on Wednesdays, Bob Sylvester on Thursdays and Frank Farrell on Fridays. Jimmy Powers acts as host on each program.

On the initial program these gentlemen, with the exception of Sylvester, who was absent, sat around and gabbed. They neglected to mention that the absent Sylvester would appear on the program later in the week, an important omission.

Their conversation, which concerned their trade, was notably lacking in sparkle. The conclusion of their discussion of the sources of their information was that people gave them their material. Few viewers will expect the columnists to disclose their informants, but complete silence on the subject is preferable to such an obvious conclusion. They also chatted about the numerous invitations they receive to parties and concluded that they go to the affairs they believe will be most productive of news. The quarter-hour wound up with each of the columnists giving his most important recent scoop. Walker's was Truman's decision not to recontest the presidency; Farrell's,

That Hammer Guy

RADIO—Reviewed Tuesday (6), 8-8:30 p.m., EST. Participation sponsorship via Mutual Broadcasting System. Producer and director, Richard Lewis. Radio script writer, Ed Adanson. Cast: Larry Haines, others.

By surrounding his hero, Mike Hammer, with plenty of sex and sadism, Mickey Spillane has sold more than 16,000,000 whodunit books, which should give this radio version of the Private Eye's life a ready-made listening public. Unfortunately, tho, radio's Mike Hammer is only a dim reflection of his lusty counterpart in literature.

Oh, he slaps a few women around and takes the usual bops on the head from unknown assailants, but the trade-marked violence and almost humorous sensuality, so characteristic of Spillane's best-selling novels, are almost totally lacking on the air.

A Backfire?

Altho the cast is more than adequate and production is smooth throughout, the fact remains that a faithfully translated Spillane yarn would come over like a dirty word on the air. The ironic angle is that the radio series, designed to cash in on Spillane's big following, may end up by pleasing every listener but a Mike Hammer fan.

As played by Larry Haines, Hammer is a rough, tough private investigator of the Sam Spade school, tho minus the latter's tongue-in-cheek charm. Hammer strives for nonchalance at times, but the over-all effect is one of sullen intensity—effective in small dialog doses—monotonous when maintained thruout a half hour show, particularly since the script is largely narrative.

The Yarn

Spillane has never been strong on plotting, relying heavily on coincidence, and the radio script of the show caught Tuesday (6) had the same failing. The story started with Hammer meeting an old buddy again at a bar, with the private eye first informing the audience that the guy had saved his life during the last war. His friend was shot (in the face of course) before they got together, and the old buddy, who concerned Hammer's efforts to dodge blondes and track down the killer.

In a none too convincing surprise finish, Hammer discovered that the man in the bar had been a ringer, and that his friend had rigged up the whole thing, including the murder, as a cover-up for some grand larceny. Then, and only then, Hammer reverted to his old psychotic self and finished off the "old buddy" in Spillane's favorite fashion—a slow death and a hard one.

June Bundy.

the Billy Rose-Joyce Mathews trip to Canada, and Gardner's, the Marilyn Monroe calendar.

To Serious

The columnists seemed to take themselves much too seriously. With the numerous interview and chatter programs already on TV, this show will have to go far beyond the usual question and answer stanza if it is to build a following. These columnists must develop into TV personalities, an entirely different talent from the one they display in digging and writing news.

The Mobilgas commercial lacks ingenuity. An announcer spouts the good points of the product and, in a service station, interviews a female motorist who performed like a puppet.

Leon Morse.

The Ernie Kovacs Show

TELEVISION—Reviewed Tuesday (6), 8-9 p.m., EST. Sustaining via Columbia Broadcasting System. TV. Produced and written by Ernie Kovacs. Director, Ned Cramer. Music, Eddie Hatrak and his ork. Songs, Edith Adams. Cymbalom specialty, Dick Martin. Troupe includes: Tryg Lund and Andy McKay. Choral group: Merril Ostrus, James Stover, Ed Cole, Nelson Starr, Sherry Ostrus and Beverly Hunziker.

The prospects are that the talented Ernie Kovacs and his troupe will be able to achieve no more than a holding action against Milton Berle and Bishop Shean, his major opposition. The zany comic specializes in satirizing TV—its commercials and its programs—a brand of humor that is semi-intellectual in appeal, and not particularly guaranteed to win mass audiences. In addition, CBS-TV has not seen fit to increase the budget for Kovacs' network show drastically, an action that might have given him a better chance against his opposition.

But there is no question that Kovacs is a talent to be encouraged. The cigar smoking comedian has a blitheness and an air of relaxation that makes the program exceedingly easy to take, even when many of his ideas are misfiring. As a gagwriter the mad Hungarian seems to have a predilection for comedy stews; he throws every kind of joke into the pot in the hope it will blend into a pleasing dish. The best that can be said is that some of the ingredients taste good.

Commercials

Kovacs' beer commercial for Lost Beer ("If you want a really dry beer, get lost") was his best conception. Running close behind it was a pitch for a Little Jiffy Scavok Vault Opener. The kit that contained the vault opener also held such ingenious items as soundproof celery, scenes from gangster movies, pussyfooting shoes, a booklet on "100 Hideaways I Have Known" by Huncan Dines and polaroid glasses for robbers with bald heads. Kovacs did a take-off on a TV program which got lost" was his best conception. Running close behind it was a pitch for a Little Jiffy Scavok Vault Opener. The kit that contained the vault opener also held such ingenious items as soundproof celery, scenes from gangster movies, pussyfooting shoes, a booklet on "100 Hideaways I Have Known" by Huncan Dines and polaroid glasses for robbers with bald heads. Kovacs did a take-off on a TV program which got lost" was his best conception. Running close behind it was a pitch for a Little Jiffy Scavok Vault Opener. 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Arbitrator Named In Snader Hassle

HOLLYWOOD, Jan. 10. — Samuel R. Rosenbaum, administrator of the American Federation of Musicians trust funds, this week became arbitrator in the dispute between Louis Snader and the group seeking to sell the Snader Telescriptions to Ben Frye. Latter group includes Al and Henry Bisno, Sam Markowich, Frye and United Television Programs, among others. Judge Rosenbaum is sole arbitrator with unilateral powers to determine who has the rights to the film properties and the authority to sell them.

Judge opened hearings in the hassle Thursday (8) at the Beverly-Wilshire Hotel. After one week's hearings, he will return to Philadelphia to study the testimony. He will return later to either hear more testimony or present his decision. He can negotiate the deal concluded earlier between the Bisno group and Frye for the sale and distribution of the Telescriptions, the Dick Tracy series, Korda feature films and other properties.

This is the latest step in the bitter battle that has long smoldered between Snader and his former partners, Bisno and Markowich. The fight flared into the open a few months ago when Bisno and Markowich contended that any two of three partners could sell the properties so long as one of the partners agreeing to the sales terms was Al Bisno. Snader insisted that he could raise more money for the properties than what was being offered by Frye. Majority of the stock-

holders, however, voted in favor of accepting Frye's offer. Snader sought an injunction to block the sale and Reub Kaufman, now head of Guild films and former proxy of Snader Telescriptions Sales, also jumped into the legal hassle on Snader's side by filing an action against the Telescriptions firm. It is now up to Judge Rosenbaum to unravel the involved claims and counter claims lodged by Snader and his partners against one another.

SEG-Producers Pact Talks Hit Deadlock

HOLLYWOOD, Jan. 10.—Contract negotiations between Screen Extras' Guild and the Alliance of Television Film Producers reached an impasse and a board meeting was called to consider strike action. Producers and extras have locked horns over the guild's demands for additional payment for re-use of TV films and working in more than one picture in a day.

Guild proxy Richard H. Gordon said the producers had established the precedent of compensation for film re-use in its agreement with the Screen Actors' Guild, and therefore, the producers should show no discrimination against the extras. Gordon accused the producers of trying to "turn the clock 20 years and force extras to 'bicycle' from picture to picture in the same day." He said that the producers offered an additional 25 per cent pay for working in more than one film, but that the Guild could not accept it. This, he said, meant the producer could use extras in as many films as he wants in a single day, and would "wipe out the principle established years ago in theatrical pictures that for a day's pay check an extra player works in one picture only."

Gordon called a special meeting

Andersen Pic For U. S. TV

COPENHAGEN, Denmark, Jan. 10.—The most expensive motion picture ever produced in Denmark, an animated cartoon version of Hans Christian Andersen's fairy tale, "The Tinder Box," will be presented by American video outlets early this year.

The film, a full-length feature, was produced in 1948 by the Danish Cartoon Company, under the direction of Allen Johnsen, with musical score by Wilfred Kjer and text by Victor Skaarup. The film had a record run of more than a half year at the Palladium Cinema in Copenhagen.

Flynn Sought for Star Role in 'Arthur' Series

HOLLYWOOD, Jan. 10.—Leon Fromkess, head of Arrow Productions, is negotiating with Erroll Flynn to star in Arrow's "King Arthur and the Knights of the

Round Table" TV film series. Fromkess said series will kick off in England in June and will be shot in Technicolor. Terms of the Flynn deal, now under discussion, call for the thesp to receive a percentage of the series' earnings, getting first money off the top. Estimated production budget is pegged at \$30,000 per half-hour episode.

Also scheduled by Arrow for production this year is a half-hour "Arabian Nights" series to start rolling in September. In addition to starting two new shows in 1953, Fromkess said Arrow will expand its "Ramar of the Jungle" beyond the 26-episode limit. First 13 of the "Ramar" series have been completed and are now showing in 21 markets. Production is currently under way for the second series of 13, with the third 13 to start rolling later this year.

QUICK TAKES

New York

E. Jonny Graff, former Snader sales chief, heading back to Coast headquarters after setting exclusive deal with WPIX for 14 Korda films. . . . Michael Kraike, formerly under contract to Universal-International and more recently with Edward Small this week signed with Screen Gems as producer of Ford Theater series. . . . John Ward, film department supervisor of George P. Foley, Inc., departs for Florida January 12 to shoot color industrial film for Plymouth Cordage Company. . . . Art Nevens moved up to film director at Cincinnati's WLW-T replacing Russ Landers who is now film director of KECA-TV, Hollywood. . . . Jo Dine, director of public relations at Ziv Television Program, Inc., to instruct course on radio and television publicity at the New School for Social Research.

TV FILM PURCHASES

NEW YORK, Jan. 10.—Consolidated Television Sales has sold its dramatic show, "Hollywood Half-Hour," to KOLN-TV, Lincoln, Neb.; WKAB-TV, Mobile, Ala.; and KVOA-TV, Tucson, Ariz. All three markets are scheduled to start airing soon. "Paradise Island," Consolidated's 15-minute musical show, has also been sold to KOLN-TV, Lincoln, Neb., and KUDA-TV, Tucson, Ariz.

The Cortland Baking Company has purchased Mahlon Mohr's children's show, "Bobo the Hobo," to be shown on WBYR-TV, Syracuse. The show has also been bought by the Mary Jane Baking Company to be shown on WTAR-TV, Norfolk.

Paramount Television Productions reports the sale of its children's show, "Time for Beany," to station KDUB-TV, Lubbock, Tex., and WBRC-TV, Birmingham.

"Strange Adventure," Columbia Broadcasting System Television Film Sales' quarter-hour dramatic show has been purchased by three new stations not as yet on the air. They are: KKTU, Colorado Springs, Colo.; KOLN-TV, Lincoln, Neb.; and KVOA-TV, Tucson, Ariz.

"Douglas Fairbanks Presents," National Broadcasting Company TV Film Division's new half-hour dramatic show, will now be shown in 10 additional markets: WHBF-TV, Davenport, Ia.; KFEL-TV, Denver; KING-TV, Seattle; WNBTV, New York; WNBC-TV, New Haven, Conn.; WBEZ-TV, Boston; KGMB-TV, Honolulu; WEEK-TV, Peoria, Ill.; and KHQ-TV, Spokane.

Guild Films' quarter-hour dramatic show, "Invitation Playhouse," will be aired over WCBSTV, New York, beginning Sunday (11) at 2:30 p.m.

International News Service reports that its 15-minute news show, "Telenevs Daily," will be shown on station KRÖD-TV, El Paso, Tex.

UP Movietone News, a weekly series, has just been purchased by WHYN-TV, Holyoke, Mass.; WEEK-TV, Peoria, Ill.; KXYL, Spokane, and WDAF-TV, Kansas City, Mo.

"NBC Weekly News Review" will soon be seen on KGNC-TV, Amarillo, Tex.; WLWD, Dayton, O.; WDTV, Pittsburgh; WNOV-TV, York, Pa., and KFEL-TV, Denver. The Denver market sale was made thru the Curt Freiberger Agency of that city.

"Public Prosecutor," the quarter-hour mystery show distributed by Consolidated Television Sales, has been sold to the following new stations: WKAB-TV, Mobile, Ala.; KVOA-TV, Tucson, Ariz., and WSLV-TV, Roanoke, Va.

The Plymouth Dealers of Detroit, thru the Powell-Grant Agency of that city, has purchased "Beat the Experts," Sterling's five-minute TV sports quiz.

CORRECTION

Craig Kennedy, Criminologist, listed as a 15-minute show with 13 in the series in the December 13 TV-Film Buying Guide should have read: 30-minute show, 26 in series.

NEW SERIES

Don Wilson Gabs Bo-Mor 'H'wood' Pic

NEW YORK, Jan. 10. — Don Wilson, radio-TV announcer, has just been signed by Bo-Mor Productions as commentator of a new half-hour film series tentatively titled "Hollywood Observatory." The executive producer is Richard Morley, and scripts will be written by Edward Maxwell. The format will be based on stories from current outstanding feature films and will utilize motion picture stars. The series is scheduled to go into production in January.

DALLAS FIRM'S 'REPORTER' . . .

DALLAS — "The Roving Reporter," a new quarter-hour TV-film weekly program, will be released January 19 by Colson & Company, Dallas. Thirteen programs are now ready, and 39 more are in production. The series centers around a reporter's interviews with persons in all walks of life around the country.

4 TUNES TO STAR IN OWN SERIES . . .

The Four Tunes, RCA Victor recording group, will star in their own TV-film series to be known as "Four Tunes Time." Filming will be done in Hollywood by scenarist Malvin Wald, and the show will debut about January 25.

CORRECTION

The December 13 TV Film Program Guide erroneously classified the capsule review of "Ramar of the Jungle" as a "Children's" show. This show should have been classified as "Adventure."

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The Billboard

THE TV FILM INDUSTRY'S LEADING WEEKLY TRADE NEWSPAPER

PRESENTS ITS

Monthly

TV FILM PROGRAM GUIDE and MARKET REPORT

SECTION TWO

N. Y. Rebuts Hollywood On Film Commercials

Production of commercials swinging Westward? New York producers of TV-film commercials greeted this claim of the Hollywoodites, as set forth in The Billboard's TV-Film Supplement of last month, with a mixture of skepticism, nonchalance and open hostility.

Morris Behrend, or Sarra, which has studios in New York and Chicago but may eventually open a Hollywood branch too, wanted to know what geography had to do with it. According to Behrend, the advertisers will continue to give their TV blurb business to those producers from whom they've learned to expect the kind of job they want, regardless of the location of their studios.

Another producer shrugged his shoulders and said that if the Hollywood prediction ever came true he would simply close up shop here and go back West. This producer had originally gone into the film commercial business in Beverly Hills more than four years ago, and had moved to New York when it became evident that the business was there.

Another producer claimed that it was only the existence of certain gimmicks out West that was drawing commercial production there. One such gimmick, according to this producer, is the Garutso lens, which gives high definition to the background as well as the object in focus. This is a natural for advertisers, since it enables them to make double impact of brand name and sales message simultaneously. There are only a few of these lenses in existence, and they're all in Hollywood. But this condition is only temporary, according to this producer, since with the rapid technical progress in this business, the same or other devices can shortly be expected to become available in New York.

In general there was emphatic denial among New York producers that Madison Avenue was relinquishing its grip on blurb production. "How could the agencies justify their existence if they turned the entire operation, from creation to delivery, over to the producer?" this reporter was repeatedly asked. If anything, it was argued, the agency control of commercial production is firmer today than it was four years ago, and getting stronger all the time. In the early days of

TV-film commercials, the agencies simply did not have any personnel with any real film sense, because they'd never had to do any film work before then.

But that situation has changed radically in the intervening years. The bright young men who in the early days only pretended they understood the possibilities and limitations of film, have since learned a lot from their experiences — and their mistakes. And in addition, because of the increasing use of film blurbs, the agencies have attracted to their ranks people with varied and extensive motion-picture backgrounds.

The producers of TV-film commercials in New York do not make any apologies for their know-how or their facilities. Among the leaders are men whose experience goes all the way back to the silent era. Among the major commercial studios here are some of the best facilities the country has to offer for animation, stop motion, or live shooting.

Some of these producers even doubt that the scarcity of film program production in New York is necessarily a permanent and irrevocable condition.

As far as the consistent quality of the program and the blurb is concerned, most New York producers deny that the Hollywoodites have a real point there. Most of the New Yorkers deny knowledge of instances in which the commercial failed to live up to the show, or in which the grain, contrast or sound level was annoyingly different.

A spokesman for Screen Gems, which shoots programs in the West and commercials in the East, said that a sponsor who takes both the show and its blurbs from them is particularly happy about the co-ordination and consistency obtained thereby, not only in terms of film quality but in such matters as scheduling as well. But this does not mean, he said, that SG would close up its commercial production in New York and move it out West. He, too, did not believe that commercial production could ever stray too far from Madison Avenue.

So the New York producers in general are not worried that they will either lose business to the West Coast filmieries or be forced to fold tent and go West themselves. When it comes to worrying, the producers, at the time of this writing, give all their attention to the month-old strike of the Screen Actors' Guild, which has virtually stymied all work for them.

A Financing Slant: Developing Foreign Income From TV Series

By LEON FROMKESS
President, Arrow Productions

At a time when TV film production abroad for U. S. viewing looms as an industry problem, my story of trying the reverse procedure may have a "man bites dog" ring to it. Briefly, our program calls for the utilization in foreign markets of footage shot for "Ramar of the Jungle," our TV film series. So far, this plan is working according to schedule.

I just concluded an agreement with London's Anglo Amalgamated Film Distributing, Ltd. to handle distribution thru-out the United Kingdom of "African Adventure," a feature film starring Jon Hall. The film consists in its entirety of footage taken from the first 13 episodes of "Ramar of the Jungle." Prior to this, we sold theatrical rights to our first 13 "Ramar" episodes in New Zealand and Belgium, and intend to cover a number of other foreign markets in a similar manner. These are used by exhibitors as shorts and are usually booked with a feature length film.

Additions Big Aid

We will soon enter the third phase of our foreign sales plan. This calls for the re-editing of the "Ramar" episodes into a theatrical serial, cutting the film at cliff-hanger points in the story line. The serial form will also be distributed for foreign theatrical use.

I will venture to estimate that our foreign distribution revenue will equal 50 per cent of our negative cost.

Of course, the foreign sales phase of our operations was planned carefully before we went into production. The scripts were so prepared that serialization and feature film re-editing would be possible and still retain a story line continuity. We were also careful to keep the production values of the series as high as possible so that the product itself could be marketable for theatrical use abroad. Normally, a series of

this kind when shot for domestic television use could be brought in at approximately \$15,000 per episode. Our production cost averaged \$22,000 per half-hour film. Since these films will have to be blown up to fill a theater screen, we had to use more extras than one would normally require for smaller screen television. We also took care to pro-



LEON FROMKESS

vide other costly elements in production that under normal TV conditions one would not use.

Audience Interest

I like to feel that these additions to the series also helped us immeasurably in winning the quick reception our series is now enjoying across the nation. However I hasten to add that if we could not have counted on the additional foreign revenue, such additional production expenditures would not have been economically feasible.

More to show how the foreign sales system has benefited us rather than boast of our domestic accomplishments, I'd like to point to the sales record in this country as evidence of how these foreign earnings have helped us to produce a product that can be sold easily in this country. "Ramar" has been on

the market for only 90 days. During that short period we were able to sell 21 TV markets in the U. S. to such sponsors as Coca-Cola, Chase & Sanborn, Crunchy Candy, Cott Beverages, and many others. We wrote contracts during the 90 days amounting to \$271,000.

Better production has paid off in audience following as well. The December ARB rating for Los Angeles, for example, gave us a 17.3. We were also surprised to discover, according to ARB findings, that the show has a greater adult following than juvenile audience. ARB gave "Ramar" 297,000 adults to 281,000 youngsters. This is particularly gratifying and most helpful to us in continuing our foreign theatrical sale since it proves to buyers abroad that the show appeals to all members of the family.

Entering Third Phase

Foreign sale of American made product is possible, provided the plans are mapped out in advance of production. The story has to be such as to command theater audience interest and yet be suitable for domestic TV viewing. Above all, script material has to be so designed to permit re-editing into serial and feature length forms, provided, of course, the producer wants to tap these sources of foreign revenue as well. The final chapter to the foreign sales story involves the eventual sale of the films to TV stations abroad once they have exhausted their use at theater box-office.

While making American produced TV films available for foreign theatrical exhibition may be reversing the existing course of procedure, we also intend to try our hand at foreign production. In mid-summer, we plan to start production on our "King Arthur and the Knights of the Round Table" in England. This second series as well as our third, "The Arabian Knights," to go into production in September of this year, will also be sold in a like manner: Domestic TV, foreign rights, serial rights, theatrical shorts, and eventually, foreign TV.

13-CITY NOV. ARB RATINGS OF SYNDICATED SHOWS

This chart gives the ARB ratings for syndicated film series showing the second week in November in each of the 13 cities surveyed individually by the American Research Bureau. The program titles are arranged alphabetically by program category under each city. The reader may thus compare the audiences of these film shows in each of these key markets. The ARB charts in The Billboard over the past three weeks have shown how each of these shows compared with its own time-slot competition and with the show preceding it. For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C.

BALTIMORE

(3 stations—WMAR-TV, WBAL-TV, WAAM)

ADVENTURE

China Smith..... 7.4
PSI-TV, Inc.
WAAM, 11-11:30, Fri.

Dangerous Assignment..... 15.5
NBC Film Syndication Sales
WBAL, 10:30-11, Thurs.

The Unexpected..... 14.8
Ziv Television Productions
WBAL, 10:30-11, Tues.

DOCUMENTARY

March of Time..... 6.6
The March of Time
WBAL, 7-7:30, Wed.

MYSTERY

Boston Blackie..... 18.5
Ziv Television Productions
WBAL, 10:30-11, Mon.

Hopalong Cassidy..... 11.0
United Television Programs
WMAR, 10:30-11, Thurs.

NEWS

Telenews Daily (Your News Reporter) (Avg.)..... 6.8
International News Service
WMAL, 6:45-7, Mon-Fri.

SPORTS

Football This Week..... 7.6
Station Distributors
WMAR, 7:15-7:30, Fri.

Touchdown..... 2.1
Tel-Ra Productions
WAAM, 11-11:30, Mon.

WESTERN

Cisco Kid..... 25.2
Ziv Television Productions
WBAL, 7-7:30, Tues.

Hopalong Cassidy..... 21.2
NBC TV Film Division
WBAL, 6-6:30, Sat.

BOSTON

(2 stations—WBZ-TV, WNAC-TV)

ADVENTURE

Dangerous Assignment..... 20.6
NBC Film Syndication Sales
WBZ, 10:30-11, Mon.

Foreign Intrigue..... 10.5
J. Walter Thompson
WNAC, 10:30-11, Sat.

CHILDREN'S

Dick Tracy..... 22.9
Snader Teletype Sales
WBZ, 6-6:30, Sat.

Time for Beany (Avg.)..... 3.3
Paramount TV Productions
WNAC, 5:15-5:30, Mon-Fri.

DOCUMENTARY

March of Time..... 6.7
The March of Time, Inc.
WNAC, 6-6:30, Sat.

MISCELLANEOUS

Stranger Than Fiction..... 9.1
United World Films
WNAC, 7:30-7:45, Tues.

MYSTERY

Boston Blackie..... 34.1
Ziv Television Productions
WNAC, 7-7:30, Sat.

NEWS

Telenews Daily (Nightly Newsteller) (Avg.)..... 12.7
International News Service
WBZ, 7:15-7:30, Mon-Fri.

U. P. Movietone News (Your Esso Reporter) (Avg.)..... 8.4
United Press Movietone
WBZ, 6:15-6:30, Mon-Fri.

SPORTS

Wrestling From Hollywood..... 4.5
Paramount TV Productions
WNAC, 11:45-12:15, Thurs.

WESTERN

Hopalong Cassidy..... 15.5
NBC TV Film Division
WBZ, 1-1:30, Sat.

The Range Rider..... 36.2
CBS Television Film Sales
WBZ-TV, 7-7:30, Sun.

CHICAGO

(4 stations—WBKB, WNBQ, WENR-TV, WGN-TV)

ADVENTURE

China Smith..... 11.4
PSI-TV
WNBQ, 9:30-10, Thurs.

Dangerous Assignment..... 14.3
NBC Film Syndication Sales
WENR, 10-10:30, Tues.

Foreign Intrigue..... 5.7
J. Walter Thompson Co.
WENR, 10-10:30, Wed.

CHILDREN'S

Dick Tracy..... 9.6
Snader Teletype Sales
WGN, 6-6:30, Sat.

Time for Beany (Avg.)..... 3.1
Paramount TV Productions
WGN, 5-5:15, Mon-Fri.

DOCUMENTARY

March of Time..... 4.3
The March of Time
WENR, 10-10:30, Thurs.

DRAMA

Invitation Playhouse..... 1.6
Guild Films, Inc.
WGN, 9:45-10, Wed.

Little Theater..... 8
Tee Vee Company
WBKB, 10:45-11, Thurs.

MYSTERY

Boston Blackie..... 24.1
Ziv Television Productions
WBKB, 9:30-10, Thurs.

Files of Jeffrey Jones..... 25.7
CBS Television Film Sales
WBKB, 9:30-10, Fri.

Hollywood Off-Beat..... 10.6
United Television Programs, Inc.
WENR, 9:30-10, Tues.

NEWS

U. P. Movietone News..... 1.0
United Press Movietone
WBKB, 11:15-11:30, Mon-Fri.

WESTERN

Cisco Kid..... 17.4
Ziv Television Productions
WENR, 2-2:30, Sun.

Hopalong Cassidy..... 14.5
NBC TV Film Division
WENR, 3-3:30, Sun.

CINCINNATI

(3 stations—WLW-TV, WCPO-TV, WKRC-TV)

ADVENTURE

Dangerous Assignment..... 13.1
NBC Film Syndication Sales
WLWT, 10:30-11, Wed.

Foreign Intrigue..... 14.6
J. Walter Thompson Co.
WKRC, 9:30-10, Mon.

DOCUMENTARY

March of Time..... 10.4
The March of Time
WCPO, 9:30-10, Wed.

DRAMA

Televideo Theater..... 14.2
Stuart Reynolds Productions
WKRC, 8-8:30, Mon.

MYSTERY

Boston Blackie..... 29.2
Ziv Television Productions
WLWT, 8:30-9, Thurs.

NEWS

U. P. Movietone News (Avg.)..... 3.9
United Press Movietone
WCPO, 6:30-6:45, Mon-Fri.

Washington Spotlight..... 1.9
United Television Programs
WCPO, 7:30-7:45, Sun.

WESTERN

Cisco Kid..... 26.2
Ziv Television Productions
WCPO, 6-6:30, Sun.

Hopalong Cassidy..... 14.4
NBC TV Film Division
WLW-TV, 5:30-6, Sat.

CLEVELAND

(3 stations—WNBK, WEWS, WXEL)

ADVENTURE

Dangerous Assignment..... 14.7
NBC-TV Film Division
WNBK, 10:30-11, Thurs.

Foreign Intrigue..... 23.7
J. Walter Thompson Co.
WEWS, 10-10:30, Sun.

COMMENTARY

Hollywood Reel..... 3.0
Paramount TV Productions
WEWS, 7:15-7:30, Wed.

DOCUMENTARY

March of Time..... 7.2
The March of Time, Inc.
WNEWS, 7:30-8, Sat.

NEWS

Washington Spotlight..... 3.3
United Television Programs
WEWS, 7-7:15, Sat.

QUIZ

Movie Quick Quiz..... 4.9
United Television Programs, Inc.
WNBK, 6:45-7, Mon-Fri.

SPORTS

Football This Week..... 3.3
Station Distributors
WEWS, 7:15-7:30, Fri.

Sportsman's Club..... 8.7
Syndicated TV Films
WEWS, 1:30-1:45, Sun.

Wrestling From Hollywood..... 5.5
Paramount TV Productions
WXEL, 8-9, Sat.

WESTERN

Cisco Kid..... 32.8
Ziv Television Productions
WNBK, 6-6:30, Sat.

Hopalong Cassidy..... 19.5
NBC TV Film Division
WNBK, 6-6:30, Sat.

The Range Riders..... 27.9
CBS Television Film Sales
WEWS, 6-6:30, Sun.

COLUMBUS

(3 stations—WLW-C, WTVN, WBNS-TV)

ADVENTURE

Dangerous Assignment..... 17.6
NBC Film Syndication Sales
WBNS, 9:30-10, Sun.

The Unexpected..... 27.6
Ziv Television Productions
WBNS, 9:30-10, Tues.

DOCUMENTARY

March of Time..... 8.7
The March of Time
WBNS, 7-7:30, Fri.

MYSTERY

Boston Blackie..... 27.2
Ziv Television Productions
WBNS, 9-9:30, Sat.

NEWS

Washington Spotlight..... 6.1
United Television Programs
WBNS, 6-6:15, Sun.

SPORTS

Football This Week..... 4.8
Station Distributors
WLWC, 7:15-7:30, Fri.

Telesports Digest..... 6.8
United Artists Television
WBNS, 7-7:30, Wed.

WESTERN

Gene Autry Show..... 15.0
CBS Television Film Sales
WBNS, 7-7:30, Sun.

Hopalong Cassidy..... 15.0
NBC TV Film Division
WBNS, 1-1:30, Sat.

DAYTON

(2 stations—WLW-D, WHIO-TV)

ADVENTURE

Dangerous Assignment..... 7.5
NBC Film Syndication Sales
WLW-D, 10:30-11, Sun.

The Unexpected..... 15.0
Ziv Television Productions
WHIO, 10-10:30, Sat.

DOCUMENTARY

Crusade in the Pacific..... 17.3
The March of Time
WLW-D, 7-7:30, Thurs.

March of Time..... 7.3
The March of Time
WHIO, 6:30-7, Tues.

SPORTS

Spots Parade..... 12.5
United Artists Television
WHIO, 10:45-11, Wed.

WESTERN

Hopalong Cassidy..... 11.4
NBC TV Film Division
WLW-D, 6-6:30, Mon.

DETROIT

(3 stations—WJBK, WWJ-TV, WXYZ-TV)

ADVENTURE

Big Game Hunt..... 4.2
Explorers Pictures Corp.
WXYZ, 11-11:30 a.m., Sun.

China Smith..... 10.8
PSI-TV, Inc.
WXYZ, 8-8:30, Thurs.

Dangerous Assignment..... 22.0
NBC-TV Film Division
WWJ, 6:30-7, Sun.

Foreign Intrigue..... 18.0
J. Walter Thompson Co.
WJBK, 10:30-11, Fri.

CHILDREN'S

Dick Tracy..... 18.6
Snader Teletype Sales
WXYZ, 7-7:30, Tues.

Time for Beany (Avg.)..... 8.7
Paramount TV Productions
WJBK, 5:15-5:30, Mon-Fri.

DOCUMENTARY

March of Time..... 5.8
The March of Time
WJBK, 7-7:30, Fri.

MISCELLANEOUS

Starnzer Than Fiction..... 8.8
United World Films, Inc.
WXYZ, 1:30-1:45, Sun.

MYSTERY

Boston Blackie..... 23.0
Ziv Television Productions
WJBK, 10:30-11, Thurs.

Files of Jeffrey Jones..... 14.8
CBS Television Film Sales
WJBK, 6-6:30, Sun.

Heart of the City..... 32.4
United Television Programs, Inc.
WJBK, 9:30-10, Thurs.

Hollywood Off-Beat..... 9.4
United Television Programs
WWJ, 10:30-11, Thurs.

NEWS

Telenews Daily (Avg.)..... 2.3
International News Service
WJBK, 6:30-6:45, Mon-Fri.

SPORTS

Football This Week..... 2.8
Station Distributors
WWJ, 7:15-7:30, Fri.

Sports Parade..... 10.4
United Artists Television
WJBK, 10:45-11, Wed.

Telesports Digest..... 4
United Artists Television
WJBK, 7:15-7:30, Sat.

WESTERN

Cisco Kid..... 29.2
Ziv Television Productions
WXYZ, 7-7:30, Thurs.

Hopalong Cassidy..... 14.0
NBC TV Film Division
WWJ, 5:30-6, Sun.

LOS ANGELES

(7 stations—KNXT, KNBH, KTLA, KECA-TV, KHJ-TV, KTTV, KLAC-TV)

ADVENTURE

China Smith..... 12.3
PSI-TV, Inc.
KECA, 8:30-9, Fri.

Dangerous Assignment..... 13.0
NBC-TV Film Division
KNBH, 10:30-11, Fri.

Foreign Intrigue..... 12.7
J. Walter Thompson Co.
KNBH, 10:30-11, Thurs.

The Unexpected..... 6.0
Ziv Television Productions
KECA, 8-8:30, Wed.

DOCUMENTARY

Clete Roberts' World Report..... 4.0
United Artists Television
KLAC, 6:45-7, Fri.

March of Time..... 2.7
The March of Time, Inc.
KTTV, 7:30-8, Mon.

DRAMA

Invitation Playhouse..... 9.7
Guild Films
KLAC, 7-7:30, Wed.

MYSTERY

Heart of the City..... 11.3
United Television Programs
KTTV, 8-8:30, Tues.

Hollywood Off-Beat..... 8.0
United Television Programs
KNXT, 9:30-10, Sat.

Boston Blackie..... 21.5
Ziv Television Productions
KNBH, 9-9:30, Sun.

(Continued on page 14)

Where Syndicated Series Are Showing

The following chart gives the cities in which each of the syndicated TV-film programs were showing as of the last week in December. The program titles are grouped according to program category, beginning with Adventure. For the American Research Bureau's November ratings on many of these shows, see the chart elsewhere in this section.

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
Adventure			Adventure		
Armchair Adventure..... 15..... 104			Adventure		
Dist.: Sterling Television Company			Adventure		
CURRENTLY SHOWING IN: Kansas City, St. Louis, Indianapolis.			Adventure		
Big Game Hunt..... 30..... 26			Adventure		
Dist.: Explorers Pictures Corp.			Adventure		
CURRENTLY SHOWING IN: Johnstown, Minneapolis-St. Paul.			Adventure		
China Smith..... 26..... 26			Adventure		
Dist.: PSI-TV, Inc.			Adventure		
CURRENTLY SHOWING IN: Atlanta, Baltimore, Birmingham, Bloomington, Chicago, Columbus, Dallas-Fort Worth, Davenport, Detroit, El Paso, Houston, Indianapolis, Los Angeles, Lubbock, New Orleans, Oklahoma City, Pittsburgh, San Antonio, San Francisco, St. Louis, Washington.			Adventure		
Dangerous Assignment..... 30..... 29			Adventure		
Dist.: NBC-TV Film Division.			Adventure		
CURRENTLY SHOWING IN: Albuquerque, Atlanta, Baltimore, Binghamton, Boston, Buffalo, Bloomington, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Davenport, Denver, Dallas-Fort Worth, Detroit, El Paso, Erie, Grand Rapids, Greensboro, Honolulu, Houston, Huntington, Indianapolis, Jackson, Johnstown, Kalamazoo, Kansas City, Lansing, Los Angeles, Louisville, Lubbock, Miami, Milwaukee, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Portland, Richmond, Rochester, St. Louis, Salt Lake City, San Antonio, San Francisco, Syracuse, Toledo, Tulsa, Utica, Washington.			Adventure		
Foreign Intrigue..... 30..... 39			Adventure		
Dist.: J. Walter Thompson Co.			Adventure		
CURRENTLY SHOWING IN: Atlanta, Binghamton, Boston, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, El Paso, Houston, Kansas City, Lancaster, Los Angeles, Miami, Minneapolis-St. Paul, Mobile, New Haven, New Orleans, New York, Norfolk, Philadelphia, Providence, Rochester, Pittsburgh, San Antonio, San Francisco, Schenectady, Syracuse, Utica, Washington.			Adventure		
Going Places With Uncle George..... 9..... 26			Adventure		
Dist.: Consolidated Television Sales			Adventure		
Holiday of Dreams..... 5..... 13			Adventure		
Dist.: Du Mont Television Network			Adventure		
Talk About Adventure..... 15..... 13			Adventure		
Dist.: Videopix, Inc.			Adventure		
Thrill of Your Life..... 30..... 13			Adventure		
Dist.: Louis Weiss & Co.			Adventure		
The Unexpected..... 30..... 52			Adventure		
Dist.: Ziv Television Productions			Adventure		
CURRENTLY SHOWING IN: Atlanta, Baltimore, Binghamton, Birmingham, Bloomington, Buffalo, Charlotte, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Dayton, Detroit, Grand Rapids, Houston, Indianapolis, Jacksonville, Kansas City, Los Angeles, Memphis, Miami, New Haven, New Orleans, New York, Norfolk, Philadelphia, Providence, Rochester, St. Louis, Schenectady, Seattle, Syracuse, St. Louis, Toledo.			Adventure		
Worlds of Adventure..... 15..... 13			Adventure		
Dist.: United Television Programs			Adventure		
CURRENTLY SHOWING IN: Atlanta, Salt Lake City			Adventure		
Comedy			Comedy		
CURRENTLY SHOWING IN: Boston, Chicago, Cleveland, Davenport, Detroit, El Paso, Honolulu, Los Angeles, New York, Oklahoma City, Portland, San Diego, San Francisco, Schenectady, Spokane, Springfield, Washington.			Comedy		
Willie Wonderful..... 15..... 65			Comedy		
Dist.: Official Films, Inc.			Comedy		
CURRENTLY SHOWING IN: Atlanta, Charlotte, Cincinnati, Columbus, Toledo.			Comedy		
Hank McCune Show..... 30..... 13			Comedy		
Dist.: Atlas Television Corp.			Comedy		
CURRENTLY SHOWING IN: San Antonio, Atlantic City.			Comedy		
Abbott & Costello Show..... 30..... 26			Comedy		
Dist.: MCA-TV			Comedy		
CURRENTLY SHOWING IN: Austin, Baltimore, Birmingham, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Dayton, Denver, Detroit, El Paso, Indianapolis, Johnstown, Honolulu, Kalamazoo, Lansing, Los Angeles, Lubbock, Memphis, Minneapolis-St. Paul, New Orleans, New York, Philadelphia, Phoenix, Portland, Salt Lake City, San Francisco, Schenectady, Spokane, Syracuse, Utica.			Comedy		
Jackson & Jill..... 26..... 13			Comedy		
Dist.: Consolidated Television Sales			Comedy		
CURRENTLY SHOWING IN: Kansas City.			Comedy		
The Chimps..... 15..... 13			Comedy		
Dist.: United Television Programs			Comedy		
CURRENTLY SHOWING IN: Dallas-Fort Worth, Denver, Kalamazoo, Los Angeles, Miami, Salt Lake City, Washington.			Comedy		
Commentary			Commentary		
Hollywood Newsreel..... 15..... 9			Commentary		
Dist.: Screen Gems, Inc.			Commentary		
CURRENTLY SHOWING IN: Cleveland, Detroit, Toledo, Washington.			Commentary		
Hollywood Reel..... 15..... 52			Commentary		
Dist.: Paramount TV Productions, Inc.			Commentary		
CURRENTLY SHOWING IN: Buffalo, Washington.			Commentary		
Documentary			Documentary		
Clete Roberts World Report..... 15..... 260			Documentary		
Dist.: United Artists Television			Documentary		
CURRENTLY SHOWING IN: Amarillo, Beaumont, Cleveland, El Paso, Houston, Philadelphia, Seattle, Tucson.			Documentary		
Crusade in Europe..... 20..... 26			Documentary		
Dist.: 20th Century-Fox			Documentary		
CURRENTLY SHOWING IN: Amarillo, Beaumont, Cleveland, El Paso, Houston, Philadelphia, Seattle.			Documentary		
Crusade in the Pacific..... 30..... 26			Documentary		
Dist.: The March of Time			Documentary		
CURRENTLY SHOWING IN: Brownsville, Dayton, Kansas City.			Documentary		
King's Crossroads..... 30..... 104			Documentary		
Dist.: Sterling Television Co., Inc.			Documentary		
Currently showing via ABC Television Network.			Documentary		
March of Time..... 30..... Weekly			Documentary		
Dist.: The March of Time			Documentary		
CURRENTLY SHOWING IN: Albuquerque, Atlanta, Austin, Baltimore, Birmingham, Bloomington, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Denver, Detroit, El Paso, Greensboro, Houston, Huntington, Indianapolis, Jacksonville, Johnstown, Kalamazoo, Lansing, Los Angeles, Louisville, Memphis, Miami, Milwaukee, Minneapolis, Nashville, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Portland, Reading, Richmond, Rochester, Rock Island, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Schenectady, St. Louis, Toledo, Tulsa, Washington.			Documentary		
Drama			Drama		
American Wit and Humor..... 30..... 8			Drama		
Dist.: The March of Time			Drama		
CURRENTLY SHOWING IN: Seattle.			Drama		
Counterpoint (Rebound)..... 30..... 26			Drama		
Dist.: United Television Programs			Drama		
CURRENTLY SHOWING IN: Davenport, Denver, Pittsburgh, Rochester.			Drama		
Hollywood Half Hour..... 30..... 26			Drama		
Dist.: Consolidated Television Sales			Drama		
Amarillo, Atlanta, Denver, Grand Rapids, Houston, Lubbock, Milwaukee, New York, Norfolk, Phoenix, Richmond, Rock Island, Spokane.			Drama		
Invitation Playhouse..... 15..... 26			Drama		
Dist.: Guild Films, Inc.			Drama		
(Continued on page 18)			Drama		

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13-CITY NOV. ARB RATINGS OF SYNDICATED SHOWS

Continued from page 12

NEWS	
U. P. Movietone News United Press Movietone (Newspaper of the Air) (Avg.)... 1.9 KHJ, 7-7:15, Mon.-Fri.	
QUIZ	
Movie Quick Quiz..... 8 United Television Programs KHJ, 7:15-7:30, Mon.-Thurs.	
SPORTS	
Sports Parade..... 8.0 United Artists Television KNXT, 7:45-8, Wed.	
Touchdown..... 1.7 Tel-Ra Productions KHJ, 8:30-9, Thurs.	
Touchdown..... 1.5 Tel-Ra Productions KHJ, 7:15-7:45, Fri.	
WESTERN	
Cisco Kid..... 22.9 Ziv Television Productions KECA, 7-7:30, Mon.	
Gene Autry Show..... 1.3 CBS Television Film Sales KECA, 6-6:30, Sun.	
Hopalong Cassidy..... 11.5 NBC TV Film Division KNBH, 5-5:30, Sat.	
The Range Rider..... 12.8 CBS Television Film Sales KNBH, 7-7:30, Thurs.	

Touchdown..... 5.3 Tel-Ra Productions WPTZ, 10:30-11, Wed.	
Wrestling From Hollywood..... 4.7 Paramount TV Productions WCAU, 11:15-12:15 A.M., Sat.	
WESTERN	
Cisco Kid..... 28.7 Ziv Television Productions WCAU, 7-7:30, Fri.	
The Range Rider..... 21.6 CBS Television Film Sales WPTZ, 6-6:30, Sat.	

SAN FRANCISCO	
(3 stations—KRON-TV, KPIX, KGO-TV)	
ADVENTURE	
Dangerous Assignment..... 26.7 NBC-TV Film Division KRON, 8-8:30, Sat.	
Foreign Intrigue..... 18.4 J. Walter Thompson Co. KGO, 7:30-8, Wed.	
The Unexpected..... 24.0 Ziv Television Productions KRON, 8:30-9, Thurs.	
CHILDREN'S	
Time for Beany..... 14.3 Paramount TV Productions KPIX, 5-5:15, Mon.-Fri.	

DOCUMENTARY	
March of Time..... 5.8 The March of Time KGO, 6:30-7, Sun.	
DRAMA	
Strange Adventure..... 13.5 CBS Television Film Sales KRON, 9:15-9:30, Sun.	
MISCELLANEOUS	
Stranger Than Fiction..... 4 United World Films KRON, 12:30-12:45, Tues.	
MUSICAL	
Old American Barn Dance..... 3.6 United Television Programs KGO, 10:30-11, Mon.	
MYSTERY	
Boston Blackie..... 17.1 Ziv Television Productions KRON, 9:30-10, Sun.	
Files of Jeffery Jones..... 11.1 CBS Television Film Sales KPIX, 8-8:30, Sun.	
Heart of the City..... 26.9 United Television Programs KPIX, 9:30-10, Mon.	
NEWS	
Telenews Daily (Shell News) (Avg.)... 10.1 International News Service KRON, 6:45-7, Mon.-Fri.	

Washington Spotlight..... 2.9 United Television Programs KGO, 6:15-6:30, Mon.	
QUIZ	
Movie Quick Quiz..... 6 United Television Programs KRON, 10:15-10:30 a.m., Mon.-Fri.	
View the Clue..... 3.6 United Artists Television KGO, 8:15-8:30, Sun.	
SPORTS	
Roller Derby..... 4 Station Distributors, Inc. KGO, 11:30-12 M, Fri.	
Telesports Digest..... 3.3 United Artists Television KGO, 10-10:30, Thurs.	
WESTERN	
Cisco Kid..... 31.7 Ziv Television Productions KRON, 7-7:30, Thurs.	
Gene Autry Show..... 21.1 CBS Television Film Sales KGO, 7-7:30, Thurs.	
Hopalong Cassidy..... 24.6 NBC TV Film Division KGO, 6:30-7, Thurs.	
The Range Rider..... 27.8 CBS Television Film Sales KPIX, 7-7:30, Tues.	

Foreign Intrigue..... 21.7 J. Walter Thompson Co. WNBW, 10:30-11, Thurs.	
CHILDREN'S	
Dick Tracy..... 13.9 Snader Telescriptions Sales WTTG, 5:30-6, Sun.	
Time for Beany..... 12.5 Paramount TV Productions WTTG, 6:45-7, Mon.-Fri.	
DOCUMENTARY	
March of Time..... 10.7 The March of Time WTOP, 10:30-11, Tues.	
MYSTERY	
Front Page Detective..... 11.3 Consolidated Television Sales WTOP, 10:30-11, Fri.	
NEWS	
U. P. Movietone News (Avg.)..... 4.0 United Press Movietone WTTG, 11-11:15, Mon.-Fri.	
SPORTS	
Sportsman's Club..... 1.3 Syndicated TV Films WTTG, 7:30-7:45, Fri.	
Touchdown..... 5.9 Tel-Ra Productions WNBW, 7-7:30, Wed.	
WESTERN	
Cisco Kid..... 18.7 Ziv Television Productions WNBW, 6:30-7, Sat.	
Hopalong Cassidy..... 31.3 NBC TV Film Division WNBW, 1:30-2, Sun.	

NEW YORK

(7 stations—WCBS-TV, WNBT, WABD, WJZ-TV, WOR-TV, WPIX, WATV)	
ADVENTURE	
Dangerous Assignment..... 17.0 NBC-TV Film Division WNBT, 10:30-11, Mon.	
Foreign Intrigue..... 16.8 J. Walter Thompson Co. WNBT, 10:30-11, Thurs.	
The Unexpected..... 21.2 Ziv Television Productions WNBT, 10:30-11, Wed.	
CHILDREN'S	
Dick Tracy..... 8.6 Snader Telescriptions Sales WABD, 6:30-7, Sat.	
Time for Beany..... 4 Paramount TV Productions WCBS, 10:15-10:30, Sat.	
DOCUMENTARY	
March of Time..... 2.8 The March of Time, Inc. WJZ, 9:30-10, Wed.	
DRAMA	
Little Theater..... 1.1 Tee Vee Company WJZ, 11:15-11:30, Fri.	
MYSTERY	
Boston Blackie..... 11.6 Ziv Television Productions WABD, 9:30-10, Fri.	
NEWS	
Telenews Daily (Six o'Clock Report) (Avg.)..... 8.7 International News Service WCBS, 6-6:15, Mon.-Fri.	
U. P. Movietone News..... 1.8 United Press Movietone WPIX, 7-7:15, Mon.-Fri.	
QUIZ	
Movie Quick Quiz..... 1.1 United Television Programs WPIX, 7:15-7:30, Tues.-Fri.	
SPORTS	
All-American Game of the Week..... 2.0 Consolidated Television Sales WNBT, 7-7:15, Wed.	
Football This Week..... 1.3 Station Distributors WABD, 8-8:15, Thurs.	
WESTERN	
Cisco Kid..... 10.2 Ziv Television Productions WNBT, 7-7:30, Mon.	
Hopalong Cassidy..... 17.0 NBC TV Film Division WNBT, 6:30-7, Sat.	

PHILADELPHIA

(3 stations—WPTZ, WFIL-TV, WCAU-TV)	
ADVENTURE	
Dangerous Assignment..... 15.7 NBC-TV Film Division WPTZ, 10:30-11, Tues.	
Foreign Intrigue..... 17.7 J. Walter Thompson Co. WCAU, 10-10:30, Sat.	
The Unexpected..... 18.5 Ziv Television Productions WCAU, 10:30-11, Thurs.	
CHILDREN'S	
Crusader Rabbit..... 9.3 Consolidated TV Programs WCAU, 4:45-5, Tues.-Fri.	
DOCUMENTARY	
March of Time..... 8.4 The March of Time WCAU, 7-7:30, Mon.	
MISCELLANEOUS	
Stranger Than Fiction..... 15.7 United World Films WPTZ, 6:30-6:45, Sun.	
MYSTERY	
Boston Blackie..... 22.3 Ziv Television Productions WCAU, 7-7:30, Wed.	
NEWS	
Telenews Daily (Your Esso Reporter) (Avg.)..... 4.2 International News Service WFIL, 6:30-6:45, Mon.-Fri.	
SPORTS	
Football This Week..... 2.3 Station Distributors, Inc. WCAU, 10:45-11, Fri.	
SPORTS	
Ringside With the Rasslers..... 10. Consolidated Television Sales WFIL, 10-11, Mon.	
Sportsman's Club..... 2.4 Syndicated TV Films WFIL, 11:15-11:30, Fri.	

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New TV-Film Series In Production

or to begin shooting soon

The following list, based on the latest survey of producers, contains the titles of TV-film series now in production or on which production is planned in the near future. These shows are expected to become available for syndication within the coming months. Once a series begins showing on any station, it is no longer carried on this list.

PECK'S BAD BOY
Starring: Jimmy Boyd, Hal Weller, Director, and Ed Hellwig, Writer and Producer. Abner J. Greshler Productions
324 S. Beverly Drive
Beverly Hills, Calif.

DREAM AWHILE WITH PEGGY LEE
15-minute color series. Starring: Peggy Lee. Murphy Thomas Productions, Inc.
General Service Studios
Hollywood, Calif.

LOVE SCENES
Pilot completed. Based on

amorous moments in great literature plus a few original stories.
Paul Garrison
United Producers Studios
Beverly Hills, Calif.

COWBOY G-MEN
26 half-hour Westerns. 13 completed. Starring: Russell Hayder and Jackie Coogan. Producer, Henry J. Donovan
United Artists, TV
729 Seventh Ave
New York, N. Y.

JACK LONDON STORIES
26 half-hour series. Starring: Colleen Gray, Robert Hutton

Lon Chaney and others. Director, Herbert Kline. Mutual Television Productions
211 S. Beverly Dr.
Beverly Hills, Calif.

HAWAIIAN PARADISE
26 half-hour series. 13 completed. Films shot on location in color.
William F. Broidy Productions
5545 Sunset Blvd.
Hollywood, Calif.

GREAT LOVES
26 half-hour series. Starring: Hedy Lamarr. To be shot in Europe. Victor Pahlm, Producer.
PSI-TV, Inc.
221 W. 57th St.
New York, N. Y.

MARK HELLINGER STORIES
26 half-hour series. Shooting planned to begin in February.
Les Hafner & Co.
48 W. 48th St.
New York, N. Y.

MEET THE MATE
An interview show starring Arlene Francis. Shooting due to begin this month.
Moss & Lewis
1514 Broadway
New York 36, N. Y.

ORIENT EXPRESS
26 dramatic half-hour series. Shooting in Europe. John Nasht, Producer.
PSI-TV, Inc.
221 W. 57th St.
New York, N. Y.

CALL THE PLAY
104 quarter-hour sports series. Telephone quiz series combining film and live. Produced by Leonard Key.
Guild Films, Inc.
510 Madison Ave.
New York, N. Y.

FAVORITE STORY
Based on transcribed radio series. Four films completed in England. Now shooting in Hollywood. Adolph Menjou, Narrator.
Ziv Television Programs.
488 Madison Ave
New York, N. Y.

THE WORLD IS MY BEAT
39 half-hour series lensed thruout the world. Producer: Mitty Kemp.
Standard Television
1203 W. 7th St.
Hollywood, Calif.

PAN-AMERICAN SHOW TIME
Additional 13 half-hour series

Starring: Gail Robbins and Bob Savage. Producer: Mitty Kemp.
Standard Television
1203 W. 7th St.
Hollywood, Calif.

BRINGING UP PARENTS
10-minute series offering tips for toddlers. Starring: Jean Alexander. Producer: Henry J. Kaufman Agency.
United Television Programs
444 Madison Ave.
New York, N. Y.

THRILL OF A LIFETIME
15-minute "We, the People" type of show. Narrated by Quentin Reynolds. Produced by Lifetime Productions.
United Television Programs
444 Madison Ave.
New York, N. Y.

AMERICA'S FINEST
Half-hour dramatic series. Starring: Ray Milland, Joan Crawford and others. Pilot film completed. Produced by Revue Productions.
MCA-TV
598 Madison Ave.
New York, N. Y.

HOLLYWOOD AT WORK
Half-hour series. True stories about Ronald Colman, Harpo Marx, Humphrey Bogart and others. Produced and directed by Robert Gurney.
Official Films, Inc.
25 W. 45th St.
New York, N. Y.

BEAT THE EXPERTS
3-minute sports quiz for across-the-board slotting. 35 completed to date with 30 to go in series.
Sterling Television Co.
316 W. 57th St.
New York, N. Y.

THE WORLD BEYOND
Adult science fiction series.
PSI-TV, Inc.
221 W. 57th St.
New York, N. Y.

CHAIR ON THE BOULEVARD
Half-hour dramatic series. Pilot completed. Based on short stories of Leonard Merrick. Produced by Bing Crosby Enterprises.
CBS Television Film Sales
485 Madison Ave
New York, N. Y.

THOSE WERE THE DAYS
Half-hour dramatic series, set in the Twenties. Pilot completed. Starring Charles Winninger. Produced by Bing Crosby Enterprises.
CBS Television Film Sales
485 Madison Ave
New York, N. Y.

CROWN THEATRE
Half-hour dramatic series. New edition. Pilot completed. Produced by Bing Crosby Enterprises.
CBS Television Film Sales
485 Madison Ave
New York, N. Y.

GAYELORD HAUSER SHOW
Quarter-hour series. Nutrition and health advice by Gayelord Hauser along with name guest for each series.
PSI-TV, Inc.
221 W. 57th St.
New York, N. Y.

A SPORTING CHANCE
13 half-hour series on adventures of a sports writer.
Reid Rry Telefilms, Inc.
8762 Holloway Drive
Hollywood, Calif.

TALES OF HANS CHRISTIAN ANDERSEN
13 half-hour series. Produced in Denmark by Kari Mosby.
Interstate Television Corp.
Monogram Studios
Hollywood, Calif.

THREE GUESSES
52 quarter-hour quiz series utilizing Fox Movietone film library. Roger Forster, Emsee.
20th Century-Fox TV Productions, Inc.
444 West 56th St.
New York, N. Y.

THE CONTINENTAL
15-minute series. Second 13 now in production. Cast: Renzo Cesana.
Dynamic Films, Inc.
112 West 9th St.
New York, N. Y.

You get a **STAR-STUDED SHOWCASE** of musical entertainment!

You get all the elements for a **SMASHING SALES-SUCCESS!**

You get **MORE SALES -- MORE PROFITS!**

Featuring Guy, the Lamardo Trio, the Twin Planos, the Picture Story, Lombardo vocalists Kenny Gardner and Don Rodney, and announcer David Ross.

Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' Clue Book. All assure an aware and ever-increasing audience.

as the No. 1 advertiser in your market!

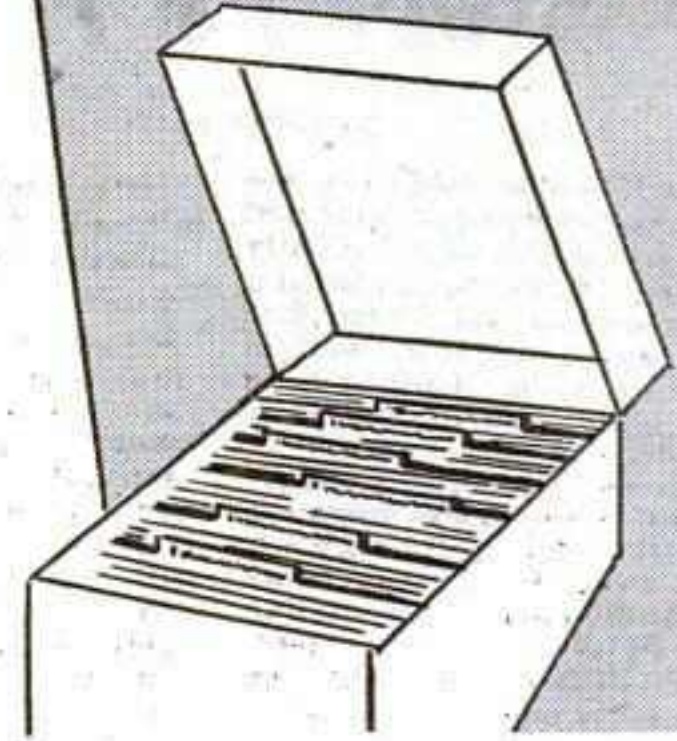
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NEW YORK HOLLYWOOD

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File of Unbiased, Impartial . . .

REVIEWS OF TV FILM SHOWS

Have Your Secretary Clip These Reviews and
Paste Them on 3" x 5" Index Cards



TERRY AND THE PIRATES (30 minutes—26 in series) Children's

Produced by Dougfair
Director, Dick Irving. Script, John and Gwen Bagni.
Cast: John Baer, William Tracy, Jack Kruschen, Gloria Saunders,
Mari Blanchard.
Distributor: Official Films
Prices not yet set.

Official Films is offering this series for syndication in those markets not taken by its national sponsor, Canada Dry. Plot of show caught was an adventure-mystery simple enough for the youngsters to follow, yet with enough suspense and comfortable complications to hold the grown-ups too. Casting is a minor masterpiece, with all looking amazingly like the characters the readers of the comic strip have known these many years. Sets are realistic. Direction is extremely TV-wise with fine use of close-ups and hep lighting even in night scenes.

For Full Detailed Review See The Billboard, July 21, 1952, Issue.

THE LILLI PALMER SHOW (15 minutes—26 in series) Women's-Miscellaneous

Produced by Oasis Television
Producer, Charles Kebbe. Director, Alex Leftwich
Camera, George Steotzel. Cast: Lilli Palmer and guests
Distributor, NBC TV Film Division
Price: High, \$1,200—Low, \$50 net

The film series follows the same talk-and-interview format of the live show of last season, and like the live show just exudes charm. The film show has a wonderful ad lib. quality. Miss Palmer is a model of naturalness, and when she talks to the camera each viewer can feel she is addressing no one else in the world. The segments caught demonstrated ingenious ways of bringing on the guests without cooling the show. The talk was all good, sometimes quite sophisticated. It was, however, not hilarious, and there was not much visual excitement, aside from Miss Palmer herself. So the show's appeal is more class than mass.

For Full Detailed Review See The Billboard, December 27, 1952, Issue.

THE ABBOTT AND COSTELLO SHOW (30 minutes—26 in series) Comedy

Produced by Revue Productions
Cast: Bud Abbott, Lou Costello
Distributor, MCA-TV
Price on request.

For those who like horseplay accompanied by ear-splitting shrieks of laughter, this film show is a riot from start to finish. Practically every scene was climaxed by one or more actors getting knocked unconscious by a bottle, billy club or head-on collision. Script was patterned on situation-comedy format, but most of the scenes were played in burlesque blackout style. Bud Abbott and Lou Costello have built up a big motion picture following with just such material, and this series should click with the same kind of audience.

For Full Detailed Review See The Billboard, December 13, 1952, Issue.

WILLIE WONDERFUL (15 minutes—65 in series) Children's

Produced by Bracken Productions
Exec producer, Earle Du Mont Jr. Producer, Martin Gordon
Director, Robert Scott
Script, Jane Hampton, Anabel Ross, Betty Givens, Joe Grenzeback,
Tom Baron.
Puppeteers, Richard Pinner, Virginia Vass, Tyler McVey, Colleen Collins
Distributor, Official Films
Price: High, \$250—Low, \$15

The characters are hand puppets with eye and lip movement. The hero, Willie, is an adorable blond boy. The setting is a carnival, and the opening action has Willie trying to help his foster father, The manager of the carnie, save the show from foreclosure. The show has a good element of satire as well as fantasy. The animals talk to Willie, and he also has a fairy godfather who takes after W. C. Fields. The series is generally on a par with the best of the kiddie-puppet shows.

For Full Detailed Review See The Billboard, December 27, 1952, Issue.

THE CONTINENTAL (15 minutes—26 in series) Miscellaneous

Produced by Dynamic Films
Producer-director, Henry Morley
Camera, Arthur Florman. Script, Renzo Cesana
Cast: Renzo Cesana
Distributor and price not yet set.

The great lover of last season's network show of this title is now back on film. The series has been re-scripted by the man himself, Renzo Cesana. It is done in the same type plush bachelor apartment set and maintains the trademarks of the show, including champagne, roses, two cigarettes, and "Don't be afraid, darling. . . ." It is a solid commercial vehicle for products directed to the frustrated fem audience. But it is also a restful show for late evening, and has a touch of sophistication as well as tongue in cheek.

For Full Detailed Review See The Billboard, December 13, 1952, Issue.

ADVENTURES OUT-OF-DOORS (15 minutes—13 in series) Sports

Produced by Jack Van Coevering
Distributor: Official Films
Price: High, \$250—Low, \$15

This show is strictly for the hunting and fishing enthusiasts. Jack Van Coevering, producer and star, is outdoor editor of the Detroit Free Press and one of the best known writers and photographers in the rod and gun field. Altho the show includes pleasant scenic and floral shots, Van Coevering's interviews and narration are quite dry for the laity and dwell on such technicalities as the best rod weight and fly patterns for trout fishing. The hunting-fishing public and advertising are large, as witness the magazines in the field, and as a special interest show "Adventures" is a sound job.

For Full Detailed Review See The Billboard, January 7, 1952, Issue.

THREE GUESSES (15 minutes—13 in series) Quiz

Produced by 20th Century-Fox TV Productions
Exec Producer, Jack Kuhne. Producer, Edmond Reek
Editors, Louis Ashley, John McManus
Emsee, Roger Forster
Distributor, 20th Century-Fox TV Productions

This is a fast moving visual quizzer put together out of Fox Movie-tone's vast film library. A multiple-choice query follows each film seg. Answers are given at the end of each show, but local sponsor can clip the answer tag and run it the next week as a mail-pull gimmick. Roger Forster is a handsome fellow and emsees the show with a convivial air.

For Full Detailed Review See The Billboard, November 15, 1952, Issue.

IDEAS ON PARADE (15 minutes) Miscellaneous

Produced by Tel Ra Productions
Narrator, Bob Wilson
Distributor: Official Films
Price: High, \$250—Low, \$15

Half a dozen sequences in each segment picture the latest gadgets and inventions on the market or in the laboratories. Items covered in the show caught included a hat-umbrella, camera-binoculars and a television-microscope. It was an interesting collection of merchandise and was interestingly filmed with well-paced narration. The show is good bait for retail sponsorship.

For Full Detailed Review See The Billboard, January 7, 1952, Issue.

The Story Behind Newsreel TV Films

By GENE PLOTNIK

In no TV-film operation are the cost and time factors squeezed tighter than in the output of daily news film. While the use of film in TV generally has forced film men to do things with budgets and schedules they'd never have thought possible in the old days, the producer and distributor of entertainment films have it easy compared with news operation like Telenews Productions, United Press-Movietone News and the National Broadcasting Company's news film department.

In news film, you can't fix your story to suit your budget. The stories are made by powers beyond you, and the performance goes on not in your own studios but all over the world, anytime of day or night. Budgeting is about as difficult as writing tomorrow's news today.

Fox-Movietone maintains staff cameramen, over 100 of them, throught the U. S. and abroad, and it is they who shoot the greatest part of the UP-Movietone films shown on TV. This is shot especially for TV, and is not the same as the Movietone news shown in theaters.

Telenews also has staffers in major cities, but for news breaking around the country it can also turn to a file of about 100 stringers. A stringer in this case is an independent, free-lance cameraman who agrees to take on assignments as they come up. For doing an assignment, the stringer gets paid at least the one-day union minimum, \$61.67, plus expenses. And he gets the same amount of raw film back as he used up. If a free-lance sound man is required, as for speeches, he also gets at least a day's pay, \$34.22.

Aside from staffers and stringers, another source of news film are foreign news outfits, with which Telenews and NBC have various sorts of exchange deals.

Thus, the news-film producer has cameramen poised all over the world, ready to roll whenever the "actors" go into action, capriciously or by plan. All the producer's news editor has to do is keep his eye on the news, and he may be able to catch the performances as they happen. NBC has all the news wire services ticking into its offices, Associated Press, Reuters, etc. Telenews uses International News Service, and Movietone relies up UP. The desk man also watches the newspapers and the publicity releases that constantly come into the office.

And when he spots a filmable item, he phones or wires or shouts at the staffer or stringer nearest the scene to get on it. On very fast breaking news, like a plane crash, the stringer may also call the editor to ask for the assignment before the editor calls him.

Unassigned footage, such as might be contributed gratis by some company by way of publicity or something dreamed up by a free lancer and sent in unsolicited, as yet accounts for only a very minute percentage of television news. This is mainly because few persons other than film-news editors know what really constitutes good TV-news fare.

Assignments on Art

Making the assignments is a peculiar art. It requires a combination of news and film sense that is usually lacking in men with strictly newspaper or strictly motion-picture backgrounds. Many of the assignment editors who have been most successful at the job are men still young in years. On the other hand, there have been men with as much as 30 years of newspaper experience who have not been able to make a go of a TV-news-film operation.

Since news does not have the timeless interest of other types of programs, as soon as it is shot the problem arises of getting it on the air as soon as possible. When your studio is the whole world and you face this necessity, you've got quite an operation on your hands before you can even begin to process the exposed film.

If the cameraman is far removed from headquarters, he will Air Express the exposed footage back there as soon as he takes it out of his camera. As soon as the film is on its way, he wires headquarters to tell

what plane he's put it on and the bill-of-lading number on the package. All three news services maintain fleets of motorcycles, which throught the day—and night—are constantly speeding out to the airports and railroad stations to pick up arrivals of exposed film and rush them back for developing.

Film for NBC news goes to the NBC plant on 106th Street, New York City. Film for Telenews goes to its offices at 630 Ninth Avenue, New York, except for footage shot in Washington, which is entirely handled by the Telenews Washington Bureau. Movietone maintains four processing centers: New York, Washington, Chicago and Los Angeles.

Exposed film is developed as soon as it comes in. Once headquarters has work prints of the

cameramen's efforts, it can proceed to screen the "rushes" so that the "editor in chief" can pick out just what footage will be sent to the stations, the librarian can pick out the footage he will keep in the morgue, and the script writers can get their stories.

Screening Sked

Telenews schedules two screenings a day, the first at 8:30 in the morning, and the second at two in the afternoon. But hot stories, of course, are screened and processed as soon as they come in. The Movietone offices screen all film as soon as it's developed, between 6 a.m. and 10 p.m.

NBC screens daily news film sporadically all around the clock. But instead of bringing its editors and writers to the screening, NBC sends the screening to them, via closed TV circuits between the 106th Street plant and the downtown NBC offices. So on monitors at their Rockefeller Plaza Building, NBC newsmen can see the latest news film almost any time of day or night.

NBC screens an estimated 30,000 feet a week. UP-Movietone editors see about 50,000 feet a week.

When the news editor has picked out just what footage of each story he will use, the writers begin to prepare the scripts and spot sheets that will accompany the film to the station subscribers.

The script for each story is headed by the title and the length of the story in both footage and seconds. Adjacent to the narration, which the local announcer will read, is a line-up of the scenes. For instance, on Telenews' coverage of the United Nations Assembly vote on the Indian peace proposal, the script was cued as follows:

Scene Number	Total Footage	Total Time	Picture (Title)
A.	3	5	Delegates Standing
1.	6	10	Other Del. Entering
2.	10	17	Lie and Pearson
3.	11	19	

Next to this line-up was the narration, written to be read in 19 seconds: "At the United Nations—a tremendous demonstration of unity in the free world as the Assembly puts peace in Korea squarely up to the Communists by supporting India's truce plan. Here's India's Menon

as he includes a cease-fire amendment. . . ."

While the scripts are being written and the copy mimeographed, the film cutters get the work print in shape, after which prints for the station subscribers are made. Also at the same time, titles for each story are shot and processed into their proper places.

Two Deadlines

NBC works on two deadlines a day and allows 6½ hours for processing. First lab deadline is at 11:30 a.m. for shipment by 6 p.m. Second lab deadline is 8:30 p.m. for shipment at 3 a.m. NBC sends the 20-odd stations subscribing to its daily newsreel a total of about 80 stories in a week.

Telenews aims to give its daily clients a minimum of 12 minutes of film per day, including footage shipped from its Washington Bureau. Telenews works on two shipping deadlines a day, the first at 1 p.m., the second at 4 p.m. But the shipping schedules are as flexible as the screening schedules. Hot stories are rushed out without any schedule.

Each subscriber's package gets virtually special handling. That

(Continued on page 62)

NEW FACES for the NEW YEAR

UNITY presents 18 NEW FEATURES
The "Major Hollywood Package"
produced by SOL M. WURTZEL

STRANGE JOURNEY
Paul Kelly and Osa Massen
"Search for hidden uranium"

RENDEZVOUS 24
William Gargan and Maria Palmer
"World domination with atom bomb"

ROSES ARE RED
Jeff Chandler and Peggy Knudsen
"A strange impersonation"

CRIMSON KEY
Kent Taylor and Doris Dowling
"One beautiful woman knew answer"

DEADLINE FOR MURDER
Paul Kelly and Sheila Ryan
"A fast suspense thriller"

DANGEROUS MILLIONS
Kent Taylor and Dona Drake
"Shanghai, mysterious, dangerous"

TROUBLE PREFERRED
Peggy Knudsen and Lynne Roberts
"Fast-paced love comedy"

ARTHUR TAKES OVER
Lois Collier and Jerome Cowan
"A gay comedy"

FIGHTING BACK
Paul Langton and Joe Sawyer
"Fate and circumstance"

DANGEROUS YEARS
Marilyn Monroe and Jerome Cowan
"Dramatic story of teen-agers"

HALF-PAST MIDNIGHT
Kent Taylor and Peggy Knudsen
"Action-packed mystery"

NIGHT WIND
Charles Russell and Virginia Christine
"Spys and rocket research"

MISS MINK
Jimmy Lydon and Lois Collier
"Comedy of young love"

TUCSON
Jimmy Lydon and Penny Edwards
"Fast horses and action"

INVISIBLE WALL
Jeff Chandler and Virginia Christine
"Road to luxury . . . death"

SECOND CHANCE
Kent Taylor and Betty Compson
"Exciting love drama"

JEWELS OF BRANDENBURG
Richard Travis and Carol Thurston
"Fabulous treasure mystery"

BACKLASH
Jean Rogers and John Eldredge
"Jealousy, suspicion, terror"

★ UNITY'S Catalogue Is Growing Bigger and Better . . . Here Is One of the Greatest Packages Ever Offered to Stimulate Markets for Highest Ratings . . . Produced in Hollywood as recently as 1949 . . . now booked by CBS, New York, Washington; ABC, Los Angeles, San-Francisco, Detroit; WPTZ, Phila.; WSB, Atlanta; and many other stations, sponsors and agencies.

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SYNDICATED SERIES & WHERE SHOWING

Continued from page 12

Series Name	Length in Minutes	No. Releases Available	Series Name	Length in Minutes	No. Releases Available
CURRENTLY SHOWING IN: Bloomington, Buffalo, Chicago, Davenport, Denver, Indianapolis, Johnstown, Kansas City, Los Angeles, Milwaukee, Minneapolis, New Orleans, New York, Phoenix, Pittsburgh, Portland, Providence, San Diego, San Francisco, Schenectady, Tucson.			Strange Adventure	15	52
Little Theater	15	39	Dist.: CBS Television Film Sales		
Dist.: Tee Vee Company.			CURRENTLY SHOWING IN: Amarillo, Austin, Denver, Detroit, El Paso, Los Angeles, Lubbock, Minneapolis, Nashville, San Antonio.		
CURRENTLY SHOWING IN: Denver, Detroit, Erie, Grand Rapids, Greensboro, Johnstown, Kansas City, Lancaster, Memphis, Miami, Milwaukee, Nashville, New York, Pittsburgh, Toledo, Tulsa, Washington.			Television Theater	26	13
Play of the Week	30	26	Dist.: Stuart Reynolds Productions		
Dist.: PSI-TV			CURRENTLY SHOWING IN: Cincinnati.		
CURRENTLY SHOWING IN: Detroit, El Paso.			The Jonathan Story	15	52
Pulse of the City	15	13	Dist.: Sterling Television Co., Inc.		
Dist.: Telecene Film Productions			This Is the Story (Historical)	15	78
CURRENTLY SHOWING IN: Indianapolis, Kansas City, Memphis, Milwaukee, New Haven, Providence, San Francisco, Schenectady.			Dist.: Morton Television Productions		
Royal Playhouse	30	52	CURRENTLY SHOWING IN: Davenport, Dallas-Fort Worth, Indianapolis, Kansas City, Los Angeles, Milwaukee, Salt Lake City, San Antonio, San Francisco, Seattle.		
Dist.: United Television Programs, Inc.					
CURRENTLY SHOWING IN: Houston, Kansas City, Louisville, Milwaukee, New Haven, New Orleans, Phoenix, Pittsburgh, Richmond, San Diego, Tulsa.					

Miscellaneous

Adventures in Living

15-30

26

Dist.: Sterling Television Co., Inc.

Best Things in Life

15-30

7

Dist.: Consolidated TV Programs

Musical

Ballets De France

15

26

Dist.: The March of Time

Concert Hall

15-30

62

Dist.: Sterling Television Co., Inc.

CURRENTLY SHOWING IN: Richmond.

Series Name	Length in Minutes	No. Releases Available
Enchanted Music	30	13
Dist.: Sterling Television Co., Inc.		
Holiday in Paris	30	13
Dist.: CBS Television Film Sales		
Muscle of the Masters	30	13
Dist.: Screen Gems, Inc.		
Musical Sketchbook	60	9
Dist.: Major TV Productions		
Old American Barn Dance	30	26
Dist.: United Television Programs, Inc.		
CURRENTLY SHOWING IN: Bloomington, Denver, Huntington, Indianapolis, Roanoke, Rochester, Toledo, Tulsa.		

Series Name	Length in Minutes	No. Releases Available
News Adventures for Young America	12	Current Weekly
Dist.: 20th Century Fox		
CURRENTLY SHOWING IN: Beaumont, Buffalo, Charlotte, Cleveland, land, Detroit, Houston, Kansas City, Minneapolis, New Orleans, San Francisco, Seattle.		
Telenews Daily	10-15	Daily
Dist.: International News Service		
CURRENTLY SHOWING IN: Ames, Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Denver, Detroit, Erie, Indianapolis, Lancaster, Kansas City, Los Angeles, Lubbock, Milwaukee, Minneapolis, New Haven, New York, Norfolk, Philadelphia, Portland, Providence, Rock Island, San Antonio, San Francisco, Seattle, St. Louis, Syracuse, Toledo, Wilmington, Washington.		
Telenews Weekly Review	15-20	Weekly
Dist.: International News Service		
CURRENTLY SHOWING IN: Chicago, Cleveland, Dallas-Fort Worth, El Paso, Houston, Kansas City, Louisville, Lubbock, Milwaukee, New York, Omaha, Portland, San Antonio, St. Louis, Seattle, Toledo, Washington.		

Series Name	Length in Minutes	No. Releases Available
TV Disk Jockey Toons	3	60
Dist.: Screen Gems, Inc.		
CURRENTLY SHOWING IN: Atlanta, Austin, Boston, Charlotte, Chicago, Cleveland, Columbus, Dayton, Detroit, New York, Toledo, Washington.		

Series Name	Length in Minutes	No. Releases Available
The Vienna Philharmonic Orchestra	15-30	13
Dist.: CBS Television Film Sales		
CURRENTLY SHOWING IN: New Orleans.		

Series Name	Length in Minutes	No. Releases Available
Immortal Operas	30	7
Dist.: CBS Television Film Sales		
CURRENTLY SHOWING IN: Amarillo.		

Mystery

Series Name	Length in Minutes	No. Releases Available
Boston Blackie	30	78
Dist.: Ziv Television Productions		
CURRENTLY SHOWING IN: Atlanta, Baltimore, Binghamton, Birmingham, Bloomington, Chicago, Cincinnati, Charlotte, Columbus, Dallas-Fort Worth, Dayton, Detroit, Houston, Huntington, Indianapolis, Jacksonville, Kalamazoo, Lansing, Los Angeles, Memphis, Miami, Minneapolis-St. Paul, New Haven, New Orleans, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Providence, Richmond, St. Louis, Syracuse, Toledo, Utica, Washington.		

Series Name	Length in Minutes	No. Releases Available
Cases of Eddie Drake	30	13
Dist.: CBS Television Film Sales		
CURRENTLY SHOWING IN: Amarillo, El Paso, Mobile.		

Series Name	Length in Minutes	No. Releases Available
Craig Kennedy, Criminologist	30	26
Dist.: Louis Weiss and Company		
Files of Jeffery Jones	30	39
Dist.: CBS Television Film Sales		
CURRENTLY SHOWING IN: Boston, Charlotte, Chicago, Columbus, Detroit, Indianapolis, Los Angeles, Louisville, Memphis, Nashville, Pittsburgh, Providence, Rochester, San Francisco, Syracuse, Utica.		

Series Name	Length in Minutes	No. Releases Available
Front Page Detective	30	39
Dist.: Consolidated Television Sales		
CURRENTLY SHOWING IN: Amarillo, Austin, Bloomington, Chicago, Denver, El Paso, Huntington, Los Angeles, Lubbock, Minneapolis, New York, Philadelphia, San Diego, Spokane, Tucson, Washington.		

Series Name	Length in Minutes	No. Releases Available
Heart of the City (Big Town)	30	26
Dist.: United Television Programs, Inc.		
CURRENTLY SHOWING IN: Brownsville, Dallas-Fort Worth, Detroit, Greensboro, Houston, Huntington, Los Angeles, Miami, Norfolk, Providence, Phoenix, Rochester, San Diego, San Francisco, Seattle.		

Series Name	Length in Minutes	No. Releases Available
Hollywood Offbeat	30	13
Dist.: United Television Programs, Inc.		
CURRENTLY SHOWING IN: Baltimore, Bloomington, Charlotte, Columbus, Dallas-Fort Worth, Dayton, Detroit, Indianapolis, Kansas City, Lansing, Los Angeles, Milwaukee, Minneapolis-St. Paul, Nashville, New York, Omaha, Pittsburgh, Rock Island, Salt Lake City, San Diego, San Francisco.		

Series Name	Length in Minutes	No. Releases Available
I'm the Law	30	26
Dist.: MCA-TV		
CURRENTLY SHOWING IN: Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Washington.		

Series Name	Length in Minutes	No. Releases Available
Meet the Victim	15	13
Dist.: Sterling Television Co., Inc.		
CURRENTLY SHOWING IN: Johnstown, Grand Rapids, Indianapolis, Pittsburgh.		

Series Name	Length in Minutes	No. Releases Available
Public Prosecutor 12-3/4 & 17-1/2	26	26
Dist.: Consolidated Television Sales		
CURRENTLY SHOWING IN: Amarillo, Atlanta, Erie, Indianapolis, Kansas City, Miami, Minneapolis-St. Paul, Providence, Seattle, Spokane.		

Series Name	Length in Minutes	No. Releases Available
Scotland Yard	30	13
Dist.: Du Mont Television Network		

News

Series Name	Length in Minutes	No. Releases Available
Close-Up	15	52
Dist.: Guild Films, Inc.		
CURRENTLY SHOWING IN: Denver, Indianapolis, Pittsburgh, Providence.		
Daily News Report	10	Daily
Dist.: NBC Film Div.		
CURRENTLY SHOWING IN: Cincinnati, Dallas-Fort Worth, Dayton, Greensboro, Indianapolis, Memphis, Miami, Minneapolis-St. Paul, Roanoke, Utica.		
NBC Weekly News Review	15	Weekly
Dist.: NBC Film Div.		
CURRENTLY SHOWING IN: Binghamton, Boston, Buffalo, Charlotte, Columbus, Dallas, Greensboro, Indianapolis, Johnstown, Kalamazoo, Los Angeles, Lubbock, Salt Lake City, Schenectady, Seattle, Washington.		

Quiz

Series Name	Length in Minutes	No. Releases Available
Going Places	15	26
Dist.: United World Films		
CURRENTLY SHOWING IN: San Francisco.		
Headlines on Parade	15	26
Dist.: United World Films		
CURRENTLY SHOWING IN: Amarillo, Austin, Boston, Erie, Providence.		
Movie Quick Quiz	15	15
Dist.: United Television Programs, Inc.		
CURRENTLY SHOWING IN: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Columbus, Dallas-Ft. Worth, El Paso, Erie, Greensboro, Houston, Indianapolis, Los Angeles, Minneapolis-St. Paul, New Orleans, New York, Norfolk, Omaha, Philadelphia, Pittsburgh, Roanoke, Rochester, Salt Lake City.		
Spin-A-Tune	5	26
Dist.: Videopix, Inc.		
Three Guesses	15	13
Dist.: 20th Century Fox		
CURRENTLY SHOWING IN: Indianapolis, Nashville, Pittsburgh, Richmond.		
View the Clue	15	13
Dist.: United Artists Television		
CURRENTLY SHOWING IN: San Francisco.		
Viz Quiz	5	500
Dist.: Videopix, Inc.		

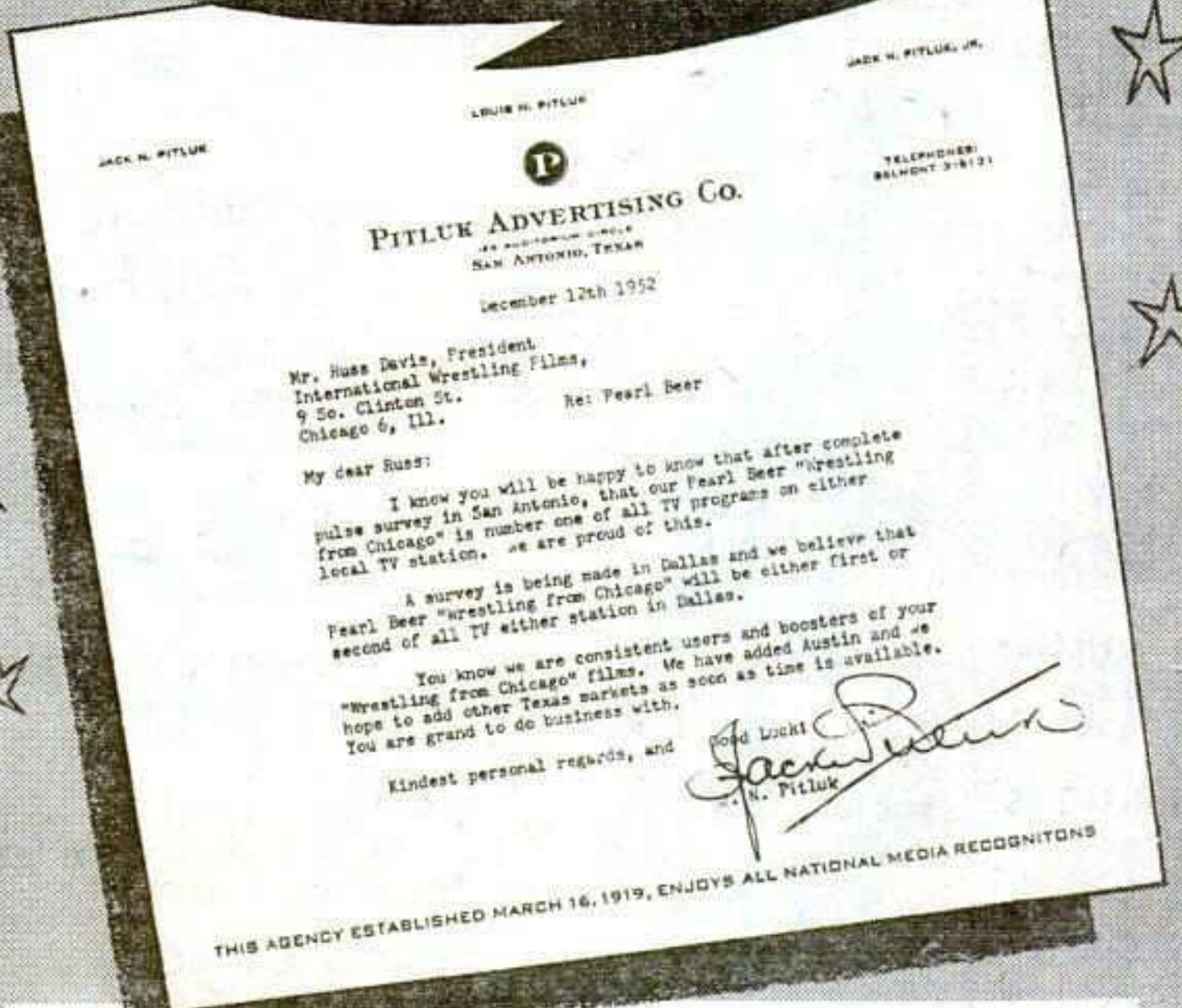
Religious

Series Name	Length in Minutes	No. Releases Available
Bible Readings	15	13
Dist.: Du Mont Television Network		
Cathedral Films	26	26
Dist.: Major TV Productions		
CURRENTLY SHOWING IN: Los Angeles, Memphis, Norfolk, San Francisco, Washington.		
National Televispers	12	26
Dist.: Official Films, Inc.		

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Recording Film on Tape—A New Development of Future Import

By LEE ZHITO

HOLLYWOOD, Jan. 10. — A glimpse at the possible course TV film production may take in future years was provided last week in a demonstration of the Video Tape Recorder developed by Bing Crosby Enterprises. This device magnetically records on tape both picture and sound, and operates similarly to the conventional tape recorder.

As explained by Frank Healey, in charge of BCE's electronics research, the VTR unit can record sight and sound as delivered either by an electronic (i.e. television) camera or by a TV receiver line. Hence, the recorder could be used in production of new canned shows, the tape thereby replacing film, or in recording live

shows for telecasting at a later time, replacing the use of kinescopes.

Picture quality as seen during the latest demonstration in January, 1953 is marred by snow and ghosts, and is rather reminiscent of live TV quality in the early experimental days of telecasting. Healy, however, said that the major question marks have been cleared up and that VTR's picture quality will be on a par with present-day live TV within three months. Equipment will be ready for sale within a year, he said.

While it appears likely that some years will pass before an industry-wide conversion from film to tape can be expected,

even if Healy's engineers can abide by his timetable for perfecting and mass-producing this equipment, it is fascinating to probe the possibilities this system can offer the TV film industry.

First of all, it promises tremendous savings in film. A considerable cost factor in TV film production is film wasted in

editing, re-takes, and in shooting material (such as newsreels) where time's passing negates its worth.

The use of a system such as VTR permits the demagnetizing of tape and its re-use. Furthermore, it promises great savings in processing costs since the picture can be seen immediately after shooting without the need of lab work. Furthermore, speed is immeasurably increased. The producer no longer would have to wait for his daily rushes to see how a certain scene looks on the screen. A push of the button on a sight-sound tape recorder, and the scene that was just shot can be seen on the spot. Decision can be made as to whether re-shooting is necessary.

Engineers have long recognized the theoretical possibility of recording magnetically both sight and sound. The only stumbling block to converting theory to practical use had been the fact that no one had been able to record beyond the 15,000 cycle peak. The VTR machine reportedly goes to 4,000,000 which is needed to capture the video spectrum.

Whether or not this system will ever be practical for production purposes — and BCE's engineers will tell you it definitely will be—it is fascinating to glance into the crystal ball of science for a look at the technological improvements that may be coming our way.

Bing Crosby Enterprises electronics experts (left) Wayne B. Johnson, TV project engineer, and John T. Mullin, chief engineer, flank Bing Crosby as he examines a piece of tape used in the BCE-developed video tape recorder. VTR is seen on the left backed by the panels of electronic equipment needed in recording sight and sound on tape. The TV monitor screen seen in the background is the playback screen used to see the TV program material recorded on the tape. The machine on the right is the first German Magnetophon brought to the U. S. by Mullin after World War II and is the forerunner of audio magnetic tape recording in this country today.



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The Search for 'Best' Film-Selling Patterns

By JOE CSIDA

One of the more fascinating facets of the rapidly developing TV film industry, and one which is getting the concentrated attention of some of the industry's finest minds, is distribution of TV film. Distribution, here, is used in the sales and service sense, rather than in the sense of transporting the product physically from one station to another.

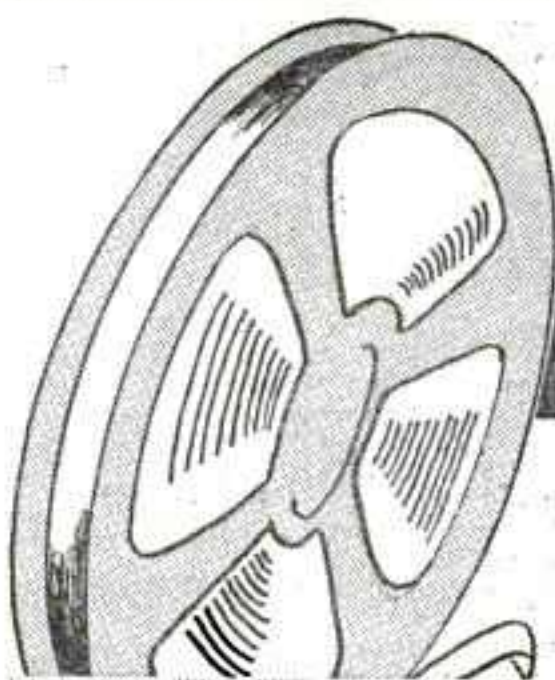
It is unlikely, at this point in the industry's development, that any two industry leaders agree on the best sales and service distribution pattern. Men whose backgrounds have been in the theatrical film business lean, naturally enough, toward following the same general distribution patterns as operates in the theatrical film business, i.e., having product sold and serviced by

film exchanges strategically located in various parts of the country. Similarly men with radio backgrounds, who find themselves in the TV film industry, lean heavily toward a variation of the station representative structure. And in at least two cases where executives with record industry backgrounds have contemplated going into, or gone into the TV film business (Decca and Capitol), some thought has been given to having record company sales branches take on distribution of TV film product.

The probabilities are that no single distribution pattern will emerge as the one and only best. According to most competent observers it is much more likely that several patterns for service and sale of film will develop, each with its own major strengths, and possibly minor weaknesses. In TV film, as in any other industry, it has already become clear, that a substantial part of the answer to effective distribution lies in the people themselves, i.e., the sales manpower employed by one organization or another. At least two ladies (if this has any significance at all) have already emerged as among the ablest TV film salesmen. One is Unity's Connie Lazar, and the other Sterling's Bernice Coe. Both these girls virtually grew up with the TV film field, and have already carved neat niches for themselves in the industry.

This is not to say that any number of males haven't made considerable progress as video film salesmen and sales executives, too. Columbia Broadcasting System's Fred Mahlstedt, National Broadcasting Company's John Kron, Consolidated's Pete Roebuck, Vitapix's Bob Wormhoudt, 20th Century-Fox's Phil Williams, Unity's

(Continued on page 59)



CINCINNATI REPORT ON

FEATURE FILM SHOWS

HOW THEY RATE VS. ALL TYPES OF OPPOSITION

The following chart contains feature-film programs in Cincinnati along with their American Research Bureau ratings for November. Under each show's entry are the names and ratings of programs competing with the movie show. The ARB November survey was done November 8 thru 14. The ratings below are averages of the quarter-hour ratings in the periods indicated.

WEEKLY SHOWS—NIGHTTIME

Golden Theater	WCPO	9-10:30	Saturday	15.0
Opp: WLW-T—Show of Shows				29.9
Opp: WKRC—USA Canteen, Meet Millie, Balance Budget				9.5
Premier Theater	WCPO	10:30-2 a.m.	Saturday	7.6
Opp: WLW-T—Wrestling a.m. Dayton, Film Short				11.9
Opp: WKRC—Battle of Ages, News, Weather, Home Theater				4.5
Feature Film	WCPO	10-11	Wednesday	7.0
Opp: WLW-T—This Is Your Life, Dangerous Assignment				17.3
Opp: WKRC—Blue Ribbon Bouts, Ringside Roundup				15.2
Feature Film	WCPO	8-9	Wednesday	4.8
Opp: WLW-T—Married Joan, Cavalcade of America				20.4
Opp: WKRC—Godfrey & Friends				35.0

WEEKLY SHOWS—DAYTIME

Theater for Youth	WLW-T	11-Noon	Sunday	12.9
Opp: WCPO—Western Film, Capt. Midnight				2.2
Opp: WKRC—Sunday Cinema				3.7
Western Theater	WKRC	2-3	Sunday	5.6
Opp: WLW-T—Football (Chl vs. Cleve.)				24.7
Opp: WCPO—Football (Bears vs. Packers)				5.9
Playhouse	WCPO	2-4	Saturday	9.2
Opp: WLW-T—Football Preview, Football (ND vs. Okla.)				24.8
Opp: WKRC—Circle 12 Ranch, Report to Cincy, Armed Services Football				0.6
Six-Gun Playhouse	WCPO	4-5	Saturday	6.8
Opp: WLW-T—Football (ND vs. Okla.)				27.0
Opp: WKRC—Armed Services Football				0.4
TV Story Hour	WLW-T	10-11:30	Saturday	4.9
Opp: WCPO—Big Wheel, Sky King, Space Patrol				6.7
Opp: WKRC—Western Theater, Musical Moments, Short				1.4
Sunday Cinema	WKRC	10:30-Noon	Sunday	3.3
Opp: WLW-T—Marine Corps, Sunday Fixin', Theater for Youth				9.2
Opp: WCPO—Mass at St. Peters, Western Film, Capt. Midnight				2.9

MULTI-WEEKLY SHOWS—NIGHTTIME

Movie	WCPO	8-9	Sunday	4.2
Opp: WLW-T—Comedy Hour (Hope)				55.1
Opp: WKRC—Toast of the Town				12.5
Movie	WCPO	8-9	Saturday	18.8
Opp: WLW-T—All Star Revue (Bankhead)				26.3
Opp: WKRC—Jackie Gleason				23.6
Early Home Theater	WKRC	6-7:15	Monday	5.6
Opp: WLW-T—Capt. Glenn, Cartoon Carnival, Al Morgan				19.2
Opp: WCPO—6-Gun Theater, News, Hall of Fame, Capt. Video				8.0
Early Home Theater	WKRC	6-7:15	Tuesday	4.5
Opp: WLW-T—Capt. Glenn, Cartoon Carnival, Al Morgan				18.5
Opp: WCPO—6-Gun Theater, News, Pat Harmon, Capt. Video				7.7
Early Home Theater	WKRC	6-7:15	Wednesday	4.3
Opp: WLW-T—Capt. Glenn, Cartoon Carnival, Al Morgan				19.6
Opp: WCPO—6-Gun Theater, News, Hoyt's Scrapbook, Capt. Video				6.6
Early Home Theater	WKRC	6-7:15	Thursday	4.3
Opp: WLW-T—Capt. Glenn, Cartoon Carnival, Al Morgan				19.1
Opp: WCPO—6-Gun Theater, News, Pat Harmon, Capt. Video				5.2
Early Home Theater	WKRC	6-7:15	Friday	3.0
Opp: WLW-T—Capt. Glenn, Cartoon Carnival, Al Morgan				17.9
Opp: WCPO—6-Gun Theater, News, Waite Hoyt, Capt. Video				6.9
Film	WCPO	11:15-12:30 a.m.	Sunday	2.4
Opp: WLW-T—Family Playhouse				2.3
Opp: WKRC—Home Theater				2.2
Starlite Theater	WCPO	11:15-1 a.m.	Monday	3.3
Opp: WLW-T—Family Playhouse				3.0
Opp: WKRC—Home Theater				5.6
Movie	WCPO	11:15-12:35 a.m.	Tuesday	2.0
Opp: WLW-T—Family Playhouse				2.5
Opp: WKRC—Home Theater				2.4
Starlite Theater	WCPO	11:15-1 a.m.	Wednesday	1.4
Opp: WLW-T—Family Playhouse				3.5
Opp: WKRC—Home Theater				2.1
Movie	WCPO	11:15-12:30 a.m.	Thursday	3.0
Opp: WLW-T—Family Playhouse				1.7
Opp: WKRC—Home Theater				42.5
Starlite Theater	WCPO	11:15-1 a.m.	Friday	5.6
Opp: WLW-T—3-City Final, Family Playhouse				4.3
Opp: WKRC—Home Theater				4.9
Movie	WCPO	9:30-11	Tuesday	5.3
Opp: WLW-T—Circle Theater, Two for Money, Embassy Club, Bob Considine				17.6
Opp: Suspense, Danger, Jewelers Showcase				16.0
Movie	WCPO	9-10:30	Thursday	5.4
Opp: WLW-T—Gangbusters, Ford Theater, Martin & Kane				27.9
Opp: WKRC—Biff Baker, Big Town, Racket Squad				18.9
Home Theater	WKRC	11:15-1 a.m.	Sunday	1.8
Opp: WLW-T—Family Playhouse				2.3
Opp: WCPO—Film				2.4
Home Theater	WKRC	11:15-1 a.m.	Monday	5.6
Opp: WLW-T—Family Playhouse				3.0
Opp: WCPO—Starlite Theater				3.3
Home Theater	WKRC	11:15-1 a.m.	Tuesday	2.7
Opp: WLW-T—Family Playhouse				2.3
Opp: WCPO—Movie				2.0
Home Theater	WKRC	11:15-1 a.m.	Wednesday	2.1
Opp: WLW-T—Family Playhouse				3.5
Opp: WCPO—Starlite Theater				1.4
Home Theater	WKRC	11:15-1:15 a.m.	Thursday	2.7
Opp: WLW-T—Family Playhouse				1.5
Opp: WCPO—Movie				2.5
Home Theater	WKRC	11:15-1 a.m.	Friday	4.9
Opp: WLW-T—3-City Final, Family Playhouse				4.3
Opp: WCPO—Starlite Theater				5.6
Home Theater	WKRC	11:15-1:15 a.m.	Saturday	3.7
Opp: WLW-T—Wrestling, Short				9.3
Opp: WCPO—Premier Theater				7.0

Your Family Playhouse	WLW-T	11:15-12:15 a.m.	Sunday	2.3
Opp: WCPO—Film				2.6
Opp: WKRC—Home Theater				2.2
Your Family Playhouse	WLW-T	11:15-12:30 a.m.	Monday	3.0
Opp: WCPO—Starlite Theater				4.1
Opp: WKRC—Home Theater				5.6
Your Family Playhouse	WLW-T	11:45-12:45 a.m.	Tuesday	2.3
Opp: WCPO—Movie				2.0
Opp: WKRC—Home Theater				2.6
Your Family Playhouse	WLW-T	11:45-12:45 a.m.	Wednesday	3.5
Opp: WCPO—Starlite Theater				1.5
Opp: WKRC—Home Theater				1.7
Your Family Playhouse	WLW-T	11:45-12:45 a.m.	Thursday	1.5
Opp: WCPO—Movie				3.0
Opp: WKRC—Home Theater				2.6
Your Family Playhouse	WLW-T	11:45-12:45 a.m.	Friday	3.8
Opp: WCPO—Starlite Theater				5.9
Opp: WKRC—Home Theater				5.0
Mother's Movies	WLW-T	1-2	Monday	6.2
Opp: WCPO—Feature Film				2.9
Opp: WKRC—Cinderella Week-End, Garry Moore				1.9
Mother's Movies	WLW-T	1-2	Tuesday	4.8
Opp: WCPO—Feature Film				2.3
Opp: WKRC—Cinderella Week-End, Garry Moore				2.9
Mother's Movies	WLW-T	1-2	Wednesday	3.1
Opp: WCPO—Feature Film				2.2
Opp: WKRC—Cinderella Week-End, Garry Moore				1.3
Mother's Movies	WLW-T	1-2	Thursday	3.5
Opp: WCPO—Feature Film				3.1
Opp: WKRC—Cinderella Week-End, Garry Moore				2.7
Mother's Movies	WLW-T	1-2	Friday	3.1
Opp: WCPO—Feature Film				2.3
Opp: WKRC—Cinderella Week-End, Garry Moore				2.0
Western Theater	WKRC	9:30-10:30	Sunday	6.2
Opp: WLW-T—Film Short, Frontiers of Faith				1.0
Opp: WCPO—Mass at St. Peters				4.2
Western Theater	WKRC	9:30-10:30	Saturday	3.3
Opp: WLW-T—Breakfast Party, TV Story Hour				3.1
Opp: WCPO—Uncle Al, Big Wheel				6.6
Western Roundup	WCPO	8-9	Monday	3.1
Opp: WLW-T—Today, Morning Matinee				3.3
Opp: WKRC—Hollywood Playhouse				0.4
Western Roundup	WCPO	8-9	Tuesday	2.1
Opp: WLW-T—Today, Morning Matinee				2.5
Opp: WKRC—Hollywood Playhouse				0.8
Western Roundup	WCPO	8-9	Wednesday	1.3
Opp: WLW-T—Today, Morning Matinee				3.1
Opp: WKRC—Hollywood Playhouse				0.4
Western Roundup	WCPO	8-9	Thursday	3.3
Opp: WLW-T—Today, Morning Matinee				3.5
Opp: WKRC—Hollywood Playhouse				0.4
Western Roundup	WCPO	8-9	Friday	3.3
Opp: WLW-T—Today, Morning Matinee				4.4
Opp: WKRC—Hollywood Playhouse				0.4
Movies for Mom	WLW-T	10:30-Noon	Monday	2.5
Opp: WCPO—Kitchen Show, Al's Corner				4.6
Opp: WKRC—Godfrey, One in Every Family, Strike It Rich				6.2
Movies for Mom	WLW-T	10:10:45	Tuesday	1.4
Opp: WCPO—Bill Dawes, Fashion by Foley, Kitchen Show				1.2
Opp: WKRC—Godfrey				6.3
Movies for Mom	WLW-T	11:30-12:30	Tuesday	7.0
Opp: WCPO—Al's Corner, El Rancho Graydon, Middy Merry-Go-Round				3.7
Opp: WKRC—Strike It Rich, Bride and Groom, Love of Life				5.1
Movies for Mom	WLW-T	10-11:30	Wednesday	2.5
Opp: WCPO—Bill Dawes, Kitchen Show, Al's Corner				2.7
Opp: WKRC—CBS News, Godfrey, One in Every Family				4.4
Movies for Mom	WLW-T	10:30-Noon	Thursday	2.4
Opp: WCPO—Kitchen Show, Al's Corner				4.5
Opp: WKRC—Godfrey, One in Every Family, Strike It Rich				6.0
Movies for Mom	WLW-T	10:30-Noon	Friday	1.4
Opp: WCPO—Kitchen Show, Al's Corner				3.9
Opp: WKRC—Wheel of Fortune, One in Every Family, Strike It Rich				4.0
Feature Film	WCPO	12:45-2	Monday	2.8
Opp: WLW-T—Ruth Lyons, Mother's Movies				9.2
Opp: WKRC—Coffee Time, Cinderella Week-End, Garry Moore				1.6
Feature Film	WCPO	12:45-2	Tuesday	2.2
Opp: WLW-T—Ruth Lyons, Mother's Movies				6.5
Opp: WKRC—Coffee Time, Cinderella Week-End, Garry Moore				2.5
Feature Film	WCPO	12:45-2	Wednesday	2.1
Opp: WLW-T—Ruth Lyons, Mother's Movies				5.4
Opp: WKRC—Coffee Time, Cinderella Week-End, Garry Moore				1.8
Feature Film	WCPO	12:45-2	Thursday	2.9
Opp: WLW-T—Ruth Lyons, Mother's Movies				5.1
Opp: WKRC—Coffee Time, Cinderella Week-End, Garry Moore				2.2
Feature Film	WCPO	12:45-2	Friday	2.3
Opp: WLW-T—Ruth Lyons, Mother's Movies				5.3
Opp: WKRC—Coffee Time, Cinderella Week-End, Garry Moore				1.6
Hollywood Playhouse	WKRC	8-9	Monday	0.4
Opp: WLW-T—Today, Morning Matinee				3.3
Opp: WCPO—Western Roundup				3.1
Hollywood Playhouse	WKRC	8-9	Tuesday	0.8
Opp: WLW-T—Today, Morning Matinee				2.5
Opp: WCPO—Western Roundup				2.1
Hollywood Playhouse	WKRC	8-9	Wednesday	0.4
Opp: WLW-T—Today, Morning Matinee				3.1
Opp: WCPO—Western Roundup				1.3
Hollywood Playhouse	WKRC	8-9	Thursday	0.4
Opp: WLW-T—Today, Morning Matinee				3.5
Opp: WCPO—Western Roundup				3.3
Hollywood Playhouse	WKRC	8-9	Friday	0.4
Opp: WLW-T—Today, Morning Matinee				4.4
Opp: WCPO—Western Roundup				3.3

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Delbridge & Gorrell
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Phone: Plaza 9-2495
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General Service Studios, 1041 North Formosa, Hollywood 28, Calif.
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DNS Television Productions
430 W. 24th St., New York, N. Y. (Fox Movietone Studios)
Phone: Watkins 9-1151
Arthur Dreifuss

Dolph Radio & Television Productions
910 17th St., N. W., Washington, D. C.
Phone: District 2717
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Donley Development Co., Inc.
1041 N. Formosa, Hollywood 46, Calif. (Samuel Goldwyn Studios)
Phone: Granite 5111
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Douglas Corporation
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Douglas Fairbanks

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9908 Santa Monica Blvd., Beverly Hills, Calif.
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Phone: Mai 5401
L. Turner

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M. Gore

Encyclopaedia Britannica Films, Inc.
Wilmette, Ill.
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Phone: Luxemburg 2-4590
Ted Eshbaugh

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Arnold Wester

Eternal Film Corp.
2 W. 46th St., New York, N. Y.
Phone: Plaza 7-5973

David Ettelson & Associates
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Phone: Dearborn 2-0851
Richard L. Ettelson

Bob Evans Productions
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Phone: Judson 6-4580
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Explorers Pictures Corp.
1501 Broadway, New York 36, N. Y.
Phone: Longacre 4-5592
Murray Kaplan

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6052 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-1101
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(6432 Cass Ave., Detroit, Mich.)
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8451 Melrose Ave., Los Angeles 46, Calif.
Phone: Webster 3-9281
I. Lindenbaum, President

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440 E. Schantz Ave., Dayton 9, O.
Phone: Walnut 2164
Edward Lang

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Phone: Murray Hill 5-3358
J. H. Lennaur

Film Studios of Chicago
135 S. La Salle St., Chicago 3, Ill.
Phone: CENtral 8147
George L. Leasor

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Phone: Longacre 3-6187
Jerome Balsam

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Harbar Ave., Marblehead Neck, Mass.
Phone: Marblehead 2020
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6920 Sunset Blvd., Hollywood 28, Calif.
Phone: Hemstead 5694
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Phone: MURray Hill 7-8717
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George F. Foley, Inc.
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Phone: MURray Hill 7-5354
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Phone: WY 1491
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Alein A. Funt Productions
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Phone: JUdson 6-5227
Allen A. Funt

G. & W. Television Productions, Inc.
307 E. 44th St., New York 17, N. Y.
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Moe Gale

General Film Productions Corp.
1600 Broadway, New York 19, N. Y.
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General Television Enterprises
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General Entertainment Corp.
128 E. 56th St., New York 22, N. Y.
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240 S. Beverly Dr., Beverly Hills, Calif.
Phone: Crestview 4-4591
Mitchell Gertz

Gilwin Productions, Inc.
441 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRESTview 6-6127
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Girard-Dorso
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Mike Dorso

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6618 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 0406
Sid Glenar

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9121 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-1071
John A. Ettlinger

Harry S. Goodman Productions
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Phone: PL 5-6131
Daniel Goodman

Ben Greene Film Productions
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Abner J. Greshler Productions
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Abner Greshler

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Phone: Texas 0-2931
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Phone: HEMpstead 5186

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Phone: Walnut 2068
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Hartley Productions, Inc.
20 W. 47th St., New York 19, N. Y.
Phone: JUdson 2-3960
Irving Hartley

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Phone: LOcust 7-4575
Stanley P. Hathen
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PELham 8-3674

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Phone: Granite 3174
Leslie Helhena

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Phone: HOLlywood 9-2001
Paul L. Hoefler

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362 W. 44th St., New York 18, N. Y.
Circle 6-9031
Jack H. Hoffberg

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505 Fifth Ave., New York, N. Y.
Phone: MURray Hill 2-0326
Jack McGowan

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Republic Studios, North Hollywood, Calif.
Earl Collins

Hour Glass Productions
810 N. Highland Ave., Hollywood 28, Calif.
Phone: Crestview 19111
George De Normand

Harry O. Hoyt Productions
2545 Kelton Ave., Los Angeles 46, Calif.
Phone: BRighton 0-4757
Wanda Tuchok
Illustrate, Inc.
971 N. La Cienega Blvd., Los Angeles 46, Calif.
Phone: Crestview 4-6007
Donald A. Dewar, Pres.

Imperial World Films, Inc.
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Phone: Andover 3-5337
Russ Davis

Impro, Inc.
8822 W. Washington Blvd., Culver City, Calif.
Phone: TEXas 0-4525
Herbert L. Strock

International Tele-Film Prod.
331 Madison Ave., New York 28, N. Y.
Phone: MURray Hill 7-9116
Paul F. Moss

Interstate Television Corp.
Monogram Studios, Hollywood 27, Calif.
Phone: NO 2-9181
G. Ralph Branton

IWF, Inc.
9 South Clinton St., Chicago 6, Ill.
Phone: Andover 3-5337
Russ Davis

Terrill Jacobs Tele Productions
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Phone: Susquehanna 7-0088
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(Continued on page 22)



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Phone: Judson 6-6778
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Kagan Films, Inc.
4 W. 58th St., New York 19, N. Y.
Phone: Murray Hill 8-0585
Joe Clair

Victor Kayfetz Productions, Inc.
130 E. 56th St., New York, N. Y.
Phone: Murray Hill 8-1707
Victor Kayfetz

Bernard E. Karlen Productions
270 Park Ave., New York 17, N. Y.
Phone: Plaza 9-3107
Bernard E. Karlen

Kemp-Brighton Productions
Eagle-Lion Productions, 7324 Santa Monica Blvd., Hollywood 28, Calif.
Matty Kemp

Ken Productions, Inc.
40 E. 49th St., New York 17, N. Y.
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(5545 Sunset Blvd., Hollywood 28, Calif.)

Kevin Television Productions
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Phone: Hillside 5243
Louis H. Sweeney

Key Productions, Inc.
18 E. 41st St., New York 17, N. Y.
Phone: Murray Hill 4-1771
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Fred W. Kline Productions
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Harry Buchanan

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Robt. Eiriberg

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1600 Broadway, New York 19, N. Y.
Phone: Circle 6-9850
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Phone: Eldorado 5-2848
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Phone: Judson 2-5242
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Victor LeDoux
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Gene Lester Productions
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Phone: Whitehall 3-1412
Herschell G. Lewis

Lewis Sound Films
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Phone: CRestview 4-5481

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(1270 Sixth Ave., New York, N. Y.)

Marathon TV Newsreel
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Phone: Murray Hill 8-0985
Konstantin Kalsner

March of Time
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Phone: Judson 6-1212
Frank Shea

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Stanley Meyer

Marted Productions
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Ted Kneeland

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Phone: EXpress 1-1846
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Phone: HEMpstead 9936
William Benedict

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Phone: Central 6-4144
Morton Jacobson

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Motion Picture Service Co.
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Gerald L. Karski

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Stanley Murphy

Mutual TV Productions
9134 Sunset Blvd., Hollywood 46, Calif.
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Phone: Walnut 1093
Philip Nasser

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Milton Subotsky

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Phone: Grant 1-4756
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Burt Balaban

Parsonnet Productions
4602 5th St., Long Island City, N. Y.
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Lindsay Parsons Productions
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Phone: GLOBE 6-2135
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Princeton, N. J.
Phone: Princeton 3550
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(1714 Chestnut, Philadelphia, Pa.)

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Miami, Fla.

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Turner Shelton

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Phone: Murray Hill 2-8877
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Tel-Ra Productions
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W. Wallace Orr

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Thorpe Industrial Films for TV
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Arnold Leader

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1536 Viewside Terrace, Los Angeles, Calif.
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Milton Simon

Times Square Productions, Inc.
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Charles W. Curran

Transfilm, Inc.
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Phone: Luxemburg 2-1400
Carl Fischl

Twentieth Century-Fox Television Productions
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Phone: Columbus 5-3320
Phil Williams

United Press-Movietone
220 E. 42d St., New York, N. Y.
Phone: Murray Hill 2-0400
Peter Levathes

(Continued on page 59)

Where Syndicated Series Are Showing

Continued from page 18

Series Name	Length in Minutes	No. Releases Available
Sports		
All-American Game of the Week	30	Weekly
Dist.: Consolidated Television Sales		
American Sports	12	13
Dist.: PSI-TV, Inc.		
CURRENTLY SHOWING IN: Seattle, Miami, Schenectady.		
Double Play With Durocher and Day	15	26
Dist.: United Television Programs		
Football Extras	5-6	10
Dist.: United World Films, Inc.		
CURRENTLY SHOWING IN: Philadelphia, Richmond, Toledo, Tulsa.		
Football Hi-Lites	10	5
Dist.: Atlas Television Corp.		
Football This Week	12	10
Dist.: Station Distributors, Inc.		
Go! Places With Gadabout		
Gaddis-Fishing	15	26
Dist.: Sterling Television Co.		
CURRENTLY SHOWING IN: Providence, Syracuse.		
Golf Tips by Johnny Bulla	5	13
Dist.: Syndicated TV Films		
Grantland Rice's Sportsights	15	13
Dist.: Atlas Television Corp.		
CURRENTLY SHOWING IN: Atlantic City.		
Rimside With the Rasslers	56 1/2	52
Dist.: Consolidated Television Sales		
CURRENTLY SHOWING IN: Amarillo, Atlanta, Austin, Brownsville, Denver, Detroit, El Paso, Honolulu, Houston, Lubbock, Dallas-Fort Worth, Phoenix, Portland, Roanoke, Sacramento, San Francisco, Seattle, Spokane, Tucson.		
Roller Derby	30	52
Dist.: Station Distributors, Inc.		
CURRENTLY SHOWING IN: Charlotte, Chicago, Columbus, Dallas-Fort Worth, Detroit, Erie, Greensboro, Jacksonville, Johnstown, Lancaster, Los Angeles, Nashville, New York, Norfolk, Omaha, Salt Lake City, San Francisco, Syracuse, Washington.		
Sportscholar	15	52
Dist.: United World Films		
CURRENTLY SHOWING IN: Indianapolis, Jacksonville, Milwaukee, Pittsburgh, Salt Lake City, Seattle.		
Sportsman's Club	15	52
Dist.: Syndicated TV Films		
CURRENTLY SHOWING IN: Birmingham, Bloomington, Buffalo, Cleveland, Dayton, Denver, Detroit, El Paso, Greensboro, Houston, Huntington, New Haven, Philadelphia, Portland, Pueblo, Seattle.		
Sports on Parade	15	104
Dist.: Sterling Television Co.		
CURRENTLY SHOWING IN: Atlanta, Birmingham, Buffalo, Dallas, Fort Worth, Houston, New York, Oklahoma City, Rochester, San Antonio.		
Sports Parade	15	104
Dist.: United Artists Television		
CURRENTLY SHOWING IN: Atlanta, Birmingham, Bloomington, Cleveland, Columbus, Dallas-Fort Worth, Davenport, Dayton, Denver, Detroit, Erie, Grand Rapids, Greensboro, Huntington, Jacksonville, Johnstown, Kalamazoo, Lancaster, Lansing, Los Angeles, Miami, Milwaukee, Minneapolis-St. Paul, New Orleans, Norfolk, Oklahoma City, Omaha, Phoenix, Pittsburgh, Providence, Richmond, Rochester, St. Louis, San Antonio, Toledo, Tulsa, Wilmington.		
Telesports Digest	15	104
Dist.: United Artists Television		
CURRENTLY SHOWING IN: Charlotte, Columbus, Detroit, Kalamazoo, New Haven, Phoenix, Pittsburgh, Portland, San Francisco.		
This Week in Sports	15	Weekly
Dist.: International News Service		
CURRENTLY SHOWING IN: Ames, Birmingham, Boston, Buffalo, Chicago, Cleveland, Dallas-Fort Worth, El Paso, Honolulu, Houston, Indianapolis, Louisville, Lubbock, Miami, Nashville, New Orleans, Oklahoma City, Pittsburgh, Providence, San Francisco, Schenectady, St. Louis, Toledo.		
Touchdown	15	104
Dist.: Tel-Ra Productions		
CURRENTLY SHOWING IN: Baltimore, Birmingham, Dallas-Fort Worth, Denver, Grand Rapids, Los Angeles, Louisville, Miami, Norfolk, Philadelphia, Richmond, San Antonio, Seattle, Washington.		
What's the Record	5	52
Dist.: Sterling Television Co., Inc.		
CURRENTLY SHOWING IN: Albu-		

Series Name	Length in Minutes	No. Releases Available
querque, Houston, Los Angeles, Pittsburgh.		
Wrestling From Hollywood	60	Weekly
Dist.: Paramount TV Productions		
CURRENTLY SHOWING IN: Atlanta, Austin, Boston, Charlotte, Cleveland, Dallas-Fort Worth, Davenport, Denver, Detroit, El Paso, Grand Rapids, Greensboro, Houston, Lancaster, Louisville, Nashville, Norfolk, Omaha, Philadelphia, Portland, Providence, Reading, Richmond, Roanoke, Salt Lake City, San Antonio, Tulsa, York.		

Series Name	Length in Minutes	No. Releases Available
Travel		
Fitzpatrick Travelogues	15	26
Dist.: Sterling Television Co., Inc.		
CURRENTLY SHOWING IN: Davenport, Memphis.		
It's a Small World—		
Burton Holmes	30	26
Dist.: Major TV Productions		

Series Name	Length in Minutes	No. Releases Available
Western		
Cisco Kid	30	78
Dist.: Ziv Television Productions		
CURRENTLY SHOWING IN: Ames, Atlanta, Baltimore, Binghamton, Birmingham, Bloomington, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Dayton, Des Moines, Erie, Grand Rapids, Houston, Greensboro, Indianapolis, Jacksonville, Johnstown, Kalamazoo, Kansas City, Lancaster, Lansing, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, New Haven, New Orleans, Norfolk, Phoenix, Philadelphia, Providence, Richmond, Pittsburgh, Rochester, San Diego, San Francisco, Schenectady, St. Louis, Seattle, Syracuse, Toledo, Utica, Washington.		
Cowboy G-Men	30	13
Dist.: United Artists Television		
CURRENTLY SHOWING IN: Columbus, Houston, Memphis, St. Louis, Dallas, Indianapolis, Louisville, Toledo, Detroit, Nashville, Minneapolis-St. Paul, Cincinnati, Kansas City, Boston.		
Hopalong Cassidy	30	26
Dist.: NBC Film Syndication Sales		
CURRENTLY SHOWING IN: Baltimore, Binghamton, Buffalo, Erie, Johnstown, New York, Philadelphia, Pittsburgh, Rochester, Schenectady, Syracuse, Washington, Boston, New Haven, Providence, Atlanta, Charlotte, Greensboro, Jacksonville, Louisville, Memphis, Miami, Nashville, Norfolk, Dallas, Houston, New Orleans, Oklahoma City, Phoenix, San Antonio, Tulsa, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Grand Rapids, Kansas City, Milwaukee, Omaha, St. Louis, St. Paul, Toledo, Hollywood, Salt Lake City, San Francisco, Seattle.		
Hopalong Cassidy	60	54
Dist.: NBC Film Syndication Sales		
CURRENTLY SHOWING IN: El Paso, Lubbock, Honolulu, Portland, Roanoke, Spokane.		
Tales of Famous Outlaws	15	13
Dist.: Western Adventure Productions		
CURRENTLY SHOWING IN: Los Angeles, New Orleans, Philadelphia, San Francisco.		
The Buster Crabbe Show	30	26
Dist.: Film Vision Corp.		
The Gene Autry Show	30	52
Dist.: CBS Television Film Sales		
CURRENTLY SHOWING IN: Amarillo, Baton Rouge, Pueblo, Birmingham, Dallas-Fort Worth, Denver, El Paso, Honolulu, Huntington, Los Angeles, Lubbock, Houston, Indianapolis, Los Angeles, Lubbock, Memphis, Minneapolis-St. Paul, New Haven, Omaha, Providence, Roanoke, Seattle, San Francisco. ALSO CURRENTLY SHOWING VIA CBS TELEVISION NETWORK.		
The Range Rider	30	25
Dist.: CBS Television Film Sales		
CURRENTLY SHOWING IN: Amarillo, Boston, Cleveland, Dallas-Fort Worth, Davenport, Denver, El Paso, Honolulu, Houston, Indianapolis, Los Angeles, Lubbock, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Phoenix, Portland, Providence, San Diego, San Francisco, Seattle, Washington.		

Series Name	Length in Minutes	No. Releases Available
Women's		
Feminine Touch	15	104
Dist.: Sterling Television Co., Inc.		
CURRENTLY SHOWING IN: Dallas-Fort Worth, Kansas City, Louisville.		
In the Fashion Spotlight	5	65
Dist.: Du Mont Television Network		
The Feminine Angle	15	13
Dist.: United Artists Television		
CURRENTLY SHOWING IN: Rochester.		

COMMERCIALS PRODUCERS LIST IN EARLY ISSUE

Due to lack of space, the list of producers of TV film commercials, originally scheduled for this issue, had to be omitted. The list will be published in the TV Film department of an early issue of The Billboard.

The February Monthly TV Film Program Guide and Market Report will contain the latest list of distributors of all types of films for TV. The December Monthly TV Film Program Guide and Market Report, published in the December 13 issue, contained the latest lists of station TV film buyers and advertising agency TV film buyers and television executives.

These lists are brought up to date by The Billboard and published every three months as a service to the TV film industry.

**Boulevard Room,
Conrad Hilton Hotel,
Chicago**

(Tuesday, January 6)

Capacity, 225. Price policy, \$1.10-\$1.50 cover plus \$3-\$3.50 minimum. Shows at 8:30 and 12, except Sundays, 4 and 8. Exclusive booker, Merriel Abbott. Publicity, Dick White. Estimated budget this show, \$5,500. Estimated budget previous show, \$5,500.

For her 13th edition of this bantam icer, Merriel Abbott puts the "Pied Piper of Hamelin" into music, costumes and shoe skates as the "Gay Skating Piper." It's a fast-moving musical, with score and lyrics by Hessie Smith, choreography by Dolores Pallet, and costumes by John Baur and Bernard Peterson. Frankie Masters' orchestra backs its seventh icer here.

This is a light-hearted affair, with three acts to tell the familiar story. Opening has the town crier announcing a reward for the one who can put the mice in deep freeze. Townspeople are in Austrian costumes and move into a soft-shoe dance on steel blades to a vocalization asking, "What to do?" The Piper turns up and says he has the better mousetrap.

The Dead-Enders, Bernie and Benjie Harris, make their first appearance here in comedy skating that's topped by somersaults over and under a table. Jeanne Sook and Teddy Roman, with Dick Salter, please with skate dancing as they explain the viewpoint of the mice. Margaret Naylor, another newcomer to the room, is a cat who can't find mice, altho they are playing all around here.

More Spectacular

Ken Bailey takes the stress off of the story, altho he, too, is costumed with Mickey Mouse ears, and turns the spotlight to skating. His jumping over obstacles and Betty English is made more spectacular by the limited space in which he can work, and the combination of a blindfold and ankle shackles comprise a neat gimmick to heighten the wind-up. Jeanne Sook and Teddy Roman pick up where a mouse ballet leaves off, and they do some good skating lifts and spins.

The Colstons follow with a skating satire that's one of the strong points of the show. They're best when skating; a chatter break between detracts from the effect. This is their first engagement in the Boulevard Room.

While the Piper, Jack Rose, collects his reward, Michael Carrington, new in the room, heads up a gold-costumed number with figure skating that puts a pleasing final touch on the production. Chorus work is well done in the finale, as the company assembles and principals take their bows.

Thruout, skaters pantomime the words, and Dennis and Darlene supply vocals from the bandstand. This format was followed in the previous show and is well executed. Show runs 40 minutes.

Tom Parkinson.



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Mr. Alfred A. Duckett, President
Public Relations Office, Inc.
Sutherland Hotel, Suite 726-7
4659 South Drexel Boulevard
Chicago, Illinois

Dear Al:

A brief note to thank you and your staff for a splendid public relations job for our organization during 1952.

Madly,

DUKE ELLINGTON

Night Club-Vaude Reviews

Palace, New York

(Friday, January 9)

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

Frank Marlowe broke it up on this one. Playing the house for the umpteenth time, the tall, rangy Marlowe tumulted up and down stage, across the foots and into the aisles for howls that could be heard outside. His material hasn't changed, but his unabashed style is what got them.

The show started with the Karpis Trio in its pole-hold acro act for a fast opener. It kept up the pace with Stuffy Bryant's hoofology atop a drum, which got off to a great mitt. From this point it slowed down with Leonardo and Anita's puppet act. The two people work behind a small chest-high counter, pulling out dummies for quickie gags. The gal is used to dress the act. The boy does most of the talking. The gags were dull and dialect awkward, with only fair results.

Marilyn Murphy, a slim, pretty blonde soprano, followed with a series of arias and numbers from operettas. The girl's voice was good in the upper registers, but too reedy in the mid-ranges. Bruce Howard, on next, picked it up via a series of take-offs based on an opening song, "I'm Not Myself Today." The boy showed clever material, seguing into standard take-offs and comedy numbers for choice laughs. Marilyn, Martinez and Iris make a run-of-the-mill dance act, with a gimmick, calling for Iris to sing offstage for an opener, and then joining the pair for a quickie three-person terp. The team did standard lifts and spins in acceptable fashion for fair applause.

Then came Marlowe—and the yocks.

After Marlowe came the trampoline act of the Arriola Family, four girls and three boys, well costumed and working on a big canvas. The act mixes it with comedy bits and acro holds via a high bar for a good exit mitt.

The pic is "The Redhead From Wyoming." Bill Smith.

**Beachcomber,
Miami Beach**

(Saturday, December 27)

Capacity, 500. Price policy, \$2.50 beverage minimum with dinner; \$4 beverage minimum without dinner. Shows at 9:30 and 11:30 nightly. Owner-operator, Ed Fielding. Booking, non-exclusive. Publicity, Irv Mandell. Estimated budget this show, \$7,500.

Rocky Graziano, who hung up his gloves for a crack at show business, headlines this melange of burlesque, bump-and-grind girls and music. The referee's verdict, after opening night's show, was that Rocky was kayoed in the first round. He has a big career ahead of him—but not in showbiz.

On the opening stanza (which has since been switched), Graziano worked in three blackouts. In one he was silent, merely pushing around a couple of other characters; in the second, he had one line to repeat over and over again, and in the third, he stooged for comic Danny Rogers. The comic, who does a neat tap dance but is short on the jokes, has since been replaced by long-time burlesquer Maxie Furman and with new material.

The 10 girls in the line are attractively stacked. Furman's blackouts with his wife are funny. Tony Bari stops the show cold with his dramatic baritone, and Bubbles Darlene wiggles a mean hip. That's it. Herb Rau.

**Desert Inn,
Las Vegas, Nev.**

(Monday, January 5)

Capacity 450. Price policy, no cover or minimum. Shows at 8:30 and 11:30; extra late show Saturday night. Operator, Wilbur Clark. Booking, Frank Sennes. Publicity, Gene Murphy. Estimated talent budget, \$14,000.

Carmen Miranda is doing top biz in the Painted Desert Room, and for good reason.

The "South American Bombshell" got the audience right from her first number, "Piano Roll Blues" done in rumba tempo. With her colorful get-up, Carmen swings into "Comana" and then her old favorite "Cuanta La Gusta" backed by the Bando da Laua Quartette, (three guitars and a mandolin) providing extra musical setting.

Her "I Love to be Tall" number in which she runs around the stage barefooted and hair-combing went particularly big. Miss Miranda's "Jambalaya" and then "Ma Ma Ma Quero" and "Delicado" topped off a fine performance.

Show is opened by Ruby Cardenas and his sticks, balls, and milk-shake cans, juggling routines. Act had audience spellbound, and proved to be one of the most unusual and applause-garnering acts seen in long time.

Felo and Bruno keep the pace with a dual piano act, spiced by plenty of mambo and native Cuban dancing from the piano stools. Their "Malaguena" treatment was tops. The boys gave a fine version of "You Belong to My Heart" in rumba style a la Cuba, and then tore the house down with a medley of Cuban mambos, exchanging pianos while dancing their way across the stage.

Slow spot was comic Jack Durant. Surprisingly enough, his material was good, but was handicapped by a lack of enthusiasm which didn't seem part of his routine. As it was, he got a surprising amount of applause. His falls plus comments "but can Johnny Ray do this?" missed most of the time.

Solid hit of the show were the Donn Arden Dancers, eight very pretty girls in bright production numbers, with Don Reynolds pacing them song-wise. Mambo number "a la Savoy" and a gold-lame costume number were outstanding.

Fine music by Carleton Hayes and his orchestra set up nice vehicle for the show.

Al Freeman.

**Empire Room,
Waldorf-Astoria,
New York**

(Wednesday, January 7)

Capacity, 440. Price policy, \$2 cover after 9:30. Owners, Hilton chain. Exclusive booker, Merriel Abbott. Publicity, Paul Stewart. Estimated talent budget this show \$1,750.

The warm Gallic tones of Patachou, a Parisian import whose songs are reputed to have enchanted the natives of Montmartre, are now being heard in the plush Empire Room. The audience immediately cottoned to the French chanteuse, and there was established what seemed to be a remarkable accord, even tho the thrush did most of her turn in French. A few numbers were done in English—but only a few. By way of introducing the songs, Patachou generally gave a brief explanation of the meaning of the lyric.

She was dressed simply—in a blue skirt and white blouse—the tailoring of which had a subtle peasant quality. The voice? Lush, facile and, when necessary, emotion-laden. The delivery? With gestures. Effective? Mais oui!

The room had a goodly turnout of trade observers. None questioned the thrush's impact. It was remarked that in view of the fact that so many of her tunes were done in French, perhaps she should have selected more numbers with melodic rather than dramatic or story appeal. However, this is a matter of routing; of proper programming to meet the desires of a specific audience. Fact (Continued on page 60)

Olympia, Miami

(Wednesday, December 31)

Capacity, 2,170. Price policy, 63 cents to \$1.08. Four shows daily. House booker, Harry Levine. Show played by Les Rohde's orchestra.

While Tex Ritter takes top honors applause-wise with his Western folk songs, Steve Condos and Jerry Brandow score exceptionally well with their tap, song and trumpet routines. Their fast-paced act, viewed only in niteries here before, was a crowd-pleaser.

The show opens with tight-wire acrobat Harold Barnes and follows with Cleopatra, lady magician. Her deft work came across okay, and her act, with a lot of colorful props, held attention thruout.

In both the emcee and comedy spots is Charlie Carlisle making his theater debut. His introductions proved okay, but the guy hasn't succeeded yet in making the transition from niteries to vaude. Les Rohde's band (11) did its usual okay backgrounding.

Herb Rau.

Chicago, Chicago

(Friday, January)

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

Sunny Gale, RCA Victor's recording artist, tops a generally strong bill here and goes over with a good assortment of tunes. After an oldie for introduction, she moves to her '52 success, "Wheel of Fortune," and winds up with "Teardrops on My Pillow," a new one on The Billboard's "Best Buy" list of records.

Other offerings are "I Laughed at Love" and "Why Don't You Believe Me?" She's at her best with the torchy numbers.

Mr. Kitzel, from the Jack Benny radio show, comes across with a string of Benny-style jokes. While (Continued on page 60)

Bill Smith.

**Persian Room,
Hotel Plaza, New York**

(Thursday, January 8)

Capacity, 280. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:15. Owners, Hilton chain. Booker, Merriel Abbott. Publicity, Ed Seay. Estimated talent budget, \$2,250.

A sleek, highly polished and beautifully groomed Monica Lewis went on display here. To back her elegant appearance, she came in with a flock of material. Unfortunately, little of it registered with the impact it probably had in rehearsal. Using a combo of choreography, the gal's efforts to be cute via an oversold sex appeal registered with friends, tho its impact on the regular customers left much to be desired. Miss Lewis' best was "What Kind of a Woman Do You Want Me to Be?" a special number that permitted her to display various moods from blues to ballads. A Korean folk chant in a minor key (sans music), introed with a bit about "having learned it on my recent trip to Korea where I sang to the boys," was a tender presentation, tho it smacked of flag waving, and, besides, who in the Persian Room can understand Korean? Miss Lewis' chief error, it seems to us, is too elaborate material. Her so-so voice needs the bolstering of specials, but keeping it simple might be an idea to follow. Miss Lewis had the excellent pianistics of Jack Kelly, plus a bongo beater, for backing.

Federico Rey and Pilar Gomez showed a solid commercial dance act that combined the flashy flamencos and simple boleros with folk dancing of a universal nature that won immediate attention. Both the girl and the boy were well poised and sold with a showmanlike skill that got and held the audience. The pair works as a team, then while one does a single, the other runs off for a fast costume change and vice versa. The end result is a spectacular act. Silvio Masciarelli's piano accompaniment was first rate.

Dick La Salle's ork backing was extremely competent as ever. Mark Monte's relief work helped fill the dance floor.

NOTICE

**THEATRE RESTAURANT
NIGHT CLUB OWNERS AND OPERATORS**

NATIONAL CONVENTION

THEATRE RESTAURANT OWNERS OF AMERICA

**JAN. 28-29, PARK SHERATON HOTEL
NEW YORK 19, N. Y.**

THE first convention of the Theatre Restaurant Owners of America representing major cafes in 40 cities thruout the country, will be held on January 28 and 29 at the Park Sheraton Hotel in New York. Matters for discussion will include every problem, present and future, in our business today. We are determined to present a united front on every issue.

For further information write or wire Harry Altman, Town Casino, Buffalo, N. Y., immediately.

Lou Walters, President

**THEATRE RESTAURANT OWNERS OF AMERICA
T. R. O. A.**

Herman Pirehner

Chairman of the Board of Directors

Servel, GM Shows To Give Work to Over 100 Artists

\$1 Million to Be Spent; Servel Units Open in Hub, N. Y.; GM at Waldorf

Continued from page 1

14 or 15 cities thruout the U. S. Salary figures alone on the two units total \$40,000.

This \$1,000,000 budget is in addition to \$6,000,000 allocated to newspapers, magazines, radio and TV to advertise Servel's new line of appliances. Each show will run for five hours and tickets will be available only to company dealers and distributors. One unit will open at the Warner Theater, New York, and then hit all the major cities along the East Coast, the South, Southeast and some of the Midwest. The second unit opens in Boston at the John Hancock Auditorium, simultaneously with the New York opening, and then hits most of the major cities thruout the Midwest, West and West Coast.

Each unit consists of about 50 people, including 10 dancers, six showgirls, 12 dramatic actors, two pages, five singers, comedians, narrators, four key musicians, conductor, assistant director, two

managers, four stagehands, wardrobe mistresses and technical crews. The units will travel in special trains consisting of two Pullmans and one freight car which will carry the 200 costumes, 50 lights and all the scenery and personal baggage.

Special music and sketches have been written, and Warren Murray has been assigned to the staging of the sketches, with Diane Marsh and Jack Blair handling choreography. Phillippe de Rosier is in charge of scenery.

Richard is now in the process of lining up name comics as the star of each unit. Tho Richard has been doing these shows for years for Schenley and Philco, among others, he referred to the "Show of Stars" as "the most extensive" to date. As an example, ice cubes 216 natural size have been constructed for a ballet which demonstrates Servel's ice maker.

For the actor this represents a bonanza. The company is paying well above road scale, with all transportation and hotel (where necessary) expenses paid. Each troupe will do 15 shows in five weeks, which represents a breeze for most troupers.

The second industrial show, which actually bows first at the Waldorf Astoria, January 16, is the GM Show, produced by Dick and Edith Barstow, booked thru the Kudner Agency by Mickey Alpert. The troupe will do six shows daily. The cast will include the Amin Brothers and the Bernardette Phelan Dancers. Music will be by Vincent Travers. After the GM show winds up in New York, an eight-dayer, plugging the Automobile Show, plus the other GM products, it will open at the Dinner Key Auditorium, Miami, February 12. It then jumps to Los Angeles, San Francisco, and winds up at the State Fair Park, Dallas, May 15.

Extra Added

New York

Stuart Erwin will start a series of theater dates with the Olympia, Miami, and then the Capitol, Washington. This will be the first time in 10 years Erwin will do personals. He'll work with his wife. . . . Marlyn Monroe is working up a cafe act. She wants to work Las Vegas, Nev., and Miami. Her asking price is \$15,000.

Dick Henry at the Park West Hospital for surgery. . . . Fran Warren will be on the Danny (Continued on page 60)

BOOKER KILBY ALSO CAFE OP

MIAMI BEACH, Jan. 10.—Talent booker Harry Kilby has switched over to the other side of the business as an extra added activity. He's just joined forces with Chuck Luftig, former Las Vegas nitery operator, in the operation of the Black Magic Room, a small intimate spot that was formerly the Key Club of the Harbor Lounge. Kilby said he plans to turn the spot into a Blue Angel-type operation.

Hamid Denies Irving's 'Union Buster' Charge

NEW YORK, Jan. 10.—George A. Hamid Sr., this week denied any intent or history as a "union buster," a charge leveled last week by Jack Irving, executive administrator of the American Guild of Variety Artists, in reply to a letter addressed to the editor of this paper by George A. Hamid Jr.

Claiming amicable relations with unions thruout his more than 40 years in show business, Hamid said that he was not interested in staging a haggling duet with the union and would do his utmost to avoid this possibility in the future.

Hamid said he fully approved the comments contained in the letter written by his son. The criticisms it contained reflected the opinions of legal experts, he said, while the constructive comments were sincerely made, altho, he added, "apparently ignored as usual by the union heads."

Quotes Jersey Law

Hamid said that New Jersey, among other States, had labeled acts independent contractors. He (Continued on page 63)

Sherman Pays 97G State Tax

CHICAGO, Jan. 10.—The Hotel Sherman this week paid \$97,141.98 to the State treasury to settle a back sales tax judgment, while 16 other night clubs entered motions to vacate judgment against them for \$128,000.

The amounts represent night club sales tax refunds to the hotel and the clubs in 1948 after Judge William V. Brothers ruled that niteries did not have to pay the levy.

Robert C. Earley, first assistant attorney general, said the hotel's check included \$96,640.68 in unpaid taxes, \$483.20 interest at 5 per cent from November 24 and \$18.10 court costs.

OPS FROM 44 CITIES TO MEET

Dingell to Address TROA Confab Jan. 28; Many Problems on Agenda

NEW YORK, Jan. 10.—More than 70 operators representing night clubs in about 44 principal cities will meet in convention for the first time in history as the Theater Restaurant Owners of America to discuss their mutual problems.

The confab, to run for two days at the Park Sheraton, starting January 28, will have as its principal speaker Rep. John D. Dingell, member of the House Ways and Means Committee, who has been leading the fight for the abolition of the 20 per cent tax on admissions and cafe tabs.

While the motivating reason for the formation of TROA is to battle the demand of the American Guild of Variety Artists for contributions to its welfare fund, it is a certainty that other matters will also be kicked around. The prices demanded for attractions will almost certainly be a big subject. An effort will be made by cafe ops to refuse to compete for attractions by not bidding against each other.

Col. Maurice Lutwack, secretary and general counsel for TROA, said preparations were completed by the org to act as a unit on all matters affecting its members.

Altman's Talk

Harry Altman, convention chairman, is on his way to Miami Beach to combine a vacation with long discussions over the program with TROA President Lou Walters of the Latin Quarter.

Lenny Litman, TROA vice-

president, had a three-hour session with Jack Irving, AGVA's national administrator Wednesday (6) on the controversial welfare fund contribution. Both parties left the meeting feeling that an agreement could be reached based on annual contributions.

A delegation of TROA's officers will probably request to appear before AGVA's national board, which is scheduled to start its winter meeting February 1. The meeting will run approximately four days.

Chi Talent Scores Nat'l AGVA Action

CHICAGO, Jan. 10.—Performers placed on the unfair list of the American Guild of Variety Artists for continuing to work four Chicago niteries struck by the union, this week answered the union's national executive committee's action. In a telegram to The Billboard, signed by Tommy Prince, chairman of the "Chicago Committee of Variety Artists Against Improper Blacklisting," they scored the national group and claimed that action taken by AGVA's Chicago board in refusing to penalize the performers, vindicated their position. A total of 31 performers are involved.

The wire read: "In behalf of those performers who have been placed on the 'unfair list' by AGVA, I wish to extend our sincere thanks to The Billboard for its thoro and unbiased reporting of the entire (Continued on page 60)

CHI OPENING

Josh White On Bill at Black Orchid

CHICAGO, Jan. 10.—The Black Orchid, intimate drop-in spot owned by Al Greenfield, opened here Tuesday (30) with Josh White, Jeri Southern and Jane Dulow on the bill.

The North Side spot is the first of its kind in Chicago. The show runs continuously from 10 p.m. and White, with his folk songs, is in for an indefinite run. The idea is to pitch for repeat trade among intellectual clubbers along the lines of the Blue Angel in New York.

Greenfield, former owner of the Band Box here, rushed work to be ready by New Year's Eve. Opening night drew capacity-plus, despite the proximity of the holiday and other openings in town. The room seats 150 and minimum is \$2.50. Piano and bass players complete the talent line-up.

AGVA Shifts Branch Reps

HOLLYWOOD, Jan. 10.—Ernie Fast, who has been branch manager of the San Francisco AGVA office, moves to Chicago as branch chief next week, filling the vacancy left when Jack Irving went to New York as national administrator. Miss T. Kerman had been temporarily heading up the Chi office.

Phil Downey ankles Seattle's AGVA office to take Fast's job, while Mark Vincent, ex-Los Angeles AGVA rep, takes over Downey's post as head of the Seattle adjunct.

NASSAU

3 Top Hotels Accent Class In New Shows

NASSAU, Bahamas, Jan. 10.—This island's three top hotels—the British Colonial, Fort Montagu and Royal Victoria—have begun seasonal entertainment, and in most cases it's all on a class level.

European chanteuse Sonia Cortis launched the initial show at the British Colonial, and is being followed on January 15 by lyric tenor Jack Byron, a member of the original cast of "Annie Get Your Gun." He'll be followed by Maria Koshetz, who sang opposite Mario Lanza in "The Great Caruso." Eric Langer's orchestra has returned for another season at the British Colonial, and the dance team of Norton and Patricia will be on tap thruout the winter months.

Native floorshows will be featured all season at the Jungle Club of the Fort Montagu, along with the Renee and Root dance duo. Music here is by Harold Nagel's band. Blind Blake and his troubadours—little known until a pair of albums of their calypso recordings were published—are still at the Royal Victoria Hotel.

Page Named EMA Veepee

CHICAGO, Jan. 10.—Sid Page, former president of the Entertainment Managers' Association and more recently a member of the board, was appointed second vice-president of the organization at a meeting Thursday (8). Page succeeds Wade Booth, who resigned from the board due to outside interests. He has continued his membership in EMA.

Two vacancies on the board, created by the resignation of Booth and Freddy Williamson, Associated Booking Corporation veepee, were not filled at this week's meeting. This will be done at the next regular meeting of the membership January 19.

Officers and board members include Sam Roberts, president; Doris Hurtig and Page, vice-presidents; Vic Brown, secretary-treasurer; Jack Shea, Lyman Goss, Paul Marr, Harry Greben, Loe Nadel, Lou Breese and Sam J. Levy.

Miami Beach Hotels Making Money From Nitery Business

MIAMI BEACH, Fla., Jan. 10.—Oceanfront hotels, today's biggest buyers of talent in the whole Miami market, are making money from their acts for the first time since they broke into the nitery business two to three years ago.

Altho, by municipal decree, hotel rooms shut down at 1 a.m., there's a movement afoot to have the ordinance extended another hour; and, next year, at least one hotel owner has promised to petition the city for a general extension to meet the 5 a.m. night club closing time.

The hotels are bringing in the names this season, and they've made a big box office dent into amusement dollars being spent by tourists. Jan Murray packed 'em into the Nautilus Hotel's Driftwood Room for two weeks, and was followed Wednesday (7) by Luba Maline as Murray

switched over to the Olympia Theater.

Warren to Morocco

Fran Warren came into the Casablanca's Club Morocco the same night, after Myron Cohen had filled the large room twice nightly for the preceding fortnight. Miss Warren stopped off here for a week waiting for the Danny Kaye troupe—of which she's a member—to open at the New York Palace. She'll be followed by Billy Vine and Betty George—the latter at the Olympia.

Down along hotel row, Beverlee Dennis checked into the Sans Souci's Blue Sails Room Tuesday (6) without much fanfare, but she's kicking up a storm with her comedic routines. Altho she, too, followed a hot-shot in the form of Lenny Kent—the room's biggest draw—she's acquitting herself neatly.

Elsewhere, Rosalind Courtright

comes into the Algiers on Tuesday (13); Slapsy Maxie Rosenbloom has taken over, as a lessee, the lounge at the Sherry-Frontenac Hotel; singer Phyllis Arnold followed Harry Richman into the new Biltmore Terrace, and customers are filling the Saxony's Pagoda Room, at the highest prices intown, for Los Chavales de Espana.

This week, however, the hotels will find the conventional niteries offering tough competition. Danny Thomas comes into Ciro's Friday (16) for 18 days; Johnnie Ray hits the Clover Club the same night for two weeks; Bill Miller debuts his Riviera (formerly Copa City) with Ray Bolger, the Billy Williams Quartette, the Szonys and a June Taylor line on the 20th, and Harvey Stone started what op Ed Fielding describes as a new big-name policy for the Beachcomber Club.

Mills Sets Diskery to Exploit Film Tunes, Expand Abroad

Move Marks Pubs' Trend To Own Labels

Continued from page 1
worked on as long as is considered necessary. The promotional aspect entails close cooperation between the diskery and the film company. For instance, RKO distributors will contact disk jockeys in their area. This activity, of course, will be co-ordinated with the release of the film. Meanwhile, the Mills Music publishing organization will support the diskery's plugging operation with its field men and other resources.

Maybe Non-Film

Queried as to whether the diskery might wax a non-film tune, Irving Mills answered affirmatively. Such a tune, he indicated, might be one in which Mills has faith despite the fact that diskeries have failed to cotton to it. Too, Mills indicated that the diskery's side would be used to demonstrate the proper interpretation which should be given some tunes.

In connection with this, it is interesting to note that a number of the great Mills copyrights were first waxed by Irving Mills in the early 1930's on the firm's Master and Variety labels. These tunes included "Stardust," "Caravan," "Sophisticated Lady," "Stormy Weather" and other great standards. These, incidentally, were taken over by Columbia Records and can be released under the Columbia imprint, with Mills getting label credit. Years ago Mills also cut disks with his own artists for Victor, Columbia, Brunswick, Pathe, Cameo and other labels.

The early Mills labels were distributed in Europe thru Electric and Musical Industries via Parla-phone. Tradesters note that such film stars as Jane Russell and others whom Mills will wax enjoy much popularity in England and the continent, where the Mills org is currently expanding its interests. (See other story.)

No Distrib

Irving Mills at the present time does not intend to set up a distribution system. Tunes will be recorded and pressed in Hollywood and New York. The disks will be exploited heavily by film company distributors and the entire Mills organization. Jockeys will get heavy service. Dealers will be expected to order from American's address on the East and West Coasts. Mills' thinking on the matter is not inflexible, and should the operation expand, it is possible that a distribution set-up would be worked out.

Irving Mills has signed orkster Freddy Karger as musical director. Bands and other talent will be pacted. A deal to acquire Marilyn Monroe lapsed when

WAX SESSION PUTS ON DOG

NEW YORK, Jan. 10. — Waxing session in which Patti Page cut "The Doggie in the Window" proved one of the most hilarious in recent years. While Mercury exec veepee Art Talmadge in Chicago was working out details of the pooch promotion (see separate story), veepee Joe Carlton was worrying about getting the proper barking sequences on wax. Many of those at the date were auditioned—Carlton finally giving the nod to Max Ceppos, violinist and contractor, and Joe Reichman, arranger. La Page, rarely affected by didoes at disk dates, broke up several times as Carlton rehearsed the candidates — with their hands holding their nostrils so as to get the proper timbre.

20th-Century Fox would not release her. But it is Mills' intent to wax at least one album featuring pic stars.

Prices of the Mills disks will be on a level with prices charged by major disk companies, it was stated.

Trend

The decision by Mills to expand its activities record-wise is symptomatic of a growing trend in the publishing field. For one reason or another, large and small publishers are feeling the need to get into the disk business. (See separate E. H. Morris story.) Mills, one of the great catalogs, has a unique film service slant, but it is indicated that if conditions warrant, the diskery would become more generalized in nature.

Lately, Chappell, as a result of negotiations with Jerry Blaine, set up a label, Trojan. And any number of smaller publishers are either tied in directly with labels — as Howard S. Richmond with the Mars label — or have made a steady practice of paying for dates and peddling masters. One aspect of the trend is the dissatisfaction of many publishers with what they consider abrupt treatment by large diskeries. Other publishers feel that the diskeries have become so dictatorial, and have usurped such complete control of the music business that publishers, to protect themselves, will be forced increasingly into disk operations.

Other Points

Several points remain to be noted. Despite the admitted difficulty publishers have in obtaining effective disk exploitation on film tunes, some film tunes crack thru. Examples during the past year were "High Noon," from the Stanley Kramer flick of the same name, published by The Big Three and recorded on Columbia by Mario Lanza, Nat (King) Cole and others. These are cited as illustrations of the theory that when the proper film material comes along, the tunes make the grade.

Opens Offices In Italy, France And Holland

NEW YORK, Jan. 10. — Mills Music, Inc., is expanding its European operations. The firm's attorney, Samuel J. Buzzell, planes to Europe today to set final details for the creation of Mills firms in France, Italy and Holland. These firms will be wholly Mills-owned, as is the Mills British firm.

Currently, Mills operates on the Continent via tie-ups with indie publishers and with the British headquarters as a base. The new expansion will facilitate Continental operations.

Jack Mills laid the groundwork for Mills' European firms. Irving Mills last May opened the British market for Mills. The trip by Buzzell represents the third and final stage of the European development.

Irving Mills, in New York for several days in order to take care of business arrangements involving expansion of Mills Music's publishing and other enterprises, revealed that he was set to produce several films which would be released by RKO. Two of these are "I Love the Ladies" and "The Belle of the Ball."

Capitol Execs Huddle in East

HOLLYWOOD, Jan. 10. — Further revealing Capitol Records' increasing interest in its Eastern headquarters, Glenn Wallich, v.p. and financial mentor, and Alan Livingston, v.p., in charge of repertoire, head east next week for an indefinite period. It's expected that it will be the longest visit of Capitol brass en masse to the East in a long time. General business will be discussed, with Wallich expected to announce completion of an important deal concerning the European market.

Capitol's a. & r. department came up with four acquisitions this week, with Livingston announcing the inking of Dorothy Shay, the former Columbia warbler, who will do albums for Cap, and June Foray, who will be added to the kidisk artist seg. In addition, Ken Nelson has added the Louvin Brothers, Memphis h.b. duo formerly with M-G-M, and Freddie Chapman, Scranton, Pa., singer, who was recommended to the h.b. department by Gene Weiss, Scranton branch manager.

Mercury Limits Wax, Gets Hits

CHICAGO, Jan. 10. — Mercury intends to continue its policy of concentrating on fewer releases to achieve a higher percentage of hits. Art Talmadge, vice-president of the firm, stated here this week that this policy paid off for the firm last year with 10 sides hitting The Billboard best selling charts of 289 published releases for an average of 3.4. This placed the firm a close second to Capitol and third in industry ratings.

"We sold more records on five Patti Page releases during 1952 than we did on 12 in 1951," Talmadge pointed out in citing the fact that fewer releases allows firm more time to work on promotion. "Since many of our releases are ballads, we need this extra time because it naturally takes longer to build a ballad than a novelty."

In detailing 1953 plans, Talmadge (Continued on page 59)

POSTHUMOUS PRAISE

Fans Rush to Buy Williams' Records

Continued from page 1

personal appearance in Charleston, W. Va.

The sales of Williams' disks have always been extremely strong, since he racked up hit after hit, and as is true of all top artists in the country field, his earlier disks continued to sell steadily. In the last week, however, his records have taken off all over again thruout the hill-billy belt. Spot checks made in various parts of the country show that there is solid demand for all of his past merchandise as well as his latest hit, "I'll Never Get Out of This World Alive." There are 50 single records of Williams available, seven of which are under his pseudonym of Luke the Drifter, and two albums. Many people are reported as just finding out that he recorded under the Drifter name.

Sales Surge

The surge in the sales of his disks is reminiscent of what happened to Jolson's records after his death. In Chicago, deejay-dealer Randy Blake said, "Sales have skyrocketed. His records have always been best-sellers, but this is definite action above the normal action." Sam Alexander, of Alexander's store in the same city, said he is tripling his present orders, and Bernie Skiddell, of ABC Recordteria, reported a greater demand than ever before. The same increase was noted by Randy Wood in Gallatin, Tenn., who noted that everything by Williams was selling exceptionally well. In Durham, N. C., Paul Kiser, of the Record Bar, said that everyone was asking for Williams' disks, many of the customers wanting two copies of each disk.

The same doubling up on orders was noted in Cincinnati, where dealers and the M-G-M distributor reported a "skyrocketing in the demand for his records."

The surge has already been heavily felt by the M-G-M pressing plant in Bloomfield, N. J. The Frank Walker would not disclose the orders received this week, he said that distributor orders were "tremendous." It is understood that the factory is having difficulty keeping up with the demand. Walker also mentioned that a flock of orders direct from consumers had been received asking for a copy of every one of the records in the catalog. One request which was accompanied by a signed blank check wanted three copies of everything issued by Williams.

Other Tributes

The tremendous loyalty that Williams had engendered among his many fans has also taken

shape in other ways. Jockeys have been saturating the airlines with his disks, according to reports. M-G-M, which usually receives an average of five requests a week from fans for his picture, was swamped with over 300 requests during the first three days of this week.

Williams, whose accomplishments as a recording artist and songwriter were chronicled in last week's Billboard, was every bit as effective as a road attraction. A very visual performer and booked for several years by "WSM-Grand Old Opry," Williams was a top draw ever since his first hit, "Lovesick Blues." Because of poor health he cut down on the number of dates during 1952 but never failed to play before a capacity house. In Houston last May, for example, as the featured star, Williams sang and played before a total audience of 40,000 at two shows, with thousands turned away.

The Billboard last week incorrectly credited Williams as the writer of "Half as Much." Correct writer is Curley Williams. This was one of the few songs he recorded which was not his own. The article also failed to mention that along with "Jambalaya," "You Win Again," "Hey, Good Lookin'" and "Settin' the Woods on Fire," "Cold, Cold Heart" was another Williams-penned tune, which became big in the pop field.

DEATH FAILS TO BREAK CUSTOM

NEW YORK, Jan. 10. — Every New Year's Day since Hank Williams signed with M-G-M in 1945, the diskery's topper Frank Walker has written an annual letter to Williams reviewing the year. The Walker had learned of the artist's death earlier on New Year's Day this year, he determined to continue his normal custom. The letter, addressed to Song Writers' Paradise, written simply and with moving sincerity, reviewed briefly the successes of Williams thruout the years as well as some experiences the two had shared in years past. In discussing his talent as a writer, Walker reminded Williams of time a newspaperman asked him how he wrote a song. "I'll never forget your answer," Walker continued, "I just sit down for a few minutes, do a little thinking about things, and God writes them for me."

OPS Asks New Data In 'Fair Trade' Case

NEW YORK, Jan. 10. — The Office of Price Stabilization this week notified the Raxor Corporation, manufacturer of Cetra-Soria Records, that it would conduct a new investigation to determine if the authorization it granted the LP diskery for uniform price ceilings would remain in force or be cancelled. The notice to the diskery stated that date "received by the Director of Price Stabilization indicates the need for further information."

The move by OPS has industry import in that it may have a bearing on the "fair trade" suit currently pending between Cetra and cut-rater Sam Goody. The opera-oriented diskery was the only firm of any size to fair trade its disks following passage of the McGuire Act early last summer. The suit brought by Goody asked for a declaratory judgment to the effect that its ceiling registered prices (30 per cent off list) took precedence over any fair trade prices subsequently set by the

record company. The unresolved controversy has been cited by major diskeries as one of the obstacles still remaining to setting a fair trade policy.

Cetra was given its uniform price ceiling authorization under (Continued on page 59)

Aberbachs Ink Batch Of Exclusive Writers

HOLLYWOOD, Jan. 10. — Julian and Jean Aberbach, of Hill & Range, this week announced their largest mass acquisition of new exclusive writers, with Carl Smith, the Columbia ace, topping the list. Smith remains with Southern and Peer International until January, 1954, when he starts with H&R. In addition, the BMI biggie has inked Tommy Hill, brother of Goldie Hill, who also cuts for Decca; Tillman Franks, the personal manager at KWKH, Shreveport, La., who handles the Carlisles and Billy Walker; Charlene Arthur, Kermit, Tex., songstress, who has just moved to Dallas; Norm Perry, new MGM country artist from Fort Worth, and Glenn Spencer, promi-

nent local writer and brother of Tim Spencer.

In addition, the Aberbach fraters have taken over their first English song, "I Lived When I Met You," penned by Billy Reid, who also wrote "The Gypsy" and "There's a Tree in the Meadow." The song is being put into Alamo, the ASCAP affiliate. Deal was worked with Campbell-Connelly, the London firm, with Alamo getting U. S. rights to the ditty. The Aberbachs have also taken over full rights to "It Took a Miracle," written by Percy B. Crawford, the nationally known evangelist from Philadelphia, as a portion of their build-up in the sacred field (The Billboard, December 13).

Columbia Inks Miller Again

NEW YORK, Jan. 10. — Mitch Miller, Columbia's pop a.&r. chief, was re-pacted by the diskery this week to a new five-year contract. The new contract was set by Goddard Lieberman, Columbia executive veepee.

The no financial details were available, it is understood that Miller's new pact includes a substantial boost over his previous agreement with the diskery.

WELK BEATS 'EM ALL

78-Week Aragon Stint Sets Decade (Maybe All-Time) Top for Locations

Continued from page 1

ness during the stand. During the first 71 weeks of the engagement the Welk band has pulled 481,448 paid admissions for an average weekly draw of 6,764 dancers. The band plays a five-day week at the ocean-side dancery, with admission \$1 (inc. tax) except on Saturday when admission is \$1.20 (inc. tax).

Weekly attendance during the fabulous extended Welk location run includes: (1951) 5,100, August 23-29; 6,825, September 5; 5,829, 12; 5,466, 19; 7,137, 26; 6,953, October 3; 6,825, 10; 6,687, 17; 6,887, 24; 6,524, 31; 6,769, November 7; 7,840, 14; 6,472, 21; 4,701, 28; 3,488, December 5; 4,065, 12; 3,828, 19; 4,415, 26; 18,646, 31; (1952) 5,417, January 9; 4,569, 16; 5,043, 23; 7,655, 30; 7,310, February 6; 8,101, 13; 9,625, 20; 6,675, 27; 5,250, March 5; 4,796, 12; 3,277, 19; 6,574, 26; 7,146, April 2; 6,890, 9; 5,825, 16; 6,933, 23; 6,741, 30; 6,462, May 7; 6,291, 14; 6,790, 21; 6,335, 28; 8,311, June 4; 6,641, 11; 7,022, 18; 7,874, 25; 7,366, July 2; 9,279, 9; 7,503, 16; 7,814, 23; 7,024, 30; 7,379, August 6; 7,916, 13; 9,823, 20; 7,493, 27; 9,411, September 3; 7,152, 10; 6,603, 12; 6,535, 24; 6,771, October 1; 7,731, 8; 8,007, 15; 6,936, 23; 7,921, 29; 6,322, November 5; 7,122, 12; 5,110, 19; 5,760, 26; 5,278, December 3; 5,033, 10; 5,455, 17; 3,750, 24; 11,961, 31.

From November 21 to December 12, 1951, Welk was off the bandstand with illness, which accounts for the drop in this period. Some typical big evenings during the past year include: 2,174, July 3; 3,833, February 15; 2,750, May 30, and 5,304, December 31. The last attendance figure is notable, in that admission was \$3 (inc. tax).

In addition to the regular five days at the Aragon, Welk books out every Tuesday, with most of the requests for dates coming to Welk on the bandstand or to Sam Lutz, his mentor. Most of the Tuesday dates are promotions for civic and charitable organizations, with Welk taking a flat guarantee of \$1,500, but he has received \$2,000 guarantees for private promotions against percentages. Some of the civic dates carry 50 per cent privileges also. Some of the record breaking percentage dates during the past year include Long Beach Auditorium, January 29, \$3,341.50 as Welk's percentage take; Ventura Junior College, May 6, \$2,980 for a concert, which was scaled at \$3.60 down; Mission Beach Ballroom, San Diego, Feb-

ruary 19, \$4,435.35, and Rendezvous Ballroom, Balboa, July 22, \$2,681.

Welk, who gives the bulk of the credit for his draw to his Friday night hour-long TV show over KTLA, doesn't book any of the Tuesdays outside of a 150-mile range covered by the video transmitter.

Amazing part of the Welk success is the fact that he came into the ballroom originally in late August, 1951, as a gesture of kindness toward Pop Gordon, who was then running the Lick pier terperery. Welk, who had worked twice previously for Gordon, decided to play the date for scale against a 50-50 split and had only six weeks booked. Klaus Landsberg, v.-p. and general manager of the TV station, at the insistence of Lutz, went out the opening Saturday night and made the deal for the TV show, with Welk picking up the check for the first

show. Shortly thereafter the show was sold out commercially and has remained among the top 10 local shows ever since.

Welk and Lutz are currently negotiating with Walter Lang, managing director of the terperery, and Charles Lick, owner of the spot. Welk intends to remain on the Coast indefinitely and will not return to the Midwest this year, he said.

While the TV show and long location stay have built the Welk ork, individuals within the band, too, have taken on a greater fan allure. Roberta Linn, chirp with the ork, has her own TV show and does considerable club date booking. Myron Florin, accordionist, is in big demand to highlight accordion school recitals, and has done 30 such appearances at \$50 and up during the past year, while Gene Purcell, tenor, does a similar number of weddings at the same figure.

TURNING THE TABLES

Irked at Op Reports, Orksters Start Own

By BOB ROLONTZ

NEW YORK, Jan. 10.—A group of top bandleaders are starting a confidential monthly letter to report on conditions at ballrooms thruout the country. The letter, which will only be mailed to ork leaders, will deal with the working conditions in the ballrooms, and the promotion and advertising work performed by the operators. Orksters will comment on their knowledge of conditions at the terp halls according to their experience on each one-nighter.

The basic reason for the ork leaders' ballroom report is due to the increasing ire of various orksters over the National Ballroom Operators Association Name Band Reporting Service, which is sent out to ballroom execs periodically. These NBOA reports mention the business done by name crews at various ballrooms, and also include subjective judgments on the performance of each ork. Tho the reports are not supposed to be seen by ork leaders, those who have read them are burned up over what they consider slanted reporting about their performance and drawing power.

Orksters feel that they have a side too, one that is rarely considered in the NBOA reports. Many times, they claim, operators report that a band did poorly and forget to report that there was a bus strike in town. Or again, according to the leaders, ops will state that they lost money on a date, but will forget to mention the fact that they only placed a one-inch ad in the papers, forgot to contact local deejays about the ork, and refused to do any real promotion work.

Music Sales Drop in Nov.

WASHINGTON, Jan. 10.—Despite heavy sales volume reported by music stores during the last few days before Christmas, November sales actually dropped 4 per cent below the level established in November, 1951, and a good 11 per cent below October sales, according to the Commerce Department this week. In fact, sales for the first 11 months of 1952 fell below 1951 sales by 4 per cent.

Sales recorded by radio stores during November fell off 2 per cent from October, but were 3 per cent higher than November, 1951. January thru November sales were 1 per cent lower than in 1951.

Eating and drinking places fared better, chalking up gains of 3 per cent over November, 1951, and 4 per cent for the first 11 months of the year, altho sales actually were 6 per cent less than in October, Commerce estimated.

The bandleaders' letter will mention such things in their reports as: promotion work done by the ballroom op, including radio, newspaper and windowcard advertising. The reports will also cover working conditions, whether the ballroom is kept in first class condition or not, whether there is sufficient nearby parking space for cars, quality of dressing rooms, etc.

Orks Blame Ops
As one disgruntled leader stated it, "I read an NBOA report which said that I did poor business and that my band did not do a good job. Then the op reported that the weather was excellent, as tho that meant business should have been great. Why on that date I hit town and found no one even knew I was there. Not one jock had been contacted, the op placed only one one-inch ad in the paper, and he didn't even put up 100 window cards. It wasn't my fault the band didn't draw on that date. It was the op's."

A lot of the orksters agree that too many operators have yet to understand the importance of promotion for a successful ork engagement. They suggest that the

(Continued on page 59)

CORONATION SONGS

British Music Publishers Flooded With Manuscripts

LONDON, Jan. 10.—Music publishers here are being flooded with manuscripts of "Coronation" waltzes, marches and ballads from aspiring composers hoping to cash in on the coronation craze which is already beginning to sweep show business in Britain.

Everyone, it seems, is preparing coronation revues, or special coronation productions, and British Broadcasting Corporation and revivals of plays and features about the first Queen Elizabeth already are becoming a menace to the dutiful listener. In the case of the would-be composer his chances are about the same as those of the would-be playwright whose masterpieces lie mouldering on many a manager's shelf.

In one music publisher's office this week came the 240th coronation piece from faraway Vancouver. Of this 240, 160 were rejected outright and the other 80 thrown out at the fortnightly conferences. Hence, what prospects are there for the composer who does hit the right melody?

A coronation hit here would be expected to sell at least 100,000 sheet copies in six to eight weeks. Of the 35-cent cost, the writer would get around \$.035 royalties. From radio he might make another \$4,000. For a normal non-coronation hit which made the 100,000 sheet sale selling at the more normal 14 cents, the writer could expect only \$1,200. But hits

'Any Time' Tops in Peatman '52 Poll

Hill & Range Also Cops 3 Others in Year's 35 Leaders; Chappell, Morris in Second Tie

NEW YORK, Jan. 10.—"Any Time," published by Hill & Range and sparked by the Eddie Fisher disk, was the pop song with the largest radio and television audiences during 1952, according to the Peatman Annual Survey. The leading standard song for the year in terms of radio-TV listeners was E. H. Morris' "Tenderly." These two songs are the leaders in a list of the top 35 tunes in each category for the year. The complete lists are at the end of this article.

Following "Any Time" come "Wish You Were Here," "Blue Tango," "You Belong to Me" and "Cry." Hill & Range not only took the honors with the top tune but also had the greatest representation in the first 35, scoring four times. Chappell and E. H. Morris had three entries each.

Of the 35 top standards, the Warner group, led by its Harms catalog, literally swamped the field by clicking with 14 tunes. Next highest were Berlin and the Big Three, with four and three standards, respectively.

1. Any Time Hill & Range
2. Wish You Were Here Chappell
3. Blue Tango Mills
4. You Belong to Me Ridgway
5. Cry Mellow
6. Be Anything (But Be Mine) Shapiro-Bernstein
7. Slow Poke Ridgway
8. Please Mister Sun Weiss-Barry
9. Be My Life's Companion E. H. Morris
10. Walkin' My Baby Back Home DeSylva-Brown & Henderson
11. Kiss of Fire Duchess
12. Wheel of Fortune Laurel Music
13. Singin' in the Rain Robbins
14. I'm Yours Algonquin
15. Blacksmith Blues Hill & Range
16. Lover Famous
17. Tell Me Why Signet
18. Somewhere Along the Way United
19. Undecided Leeds
20. Forgive Me Advanced
21. Because You're Mine Feist
22. Glow Worm E. B. Marks
23. Jambalaya Acuff-Rose
24. Auf Wiederseh'n Sweetheart Hill & Range
25. I'll Walk Alone Mayfair
26. Zing a Little Zong Burvan
27. Half as Much Acuff-Rose
28. I Went to Your Wedding St. Louis
29. Little White Cloud that Cried Spier
30. A Guy Is a Guy Ludlow
31. Am I in Love Famous
32. Down Yonder La Salle
33. Delicado Reinick
34. I Could Write a Book T. B. Harms
35. I Hear a Rhapsody Broadcast Music

1. Tenderly E. H. Morris
2. With a Song in My Heart Harms
3. Somebody Loves Me Harms
4. Tea for Two Harms
5. Just One of Those Things Harms
6. That Old Black Magic Famous
7. Easter Parade Berlin
8. St. Louis Blues Handy
9. September Song DeSylva-Brown & Henderson
10. 'S Wonderful Harms

11. On the Sunny Side of the Street Shapiro-Bernstein
12. Lullaby of Broadway Wiltmark
13. Tiger Rag Feist
14. Begin the Beguine Harms
15. Blue Skies Berlin
16. April in Paris Harms
17. April Showers Harms
18. I've Got My Love to Keep Me Warm Berlin
19. I Got Rhythm New World
20. Star Dust Mills
21. Jealousy Harms
22. Christmas Song E. H. Morris
23. Because of You Broadcast Music
24. How High the Moon Chappell
25. Darktown Strutters Ball Feist
26. Lazy River Peer
27. Ballin' the Jack E. B. Marks
28. I Can't Give You Anything But Love, Baby Mills
29. My Blue Heaven Feist
30. Night and Day Harms
31. Someone to Watch Over Me Harms
32. Bye Bye Blues Bourne
33. Alexander's Ragtime Band Berlin
34. Dancing in the Dark Harms
35. Getting to Know You Williamson

RCA to Build Manufacturing Plant in Spain

Continued from page 4

Paul Baron slated to be artist and repertoire director of the Spanish operation.

Associated with RCA in the Spanish enterprise is Industria Electronica. Chairman of the Board of the company is Demetrio Carceller, former Spanish Minister of Industry and Commerce. Another former Spanish cabinet minister, Jose Luis de Arrese, will also serve as a member of the Board. Administrative head of the company will be Gabriel Soria, who will serve as president and managing director. Soria's brother, Antonio, and Meade Brunet, RCA veepee and managing director of the company's International Division will also serve as directors of RCA Spain. The Soria brothers have for seven years been distributors of RCA products in Spain.

The new RCA project has the sanction of General Franco, as well as Joaquin Planell, Minister of Industry and Manuel Arburua, Minister of Commerce. Plans for the projected factory were discussed with these government officials during Folsom's visit to the country last year.

Showbiz Taxes In November Skid From '51

WASHINGTON, Jan. 12.—Federal receipts from most showbiz taxes slumped in November, Internal Revenue reported today. Down from the previous November were collections from excises on disks, phonographs, radio sets, TV sets, theater admissions, cabaret and roof garden admissions, coin-operated devices and tobacco. Only amusement taxes that showed rises were excises on musical instruments and liquor.

Uncle Sam's take from the disk

(Continued on page 59)

RCA Sales Up 19 Per Cent

NEW YORK, Jan. 10.—RCA Victor's sales for the quarter ended November 30, 1952, were 19 per cent over the same quarter last year, according to royalty returns to publishers on pop tunes cleared thru the office of Harry Fox, publishers' agent and trustee.

The quarter ended November 30, 1952, was 84 per cent over the preceding quarter of the same year, according to the same source.

Pop, Longhair Promotions in Mercury Works

CHICAGO, Jan. 10.—Two promotions were launched by Mercury Records to hypo disk sales this week in both the pop and classical fields. Pop drive is built around Patti Page's new release, "The Doggie in the Window." Disk jockeys will plug a contest built around naming of a cocker spaniel puppy about which Patti sings. Listener in each area who wins will receive a cocker puppy. The deejay with the greatest number of entrants listing his name as the program on which the tune was heard, will receive an all-expense trip to New York as Patti's guest. Contest expires March 1.

Classical drive is behind deal

(Continued on page 59)

Como to Get 6th Gold Disk

NEW YORK, Jan. 10.—Perry Como will receive a gold record, his sixth, from RCA Victor for passing the 1,000,000 sales mark on his current hit, "Don't Let the Stars Get in Your Eyes." At a party at the Stork Club tonight. The party is actually being thrown by Liggett & Myers in honor of the singer's 10th year of

(Continued on page 59)

COLUMBIA COUNTER-POINTS



The Pitch From Mitch

Got a couple of new ones here I think everyone will like. First, there's something entirely new by Sarah Vaughan. Now everybody thinks of Sarah as a gone singer, and they're right—she's matchless when it comes to modern treatments. But they forget that she's also a singer who can take any kind of song and make it tick. So we had her make two waltzes, and they ought to knock you out. "A Lover's Quarrel" has a definite country flavor, and wait till you hear it! Sarah tosses off the notes in that velvety voice and gives it a country treatment that's dressed up in city clothes. Same goes for Percy Faith's fine arrangement. On the flip, Sarah essays her second waltz, a pretty tune from a Swedish movie, and gives it a great romantic reading. Neither of the songs is in the usual Vaughan style, and she sings them straight forwardly, but they still are unmistakably Sarah, which should be enough for any sensible person. This is one for the Vaughan fans, the waltz fans, the romantic fans, the country fans—everybody!

Another big record this week is Jo Stafford's newest. Just can't keep that girl off the top. As a sample of what she's doing, catch her entrance in "A Fool Such As I." This is a smooth, simple ballad with a nice beat, a great Weston arrangement, and the incomparable Stafford singing. Anyhow, after that entrance, she follows through with a beautifully-phrased vocal, squeezing every bit out of the sentimental words. Over-side, she sings another easy-going ballad, "Just Because You're You." This is a brand-new song that explains that she loves her lad just because he is what he is, an idea Jo underlines subtly in a warm performance. From the total of these sides, it looks as if she's going to be her own competition again for "Keep It a Secret," "Jambalaya" and "You Belong to Me."

Those are the two ladies on this week's release, both with something to please everybody. And there's more to come.

Mitch



MISTER TAP TOE
YOUR MOTHER AND MINE
39906 • 4-39906



Okeh Release

THE TRENIERS
THE MOONDOG
POON-TANG!
Orchestra under the direction of Gene Gilbeaux
Don Hill on Alto Sax
6937 • 4-6937

International Releases

PATACHOU
TIRE L'AIGUILLE
HISTOIRE DES ROSES
78 rpm 10101

JULIETTE GRECO
AMOURS PERDUES
LA BELLE VIE
78 rpm 10102

LES DAMES DE LA POSTE
COMME UN ENFANT PUNI
78 rpm 10103

Folk Releases

ROSEMARY CLOONEY and
GEORGE MORGAN
WITHERED ROSES
YOU LOVE ME JUST ENOUGH TO HURT ME
21071 • 4-21071

JOHNNY HICKS
NO WILD SIDE OF LIFE
PICK UP BLUES
21064 • 4-21064

THE CHUCK WAGON GANG
JUST A VEIL BETWEEN
WE'LL BE HAPPY ALL THE TIME
21058-s • 4-21058-s

THE MADDOX BROTHERS and ROSE
NO HELP WANTED
HEARTS AND FLOWERS
21065 • 4-21065

New Pop Releases

JO STAFFORD and PAUL WESTON
BROADWAY'S BEST
Come Rain or Come Shine • They Say It's Wonderful
• All the Things You Are • Night and Day • My Romance • Dancing in the Dark • Embraceable You
• September Song
"Lp" CL 6238 • 45 Set B-328

AN EVENING WITH LIBERACE
"Yakety Yak" Polka • Begin the Beguine • Chopsticks
• The Old Piano Roll Blues • Cement Mixer • Slaughter on Tenth Avenue • Lover
Orchestra under the direction of George Liberace
"Lp" CL 6239 • 45 Set B-329

JO STAFFORD with PAUL WESTON
NOW AND THEN, THERE'S A FOOL SUCH AS I
JUST BECAUSE YOU'RE YOU
39930 • 4-39930

JIMMY BOND
EARLY BIRD
I'LL STAY IN THE HOUSE
39927 • 4-39927

SARAH VAUGHAN with PERCY FAITH
A LOVER'S QUARREL
I CONFESS
39932 • 4-39932

Best Sellers

Based on actual sales reports for week ending January 10

JO STAFFORD KEEP IT A SECRET ONCE TO EVERY HEART 39891 • 4-39891	FRANKIE LAINE I'M JUST A POOR BACHELOR TONIGHT YOU BELONG TO ME 39903 • 4-39903	GUY MITCHELL SHE WEARS RED FEATHERS PRETTY LITTLE BLACK-EYED' SUSIE 39909 • 4-39909
JO STAFFORD JAMBALAYA EARLY AUTUMN 39838 • 4-39838	FRANKIE LAINE HIGH NOON ROCK OF GIBRALTAR 39770 • 4-39770	ROSEMARY CLOONEY HALF AS MUCH POOR WHIP-POOR-WILL 39710 • 4-39710
DORIS DAY MISTER TAP TOE YOUR MOTHER AND MINE 39906 • 4-39906	JO STAFFORD YOU BELONG TO ME PRETTY BOY 39811 • 4-39811	SAMMY KAYE WALKIN' TO MISSOURI ONE FOR THE WONDER 39769 • 4-39769
JOHNNIE RAY THE TOUCH OF GOD'S HAND I'M GONNA WALK AND TALK WITH MY LORD 39908 • 4-39908	TONY BENNETT CONGRATULATIONS TO SOMEONE TAKE ME 39910 • 4-39910	LES COMPAGNONS DE LA CHANSON THE THREE BELLS WHIRLWIND 39657 • 4-39657

COLUMBIA RECORDS

"Columbia," "Masterworks," "Okeh," "Entree" and "Columbia" Trade Marks Reg. U. S. Pat. Off. Mercat Registrates

HOLLYWOOD
9109 SUNSET BOULEVARD

LONDON, ENGLAND
CAMPBELL CONNELLY & CO., LTD.

SYDNEY, AUSTRALIA
NICHOLSON'S PTY. LTD.

AMERICAN MUSIC INC.
1576 BROADWAY
COLUMBUS 5-7880
NEW YORK 19, N. Y.

December 19, 1952

Mr. Mitch Miller
Columbia Records Inc.
799 Seventh Avenue
New York, N. Y.

Dear Mitch:

This is a letter I had to write, as I have just heard what I believe to be one of the great phonograph records of all time -- Johnnie Ray's "The Touch of God's Hand" and "I'm Gonna Walk and Talk With My Lord".

Our sincere thanks to Johnnie for his performance, to you for the production, and to Bob Nolan and Martha Carson for creating these songs.

As ever,

Wally Brady

Music as Written

LIFE RECORDS INKS WYSKOWSKI POLKA BAND...

John Wyskowski's Polish Polka Band of Omaha, formerly recorded on Columbia, has cut two sides for the Life Record Company, Chicago. They are "Karowiak Polka" and "Steager Round Dance." Life expects to hold a session soon with Chuck Foster for either four or eight sides.

HERBERT HEADS EMPIRE PLANT...

Jack L. Caiden, president of the Empire Record Corporation, has appointed Fred Herbert general manager for the entire plant. This is in addition to Herbert's duties in the production of Viennola Records, a label which Empire controls via exclusive agreement with the parent company in Vienna.

PAGE, FEUER FOR VIRGIN ISLES...

Henry L. Kimelman, general manager of the Virgin Isle Hotel, St. Croix, Virgin Islands, has concluded a set of new bookings. These include Milton Page, organist, in the hotel's Foolish Virgin

Bar; Jules Feuer and His Continentals, in the Frangi Pani Room. Roy Wallace and his Calypso ork continue at the hotel.

NEW DECCA DANCE INSTRUCTION DISKS...

Decca Records is readying the release of three square dance platters featuring Margot Mayo and Johnny O'Leary. Each dance is played two ways on the disks, once slowly for practice, and then at the correct tempo. The packages contain a glossary of square dance terms and instructions.

ACTIVITY AT DERBY RECORDS...

Derby Records jumped with activity this week, pacting pop singer Bob Dini and a new vocal group, the Jimmy Stephens Quartet. The diskery also purchased the master of "Let's Fly Away" featuring Cousin Joe Maphis and Rose Lee, issued originally on the Lariat label.

'I LOVE LUCY' IS NOW POP TUNE...

The theme melody of the "I Love Lucy" TV seg has been made into a song by writers Harold Adamson and Elliot Daniel, and is being recorded for Columbia Records by Desi Arnaz. The Big Three is publishing the tune.

GRETA KELLER OFF TO GERMANY...

Greta Keller, Viennese singer-actress has left for Munich, Germany, plays the part of the chanteuse in the Wiff Films production of "A Heart Speaks Falsely." At the same time Miss Keller will be setting plans for her German production of "Pal Joey," which will probably open in the late spring. She expects to return to this country for a short stay in about two months.

STAN FREEMAN SIGNED BY R & H...

Columbia Records artist Stan Freeman has been signed for an important role in the upcoming Rodgers & Hammerstein musical, "Me and Juliet." Freeman will portray a rehearsal pianist in the show, his first Broadway appearance.

LEVINE APPOINTED DISTRICT JUDGE...

Emanuel Levine, husband of Evelyn Danzig, songwriter of such tunes as "Scarlet Ribbons," was recently appointed a district judge in Nassau County, Long Island, by Governor Dewey. He will be installed on Tuesday (13).

GALLICO ACQUIRES 'NEON LOVE'...

Al Gallico has acquired the copyright, "Neon Love," for his publishing firm from Burrell Phillips, owner of Sho-Me Records, indie Kansas City label, which originally waxed the tune with hillbilly warbler Milt Dickey. Milt Gabler, a.&r. head of Coral, made a deal with Phillips to take over the master. The side will be released shortly by Coral. (Continued on page 59)

Music Publishers' Record Scoreboard

Sides in Current Release

... Week Ending January 10

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

PUBLISHERS	TUNE	ARTIST AND LABEL
Acuff-Rose	Cool, Cold, Colder	Anita Carter, Col (f)
American	No Help Wanted	Maddox Bros. & Rose, Col (f)
	Bayou Baby	Merle Travis, Cap (f)
	Knee Deep in Trouble	Merle Travis, Cap (f)
	Dear Joe	Roberta Lee-G. Jenkins, Dec (p)
	Much More Than the Rest	T. Texas Tyler, Dec (f)
Babb	Uh-Huh Honey	Ken Marvin, RCA (f)
Berlin	Say It Isn't So	Roberta Lee-G. Jenkins, Dec (p)
Big "D"	Pick Up Blues	Johnny Hicks, Col (f)
Bourne	The Object of My Affection	Yogi Yorgesson, Cap (p)
	Let's Fall in Love	Dick Haymes-G. Jenkins, Dec (p)
Bregman-Vocco-Conn Group	Ghost of a Rose	Jane Froman, Cap (p)
Triangle	Shifting Sands	Boots & Idaho, Cap (f)
Central	How Do You Speak to an Angel	Guy Lombardo, Dec (p)
Chappell	How Do You Speak to an Angel	Eddie Fisher-Hugo Winterhalter, RCA (p)
	I Feel Like I'm Gonna Live Forever	Guy Lombardo, Dec (p)
Cunningham	Don't Believe a Word They Say	Bob Eberly, Cap (p)
Disney	Your Mother and Mine	Eddy Howard, Mer (p)
Redd Evans Group	No Moon at All	Jerry Gray, Dec (p)
Jefferson	Invercargill	Cities Service Band, RCA (p)
Carl Fischer	Poon-Tang	The Treniers, Col (f)
Frank	Forbidden Love	Ken Marvin, RCA (f)
	Thumelina	Hugo Winterhalter, RCA (p)
	The Ugly Duckling	Hugo Winterhalter, RCA (p)
	Anywhere I Wander	Hugo Winterhalter, RCA (p)
	Wonderful Copenhagen	Hugo Winterhalter, RCA (p)
	He Done Her Wrong	T. Texas Tyler, Dec (f)
Four Star Sales	The Moon Dog	The Treniers, Col (f)
Gale & Gayles Group	Rosie	Bob Eberly, Cap (p)
Rockaway	You Love Me Just Enough to Hurt Me	R. Clooney-George Morgan, Col (f)
Hill & Range	You Left Me to Cry	Lonesome Pine Fiddlers, RCA (f)
	That's Why You Left Me So Blue	Lonesome Pine Fiddlers, RCA (f)
Hollis Group	I Believe	Jane Froman, Cap (p)
Cromwell	Down in the Valley	The Weavers, Dec (p)
Folkways	The Bay of Mexico	The Weavers, Dec (p)
L. A. Songs	Noah	Kay Starr, Cap (p)
Leeds	A Man's Best Friend Is a Bed	Louis Jordan, Dec (p)
Leeds Group	I'll Stay in the House	Jimmy Boyd, Col (p)
Pickwick	A Lovers' Quarrel	Sarah Vaughan, Col (p)
Melody Trails	You Didn't Want Me, Baby	Louis Jordan, Dec (p)
Modern Age	I Confess	Sarah Vaughan, Col (p)
Music Publishers Group	Downhearted	Eddie Fisher-Hugo Winterhalter, RCA (p)
Witmark	No Wild Side of Life	Johnny Hicks, Col (f)
Paxton	Hearts and Flowers	Maddox Brothers & Rose, Col (f)
Peer International Group	Korean Mud	Elton Britt, RCA (f)
Peer	The Singing Bells	Margaret Whiting, Cap (p)
Southern	My Heart Belong to Only You	Jerry Gray, Dec (p)
Regent	The Unknown Soldier	Elton Britt, RCA (f)
Revere	Madalena	Henri Rene, RCA (p)
Rex	Withered Roses	Rosemary Clooney-George Morgan, Col (f)
Ridgeway-Tannen	Crying My Heart Out	Boots & Idaho, Cap (f)
Ridgeway	Take Care My Love	Margaret Whiting, Cap (p)
Robbins Group	All I Need to Know	Dick Haymes-G. Jenkins, Dec (p)
Feist	Early Bird	Jimmy Boyd, Col (p)
Robbins	A Fool Such As I	Jo Stafford, Col (p)
Roncom	A Fool Such As I	Bell Sisters, RCA (p)
Shawnee	I'm Teaching My Dolly to Pray	Bell Sisters, RCA (p)
Shapiro-Bernstein	Mamie	Fred Waring, Dec (p)
	Ike, Mr. President	Fred Waring, Dec (p)
Sunbeam	Side by Side	Kay Starr, Cap (p)
Tacht	Keep It a Secret	Anita Carter, Col (f)
Williamson	Just Because You're You	Jo Stafford, Col (p)
World	Who Hid the Halibut on the Poop Deck	Yogi Yorgesson, Cap (p)
	Guadalcanal March	Cities Service Band, RCA (p)
	You've Got Me Cryin' Again	Eddy Howard, Mer (p)

Great Songs!

"WITHOUT MY LOVER"
(Bolero Goucho)
Recorded by MITCH MILLER

BYE, BYE BLUES
Recorded by...
LES PAUL MARY FORD

ABC MUSIC CORP. BOURNE, INC.
799 7th Ave. N. Y. 19, N. Y.

Johnnie Ray Sings

"The Touch of God's Hand"

Columbia Record #39908

AMERICAN MUSIC, INC

1576 Broadway N. Y. • 9109 Sunset Blvd Hollywood
CO 5-7880 CR 1-5254

Another BMI Pin-Up Hit!

"MY HEART BELONGS ONLY TO YOU"

Published by Regent
Recorded by
Betty McLauren (Derby)
June Christy (Capitol)
Jerry Gray (Decca)

Exclusively Licensed by
BROADCAST MUSIC, INC.

Here Comes

"PETER COTTONTAIL"
and
"EGGBERT, THE EASTER EGG"
(with two "G's")

HILL and RANGE
SONGS, INC.
Beverly Hills, Calif.

A TERRIFIC NOVELTY RECORD!

BY
GUY MITCHELL
With Mitch Miller's Orch and Chorus

"PRETTY LITTLE BLACK-EYED SUSIE"

SANTLY-JOY, Inc.
1619 Broadway N. Y. 19, N. Y.

HE PARADE
THIS COMES

FANDANGO

Recorded by
HUGO WINTERHALTER... RCA Victor
VICTOR MARCHESE... MGM

MILLS MUSIC, INC. 1415 BROADWAY NEW YORK 17, N. Y.

THE BIG ONE for 1953

"TILL I WALTZ AGAIN WITH YOU"

Recorded by
TERESA BREWER... CORAL
RUSS MORGAN... DECCA
TOMMY SOSEBEE... CORAL
DICK TODD... DECCA

VILLAGE MUSIC COMPANY
1619 Broadway N. Y. 19, N. Y.

GIVE VOLUNTARILY!

Join the
MARCH OF DIMES
JANUARY 2 TO 31

A Great STANDARD!
... and a GREAT Record!
by THE FOUR ACES

"MY DEVOTION"

Decca 28391

SANTLY-JOY, Inc.
1619 Broadway N. Y. 19, N. Y.

SENSATIONAL NEW RECORD!

BY
GUY MITCHELL
With Mitch Miller's Orch. and Chorus

"SHE WEARS RED FEATHERS"

(And a Huly-Huly Skirt)

OXFORD MUSIC CORPORATION
1619 Broadway N. Y. 19, N. Y.

OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR

WHY?

Flip to "Market Place" PAGE 29

Total Sides for Week Released by Each Label

(*These totals do not include P. D. Tunes)
... Week Ending January 10

LABEL	POPULAR	FOLK	RHYTHM & BLUE
CAPITOL	10	4	—
COLUMBIA	6	8	2
DECCA	14	2	—
MERCURY	2	—	—
M-G-M	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
RCA	10	6	—

Total Number of Sides Released by Each Label

(*These totals do not include P. D. Tunes)
... January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	20	8	—
COLUMBIA	12	12	2
DECCA	29	8	—
MERCURY	2	—	—
M-G-M	30	10	10
RCA	20	14	14

Your ticket to

SALES RESULTS—
the advertising columns of
THE BILLBOARD!

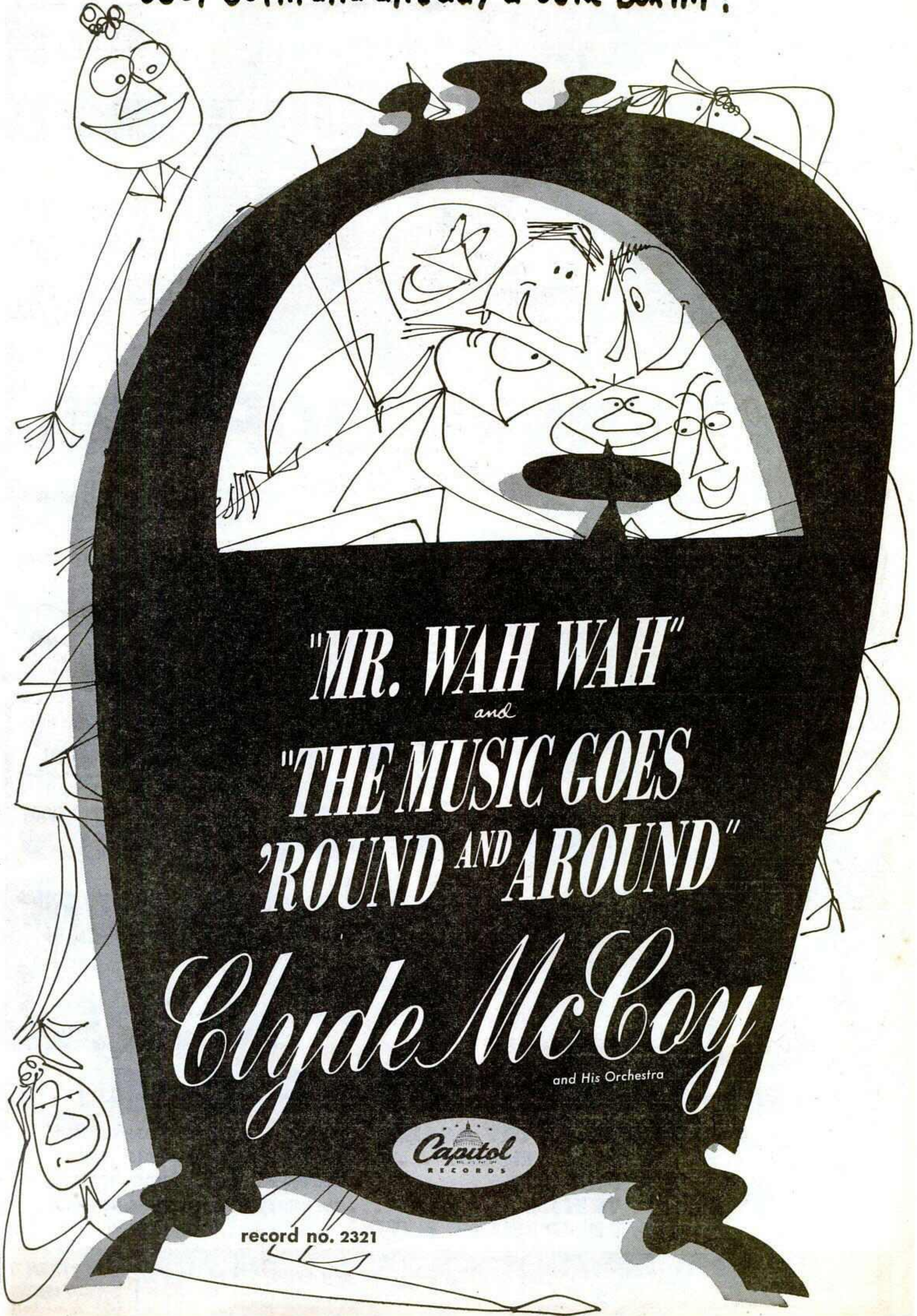
Here's One You Can't Afford To Skip!

I'M SKIPPING ROPE WITH A RAINBOW

GUY LOMBARDO'S
Great New Decca Record

Decca 28546 (78 RPM)
9-28546 (45 RPM)

Just out... and already a Juke Box hit!



"MR. WAH WAH"

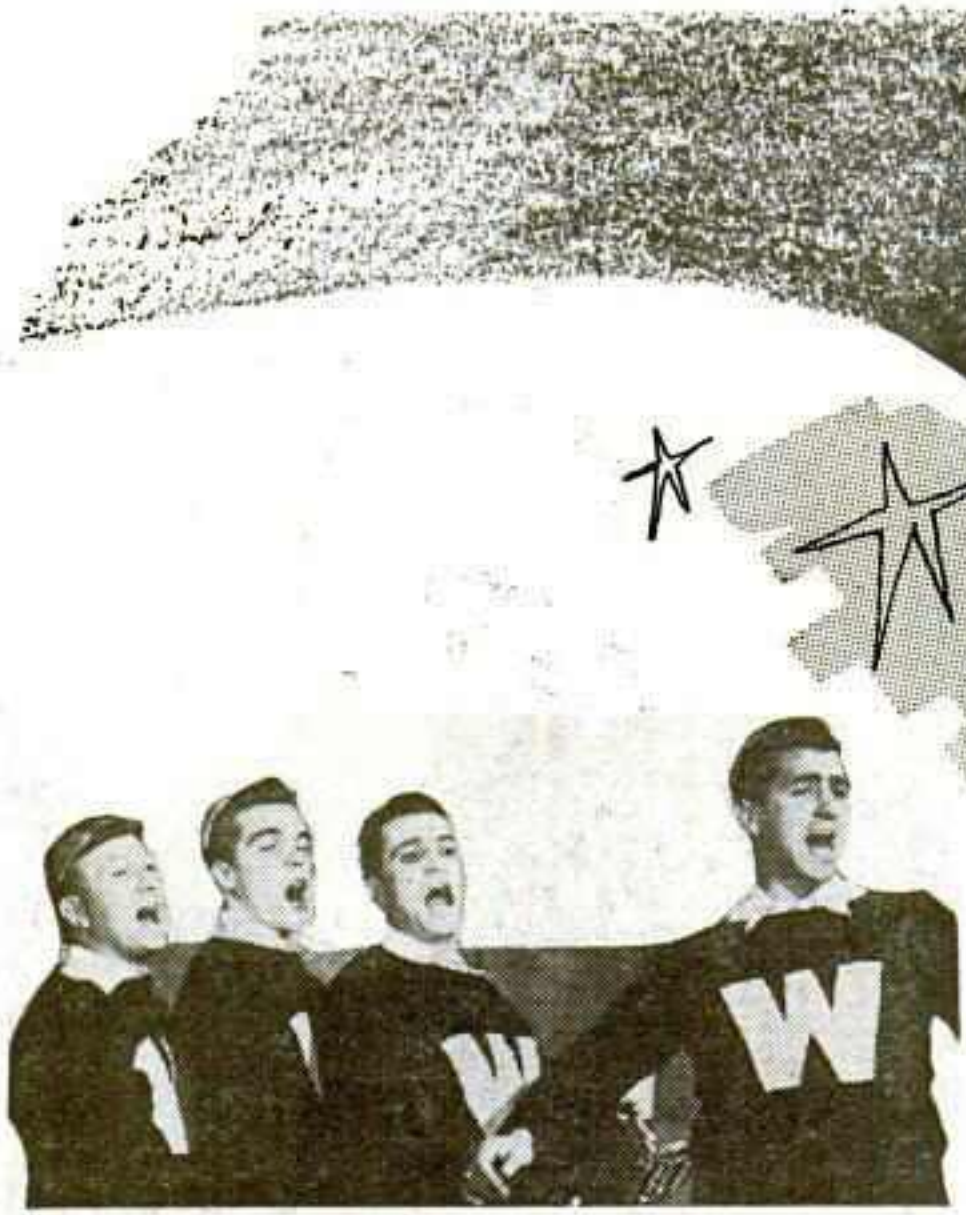
and

**"THE MUSIC GOES
'ROUND AND AROUND"**

Clyde McCoy
and His Orchestra



record no. 2321



**A DOUBLE
BARRELLED
SMASH!**

on the Red Hot
DOT Label...

*America's
#1 Vocal Group*

THE HILLTOPPERS

featuring the Great Voice of Jimmy Sacca

**MUST
I CRY
AGAIN** *and* **I KEEP
TELLING
MYSELF**

DOT 15034; 45-15034



DOT'S PARADE OF HITS!

1. **MUST I CRY AGAIN** . . . The Hilltoppers . . . Dot 15034; 45-15034
2. **IN THE MOOD** . . . Johnny Maddox . . . Dot 15045; 45-15045
3. **PRETEND** . . . Dan Belloc . . . Dot 15048; 45-15048
4. **TRYING** . . . The Hilltoppers . . . Dot 15018; 45-15018
5. **I KEEP TELLING MYSELF** The Hilltoppers . . . Dot 15034; 45-15034

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 880-881

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

...for Week Ending January 10

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is Last on Chart from a legit musical.

1. Why Don't You Believe Me? 1 10

By Lew Douglas, King Laney, Roy Roddes—Published by Brandom (ASCAP)
BEST SELLING RECORDS: J. James, M-G-M 11333. **OTHER RECORDS:** Five Crowns, Rainbow 202; H. Lance, Jubilee 5106; G. Lombardo, Dec 28476; J. Oris, Mercury 70038; P. Page, Mercury 70025; J. Valli, V 20-5017; M. Whiting, Cap 2292. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.

2. Don't Let the Stars Get in Your Eyes 2 7

By Slim Willet—Published by Four Star Sales (BMI)
BEST SELLING RECORDS: P. Como, V 20-5064. **OTHER RECORDS:** L. Ameche, Mercury 70023; E. Barton, Coral 60882; R. Mercer, Cap 2248; Paulette Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Reyes, Cap 1092; E. Sack, Mercury 10009; Three Suns, V 20-3702; H. Winterhalter, Col 38704. **TRANSCRIPTIONS AVAILABLE:** Dick Jurgens, Charles Magnante, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavalcade Ork., D'Artega, Modes Moderne, Lang-Worth.

3. Glow Worm 3 17

By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by E. B. Marks (BMI)
BEST SELLING RECORDS: Mills Brothers, Dec 28384. **OTHER RECORDS:** F. Carle, Col 37567; G. Carter, MacGregor 310; Homer & Jethro, King 15203; S. Jones, V 20-1893; H. Luse, Imperial 1044; J. Mercer, Cap 2248; Paulette Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Reyes, Cap 1092; E. Sack, Mercury 10009; Three Suns, V 20-3702; H. Winterhalter, Col 38704. **TRANSCRIPTIONS AVAILABLE:** Dick Jurgens, Charles Magnante, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavalcade Ork., D'Artega, Modes Moderne, Lang-Worth.

4. Keep It a Secret 4 9

By Jesse May Robinson—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORDS: J. Stafford, Col 39891. **OTHER RECORDS AVAILABLE:** B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hutton, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 8169. **TRANSCRIPTIONS AVAILABLE:** Henry Jerome, Lang-Worth.

5. Till I Waltz Again With You 8 5

By Sidney Prosen—Published by Village (BMI)
BEST SELLING RECORD: T. Brewer, Coral 60873. **OTHER RECORDS:** R. Morgan, Dec 28539; T. Sosebee, Coral 60916; D. Todd, Dec 28506; D. Travis and J. Swanson, Jubilee 6014.

6. You Belong to Me 5 23

By Pee Wee King, Redd Stewart and Chilton Price—Published by Ridgeway (BMI)
BEST SELLING RECORDS: J. Stafford, Col '9811; P. Page, Mercury 5899; **OTHER RECORDS:** G. Auld, Coral; B. Carter, V 20-5005; H. Foster and Rovers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39857; T. Hayes, V-20-4943; Joni James, MGM 11295; M. Katz, Cap 2267; A. Laurie, Okeh 6915; B. Lucas, E. McGriff-Sonny Till, Jubilee 5094; D. Martin, Cap 2165; F. Martin, V 20-4893; G. Martin, Dec 28388; I. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 6407. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.

7. Lady of Spain 7 15

By Erel Reades and Tolchard Evans—Published by Sam Fox (ASCAP)
BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-4953; L. Paul, Cap 2265. **OTHER RECORDS:** K. Griffin, Rondo 188; B. Light, Cap 2288; E. (Piano) Miller, Rainbow 70044; R. Noble, V 20-3302; H. Otis Trio, Dee Gee 3901; L. Paul, Cap 2265; Philharmonic Trio, Cap 15346; A. Smith, MGM 10380. **TRANSCRIPTIONS AVAILABLE:** Airlane Trio, Lang-Worth; Ambassadors, Lang-Worth; Cavalcade Ork. & Chorus, Lang-Worth; Wayne King-Alan Roth Ork., Thesaurus; Joe Sodia, Lang-Worth.

8. Because You're Mine 6 17

By Nicholas Brodsky-Sammy Cahn—Published by Feist (ASCAP) (F)
BEST SELLING RECORDS: Mario Lanza, V 20-10-3914. **OTHER RECORDS:** B. Eckstine, M-G-M 1301; G. Lombardo, Dec 28476; J. Raitt, Dec 28337; B. Wayne Mercury 5897. **TRANSCRIPTIONS AVAILABLE:** E. T. Terry Associated.

9. Oh Happy Day 11 2

By Don Howard Kopicow—Published by Bregman, Vocco & Conn (ASCAP)
BEST SELLING RECORD: Don Howard, Essex 311. **OTHER RECORDS:** M. Baker, Savoy 874; Four Knights, Cap 2315; K. Griffin, Col 39915; J. J. Johnson, V 20-5097; D. Todd, Dec 28506; L. Welk, Coral 60893.

10. It's in the Book 9 13

By Johnny Standley-Art Thorsen—Published by Magnolia (BMI)
BEST SELLING RECORDS: J. Standley-Horace Heidt, Cap 2249. **OTHER RECORDS:** A. Bernie, Mercury 5911.

Second Ten

- 11. TELL ME YOU'RE MINE.....18 2
Published by Capri Music (BMI)
- 11. I WENT TO YOUR WEDDING..... 9 20
Published by St. Louis (BMI)
- 13. HAVE YOU HEARD.....16 2
Published by Brandom (ASCAP)
- 14. MY BABY'S COMING HOME.....14 3
Published by Roxbury (ASCAP)
- 15. BYE, BYE BLUES.....15 2
Published by Bourne (ASCAP)
- 15. JAMBALAYA.....13 21
Published by Acuff-Rose (BMI)
- 17. TAKES TWO TO TANGO.....12 13
Published by Harman (ASCAP)
- 18. HOLD ME, THRILL ME, KISS ME.....— 1
Published by Mills (ASCAP)
- 19. OUTSIDE OF HEAVEN.....20 15
Published by Bregman, Vocco & Conn (ASCAP)
- 20. HEART AND SOUL.....17 9
Published by Famous (ASCAP)

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

TWIN HITS FROM... MGM

JONI JAMES

HAVE YOU HEARD
and
WISHING RING
MGM 11390 78 RPM—K11390 45 RPM

WHY DON'T YOU BELIEVE ME
and
PURPLE SHADES
MGM 11333 78 RPM—K11333 45 RPM

BILLY ECKSTINE

UNTIL ETERNITY
and
EV'RYTHING DEPENDS ON YOU
MGM 11396 78 RPM—K11396 45 RPM

BE FAIR
and
COME TO THE MARDI GRAS
MGM 11351 78 RPM—K11351 45 RPM

DAVID ROSE AND HIS ORCHESTRA

BEAUTIFUL MUSIC TO LOVE BY
and
SUDDENLY
MGM 30724 78 RPM—K30724 45 RPM
vocal by BERYL DAVIS

MAGIC MUSIC BOX
and
FLAVIA
MGM 30669 78 RPM—K30669 45 RPM

TOMMY EDWARDS

A FOOL SUCH AS I
and
I CAN'T LOVE ANOTHER
MGM 11395 78 RPM—K11395 45 RPM

YOU WIN AGAIN
and
SINNER OR SAINT
MGM 11326 78 RPM—K11326 45 RPM

ART MOONEY

HEARTBREAKER
and
WINTER
MGM 11386 78 RPM—K11386 45 RPM

LAZY RIVER
and
HONESTLY
MGM 11347 78 RPM—K11347 45 RPM

ALAN DEAN

SAY YOU LOVE ME
and
HIGH ON A WINDY HILL
MGM 11393 78 RPM—K11393 45 RPM

GIVE ME YOUR LIPS
and
HALF A HEART
MGM 11365 78 RPM—K11365 45 RPM

ACQUAVIVA AND HIS ORCHESTRA

HOLIDAY IN RIO
and
HER TEARS
MGM 30703 78 RPM—K30703 45 RPM

BEYOND THE NEXT HILL
and
TILLIE'S TANGO
MGM 30614 78 RPM—K30614 45 RPM

HANK WILLIAMS

I'LL NEVER GET OUT OF THIS WORLD ALIVE
and
I COULD NEVER BE ASHAMED OF YOU
MGM 11366 78 RPM—K11366 45 RPM

YOU WIN AGAIN
and
SETTIN' THE WOODS ON FIRE
MGM 11318 78 RPM—K11318 45 RPM

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

YES! M-G-M Means—Mighty Good Music



Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
2. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
3. BYE BYE BLUES MAMMY'S BOOGIE	L. Paul & M. Ford 2316
4. HOW STRANGE	N. Cole 2309
5. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford 2193
6. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
7. I'M NEVER SATISFIED BECAUSE YOU'RE MINE	N. Cole 2212
8. COMES A-LONG A-LOVE THREE LETTERS	K. Starr 2213
9. OH, HAPPY DAY A MILLION TEARS	Four Knights 2315
10. CRAZY WALTZ WATER CAN'T QUENCH THE FIRE OF LOVE	G. MacKenzie & H. O'Connell 2266
11. FAITH CAN MOVE MOUNTAINS THE RUBY AND THE PEARL	N. Cole 2230
12. GONE THE NEW WEARS OFF TOO FAST	G. MacKenzie 2307
13. STORMY WEATHER THE DAY ISN'T LONG ENOUGH	Four Freshmen 2286
14. MR. WAH WAH THE MUSIC GOES 'ROUND AND AROUND	C. McCoy 2321
15. WHY DON'T YOU BELIEVE ME COME BACK TO ME, JOHNNY	M. Whiting 2292
16. STRAIGHT AND NARROW BROTHERLY LOVE	G. MacRae 2311
17. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308

LATEST RELEASE

NO. 351

SINGING BELLS TAKE CARE, MY LOVE	Margaret Whiting 2331
I BELIEVE GHOST OF A ROSE	Jane Froman 2332
DON'T BELIEVE A WORD THEY SAY ROSIE! (Must You Wear Your Skirt So Short!)	Bob Eberly 2333
SIDE BY SIDE NOAH	Kay Starr 2334
THE OBJECT OF MY AFFECTION WHO HID THE HALIBUT ON THE POOP DECK	Yogi Yorgesson 2335
BAYOU BABY KNEE DEEP IN TROUBLE	Merle Travis 2336
SHIFTING SANDS CRYIN' MY HEART OUT	Boots and Idaho 2337

JEAN SHEPARD

Capitol's exciting new country songstress!

and

"SPEEDY" WEST

the nation's top steel guitarist

together on a sensational record

"CRYING STEEL GUITAR WALTZ"

backed with

"Twice the Lovin' in Half the Time"

Capitol Record No. 2358

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216
2. LET ME KNOW I'M SORRY TO SAY I'M SORRY	S. McDonald 2326
3. GOIN' STEADY JUST OUT OF REACH	F. Young 2299
4. HIGH NOON GO ON! GET OUT!	T. Riffer 2120
5. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson 2269
6. SATISFIED HIDE ME ROCK OF AGES	M. Carson 1900
7. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
8. LITTLE OLD RAG DOLL PICKING SWEETHEARTS	F. Chapman 2330
9. FEAR NOT CRYIN' HOLY UNTO THE LORD	M. Carson 2252
10. WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA	H. Thompson 1942
11. GONE NOW AND THEN	T. Preston 2298
12. THAT'S ME WITHOUT YOU COOL, COLD AND COLDER	S. James 2259
13. WHEN I WANT LOVIN', BABY, I WANT YOU LONESOME ROAD BLUES	Amber Sisters 2289
14. CANNON BALL RAG I'LL SEE YOU IN MY DREAMS	M. Travis 2245
15. RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE	J. Wakely 2272

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. BYE BYE BLUES Les Paul & Mary Ford	356
2. PROLOGUE Stan Kenton	386
3. MUSIC FOR LOVERS ONLY Jackie Gleason	352
4. WITH A SONG IN MY HEART Jane Froman	309
5. CITY OF GLASS Stan Kenton	353
6. THE NEW SOUND! Volume I Les Paul	226
7. ROUGHHOUSE PIANO Joe (Fingers) Carr	345
8. YOGI YORGESSION'S FAMILY ALBUM Yogi Yorgesson	336
9. A BAND IS BORN Billy May	349
10. BIG BAND BASH! Billy May	329
11. PENTHOUSE SERENADE Nat (King) Cole	332
12. UNFORGETTABLE Nat (King) Cole	357
13. SPOTLIGHT SONGS Four Knights	346

GIVE IT ROOM!
GIVE IT PLAY!

WATCH IT

GOGOGOGO

Kay Starr
Has '53's first million-seller* in

"SIDE BY SIDE"

and

"NOAH"

CAPITOL RECORD No. 2334



*Initial orders 350,000. The gold-plated Master is in the works!

A SMASH from the
SWEDISH SWAMI!

YOGI YORGESSION



"THE OBJECT OF MY AFFECTION"

and

"WHO HID THE HALIBUT ON THE POOP DECK"

CAPITOL RECORD No. 2335



BING CROSBY

with
Perry Botkin,
The King's Men
and the
Cass County Boys



YOU DON'T KNOW WHAT LONESOME IS

and OPEN UP YOUR HEART

DECCA 28470 (78 rpm)
and 9-28470 (45 rpm)

2 HITS WRITTEN BY ...
COUNTRY WASHBURNE and FOSTER CARLING

America's Fastest Selling Records

The Billboard's Music Popularity Charts

Favorite Tunes

... for Week Ending January 10

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 throught the country and are weighed according to jobber importance. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week		Last Week	Weeks on Chart
1.	DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales.....	3	6
2.	WHY DON'T YOU BELIEVE ME? (R)—Brandon.....	1	8
3.	GLOW WORM (R)—E. B. Marks.....	2	13
4.	BECAUSE YOU'RE MINE (R) (F)—Feist.....	4	16
5.	KEEP IT A SECRET (R)—Shapiro-Bernstein.....	6	5
6.	YOU BELONG TO ME (R)—Ridgeway.....	5	21
7.	LADY OF SPAIN (R)—Sam Fox.....	7	9
8.	I WENT TO YOUR WEDDING (R)—St. Louis.....	8	19
9.	TILL I WALTZ AGAIN WITH YOU (R)—Village.....	—	3
10.	JAMBALAYA (R)—Acuff-Rose.....	9	18
11.	OH, HAPPY DAY (R)—Bregman, Vocco & Conn.....	—	3
12.	TAKES TWO TO TANGO (R)—Harman.....	10	9
13.	MY BABY'S COMING HOME (R)—Roxbury.....	12	3
14.	OUTSIDE OF HEAVEN (R)—Bregman, Vocco & Conn..	11	11
15.	I (R)—Sherwin.....	—	1

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 Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 31 in Radio

A Shoulder to Weep On (R)—Laurel—ASCAP	Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP
Be Fair (R)—Weiss & Barry—BMI	Second Star to the Right (R)—Disney—ASCAP
Because You're Mine (R)—Feist—ASCAP	Sleepy Time Gal (R)—Miller—ASCAP
Bye-Bye Blues (R)—Bourne—ASCAP	Sleighride (R)—Mills—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Stay Where You Are (R)—Broadcast—BMI
Give Me Your Lips (R)—Marks—BMI	Takes Two to Tango (R)—Harman—ASCAP
Glow Worm (R)—Marks—BMI	Till I Waltz Again With You (R)—Village—BMI
Heart and Soul (R)—Famous—ASCAP	Trying (R)—Randy Smith—ASCAP
I'm Never Satisfied (R)—Simon House—BMI	Walkin' to Missouri (R)—Hawthorne—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	Winter (R)—Remick—ASCAP
Keep it a Secret (R)—Shapiro-Bernstein—ASCAP	Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	Why Don't You Believe Me? (R)—Brandon—ASCAP
Lies (R)—Shapiro-Bernstein—ASCAP	You Belong to Me (R)—Ridgeway—BMI
My Favorite Song (R)—Gold—ASCAP	Your Mother and Mine (R)—Disney—ASCAP
Open Up Your Heart (R)—Longridge—ASCAP	

Top 10 in Television

Because You're Mine (R)—Feist—ASCAP	My Lady Loves to Dance (R)—United—ASCAP
Blue Tango (R)—Mills—ASCAP	Takes Two to Tango (R)—Harman—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Why Don't You Believe Me (R)—Brandon—ASCAP
Glow Worm (R)—Marks—BMI	You'll Never Get Away (R)—Bourne—ASCAP
Make it Soon (R)—Santly-Joy—ASCAP	Yours (R)—Marks—BMI

England's Top Twenty

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

1. You Belong to Me—Chappell (Ridgeway)	12. I Went to Your Wedding—Victoria (St. Louis)
2. Here in My Heart—Robt. Mellin, Ltd. (Mellin)	13. Outside of Heaven—Bradbury Wood—(Bregman, Vocco & Conn)
3. Walking to Missouri—Dash—(Hawthorne)	14. Walkin' My Baby Back Home—Victoria (De Sylva, Brown & Henderson)
4. Isle of Innisfree—Peter Maurice (Leeds)	15. Takes Two to Tango—Francis Day (Harman)
5. Feet Up (Pat Him on the Po-Po)—Cinephonic (Hawthorne)	16. Comes Along a Love—Kassner (Shapiro-Bernstein)
6. Half as Much—Robbins, Ltd. (Acuff-Rose)	17. Blue Tango—Mills (Mills)
7. Forget Me Not—Reine (Chappell)	18. My Love and Devotion—John Fields (Shapiro-Bernstein)
8. Sugarbush—Chappell (G. Shirmer)	19. Somewhere Along the Way—Magna (United)
9. Faith Can Move Mountains—Dash (Hill & Range)	20. That's Why—Connell (Santly-Joy)
10. Zing a Little Zong—Maddox (Burvan)	
11. Homing Waltz—Reine (Miller)	



To Stafford

BRINGS YOU HER FOURTH STRAIGHT GREAT DATE

RELEASED → JUNE
YOU BELONG TO ME

RELEASED → AUGUST
JAMBALAYA

RELEASED → NOVEMBER
KEEP IT A SECRET

AND NOW →

1953 JANUARY 1953

SUN MON TUE WED THU FRI SAT

A FOOL SUCH AS I

b/w JUST BECAUSE YOU'RE YOU
with PAUL WESTON'S ORCHESTRA

3 10 17 24 31
20 21 22 23 24
29 30 31

78 rpm 39930 • 45 rpm 4-39930

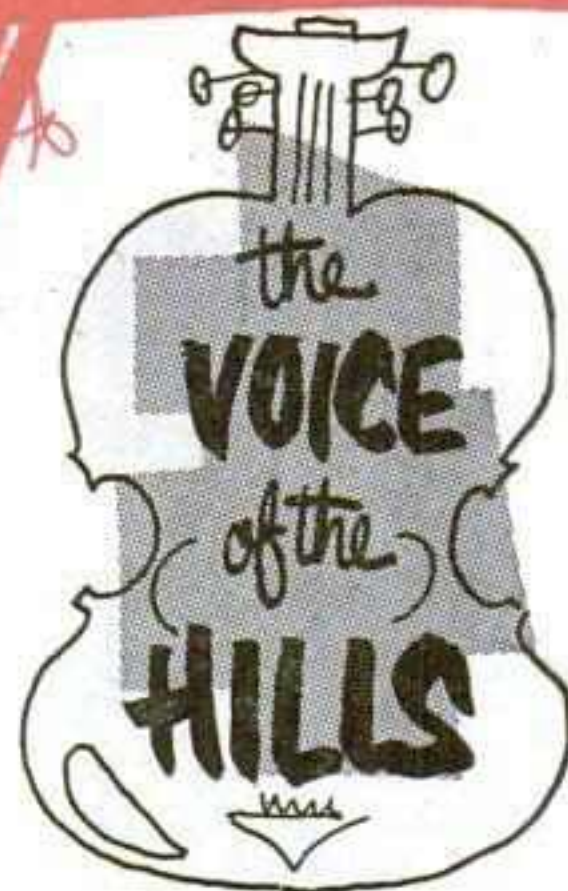
Columbia Records

"Columbia," Trade Marks Reg. U.S. Pat. Off. Marcos Registradas.

NEW CORAL HITS...

AMES BROTHERS

Sing ...



TOMMY SOSEBEE

(SOHZ-BEE)

YOU ARE MY SUNSHINE

and

RYE WHISKEY

Coral 60886 (78 rpm) and 9-60886 (45 rpm)

HOME ON THE RANGE

All Time Favorite Western Songs
Sung by

THE AMES BROTHERS

Selections include: Home on the Range—Rye Whiskey—Tumbling
Tumbleweeds—Strawberry Roan—Wagon Wheels—You Are My
Sunshine—Ole Faithful—The Last Round-up
CRL 56079 • 9-8079 • CP-613

TILL I WALTZ AGAIN WITH YOU

and

ALL NIGHT BOOGIE

Coral 60916 (78 rpm) and 9-60916 (45 rpm)

Headed For No. 1!

TILL I WALTZ AGAIN WITH YOU TERESA BREWER

Coral 60873 and 9-60873

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

...for the NEW YEAR

**FIRST
RELEASE!**

**CORAL'S
NEW
SINGING
STAR**



ALAN DALE

Sings ...

BETTY MC LAURIN

MUST I CRY AGAIN

With Orch. dir. by Ray Bloch

MY DREAMS OF YOU

AND A MILLION TEARS

(A Million Sighs)

Currently:
COPACABANA,
NEW YORK CITY!

and
**DO YOU
KNOW
WHY?**

With orch. dir. by Don Redman
Coral 60906 (78 rpm) and
9-60906 (45 rpm)



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

Coral 60895
(78 rpm) and
9-60895 (45 rpm)

The Billboard Music Popularity Chart

... for Week Ending January 10

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- GUY LOMBARDO ORK**
John, John, John 83
DECCA 28546—Cute novelty about the common title name is good gangster material. It's given a bright and happy reading by the Lombardo ork, with Kenny Gardner and the Lombardo Trio handling the lyrics cheerfully. Side could break beyond the comfortable Lombardo norm and bears watching.
- I'm Skipping Rope**
With a Rainbow 75
Slight ditty is done in the familiar Lombardo manner for a smooth and pleasant effort that's easy to listen to.
- LOUIS ARMSTRONG-GORDON JENKINS ORK**
Listen to the Mocking Bird 80
DECCA 28524 — The oldie is well suited to Armstrong who projects it in his usual bright manner. Sparkling arrangement by Jenkins with choral backing gives a hefty assist.
- Chlo-e** 77
Another fine effort by all hands. The fabulous Louis adds a couple of trumpet runs on this one. There's a switch at the end with the chorus calling "Louis."
- RAY ANTHONY ORK**
On the Trail 79
CAPITOL 2327—The well-known excerpt from Ferde Grofe's "Grand Canyon Suite," is used by Anthony to display a new facet of his talent. Not many are going to dance to this one, but many will listen with pleasure. Rendition is close to the concert version and the band awards the opus a vibrant interpretation. Side could easily become a deejay standard.
- Street Scene** 75
Another great job by the versatile band, this one from the title film. Arrangement has many values and listenability is high. Another fine deejay program platter.
- JANE FROMAN-SID FELLER ORK**
I Believe 78
CAPITOL 2332—A truly moving performance by Miss Froman has been captured on wax here. She delivers the semi-sacred opus with great emotional appeal to elaborate and sympathetic support by ork and chorus under Sid Feller.
- The Ghost of a Rose** 76
Sentimental ditty is sung sweetly by the thrush in another beautiful etching. Froman fans will snap up the disk in satisfying quantities.
- ESQUIRE BOYS**
Caravan 78
RAINBOW 188 — Guitar and bass give the great Ellington standard an unusual interpretation. This instrumental arrangement has much drive and movement. It could be a strong platter with enough exploitation, in both the pop and r.&b. field.
- We Drifted Apart** 68
The Boys give a smooth, tho routine, vocal treatment to this ballad. A semi-recitative takes over for a few bars, giving a corny touch.
- ANGELA TERRY**
What D'ya Do'a Joe 77
TROJAN 20101—Bouncy novelty is given a light-hearted reading by Miss Terry with gang-singing support from the chorus. Spritely arrangement by Johnny Richards gives a big assist.
- Ain't Nothin'**
Wrong With That, Baby 76
Tender ballad is sung in lingering fashion by the thrush. Richards ork complements her effort nicely. It's a good start for the new Trojan label.
- LES BAXTER ORK**
Viel, Viel 74
CAPITOL 2328 — Chorus and ork combine to give a rhythmic, full-voiced treatment to this revival. Latin-styled backing aids the effect.
- As Long as You Care** 77
The ballad gets a subdued backing and warm vocal. Tasteful side, that should get spins.
- HELEN O'CONNELL HAROLD MOONEY ORK**
You Can Do It 76
CAPITOL 2324 — Helen O'Connell gives the Latin-styled novelty a fresh, zestful performance. Thrush's diction is very fine. Should catch some spins and plays.
- I Just Can't Remember the Words** 73
A bouncy novelty with catchy lyric and ragtime flavor rendered with assurance. O'Connell vocal gets just about everything out of the tune.
- THE MARVELTONES**
Care 75
REGENT 196—A very listenable side with the group showing fine precision. They produce a good sound which is sparked by the lead singer.
- Three Sundays** 74
Group shows fine ensemble as they wend their way thru this one. Label comes out with relatively few pop disks, but this is a good one.
- DICK STABILE ORK**
When My Sugar Walks Down the Street 75
CAPITOL 2325—A zestful performance of the oldie. Stabile has worked out an insinuating, lively arrangement

(Continued on page 57)

NEW RECORDS TO WATCH

Popular

- EDDIE FISHER**
Downhearted
How Do You Speak to An Angel — RCA Victor 20-5137—Victor pushed this one out early because two other labels are already out with "Angel," a tune from new Broadway musical "Hazel Flagg." "Downhearted" is a very commercial sounding side. Flip is a classy show effort. It should be pointed out that Fisher's current disk is just starting to climb.
- JIMMY BOYD**
I'll Stay in the House
Early Bird—Columbia 39927—The youngster with the fabulous "Mommy Kissing Santa Claus" hit starts the new year with two likely looking efforts. The results of this disk should give a pretty good gauge of his staying power.
- MODERNAIRES**
New Juke Box Saturday Night—Coral 60899 —Refurbished version of the old Glenn Miller hit features imitations of vocalists instead of bands. It's a swingy number with a lot of appeal.
- KAY STARR**
Side By Side—Capitol 2334 — Thrush lays into this side and comes thru with a sparkling performance. Label is geared for a big push.
- EDMUNDO ROS**
Marching Strings—London 1277—Here's one that jockeys should eat up. Long a good Latin-American seller, Ros gets off the kick on this one and lifts his way thru this instrumental with a string-filled 36 piece ork. Arrangement is tremendous. With good deejay play, this could mean something sales-wise.
- MIMI MARTEL**
Alone in a Crowd—T & M 106—For a brand new label, this is an excellent start. Tho rated only 70 nationally, this record is spotted to show how well a new label can open its career. It's a good tune, disk is well conveyed and produced and the gal shows fine potential.

Rhythm & Blues

- LOYD PRICE ORK**
Tell Me Pretty Baby 85
SPECIALTY 452—A great side in every way that should be another winner for Price. It's a jump item with the band introing with a provocative syncopated beat. The singer shouts his way thru a bright vocal. It rides all the way. There's a lot of potential here.
- Ain't It a Shame** 82
Tempo slows on this side, but the solid driving beat remains. Blues styled vocal by Price is a powerful one. Two very excellent sides here.
- JOHNNY ACE**
Cross My Heart 85
DUKE 107—Johnny Ace's first waxing since the smash hit "My Song," is another powerful slicing. The warbler turns in a sincere and moving rendition of a pretty slow-tempo ballad, over an attractive ork arrangement. Side is potent and should be a real coin-grabber for the young warbler.
- Angel** 80
Another strong side by Ace, tho not quite as potent as the flip. It's also a slow ballad and the warbler hands it his usual meaningful vocal. Backing is smooth. This side too should rate spins and plays.
- PERCY MAYFIELD ORK**
The River's Invitation 81
SPECIALTY 451 — Mayfield comes thru with a sparkling effort on this side. Material is real slick with melancholy overtones. Mayfield warbles it in his super-smooth style, and the band gives a great assist. This could happen.
- I Dare You, Baby** 77
Fast blues is sung brightly by Mayfield with solid ork support.

- JOE LIGGINS ORK**
Freight Train Blues 78
SPECIALTY 453—The Liggins group gives this one a slow ride that should please his many fans. Vocal is effectively handled by leader with a group backing. A strong side.
- Blues for Tanya** 77
A fine instrumental take by the Honeydrippers. It's set to a medium tempo and is sparked by a solid beat and some fine sax work. Could pull some juke loot.
- EMANON TRIO**
Mr. Johnnie Lone Donn Is Dead 78
SWING TIME 322—Here's an interesting disk with potential. Side opens with a wild shooting that follows a cafe argument. Then comes the music followed by a conversational postlude. Could happen.
- My Man Is Gone** 76
Slow blues is played in after hours fashion by the Emanon Trio. Off-mike vocal by Geneva Vallier adds flavor. A pleasant side.
- CLIFF BUTLER**
Benny's Blues 76
STATES 112—Pleasant after hours stuff by the Butler group, featuring Ben Holton on the keyboard. It's mighty fine music with Holton turning in a great job. Pop jockeys who are looking for good programing material should give this one a spin.
- Adam's Rib** 75
Butler tells how he can't live with or without women as he chants his way thru this slow blues with nicely modulated ork support.
- FIVE CROWNS**
Keep It a Secret 74
RAINBOW 202—A weird side. The lovely tune gets a really freak arrangement and treatment. Such impact as the disk might have will derive from its queer sound. Group

(Continued on page 57)

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong overall potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

- PERRY COMO**
Wild Horses—RCA Victor 20-5152 — Como has just earned himself his sixth gold record and now has another that could go all the way. It's a rousing classy item with Wagnerian and Schumann flavor. Como's performance is nice and loose, and the Hugo Winterhalter backing is great.
- PATTI PAGE**
The Doggie in the Window
My Jealous Eyes — Mercury 70070 — See "This Week's Best Buys."
- JO STAFFORD**
A Fool Such As I
Just Because You're You—Columbia 39930— See "This Week's Best Buys."

Country & Western

- TENNESSEE ERNIE**
I Don't Know — Capitol 2338 — Willie Mabon's r.&b. hit is given a solid ride by Ernie. It's patterned after the original pretty much. Tune stacks up a potentially strong country material.
- SKEETS McDONALD**
Let Me Know
I'm Sorry to Say I'm Sorry — Capitol 2326— McDonald who has walked off with top honors in the country field on "Don't Let the Stars Get in Your Eyes" is following with two strong outunes. He'll be competing again with Slim Willet on "Let Me Know."
- FATS DOMINO**
Cheatin'
Nobody Loves Me—Imperial 5220—Domino is effective on both of these as he projects over the solid beat set by the ork. Already released in a few areas, "Cheatin'" is getting some nice early action.
- MARIE KNIGHT**
Get Away Jordan
Jesus Walk With Me—Decca 28545 — Two very fine performances by the singer that should keep her high on the list of favorites.

Spiritual

Latin American

- LUIS ARCARAZ Y SU ORQUESTA**
Tu Me Pertences 82
V 23-5910—The ork turns in a top-flight instrumental rendition of the smash "You Belong to Me" for the L. A. trade. The band shows off its fine ensemble work and a sparkling arrangement on this disk. Side should pick up both L. A. and pop jockey action.
- Telefono a Larga Distancia** 80
The smooth danson is played skillfully and warmly by the Arcaraz ork, featuring a fine trumpet solo. Ork demonstrates again on this side that it could easily be a first-rate pop band.
- FERNANDO ROSAS**
El Crimen Del Expreso 78
V 23-5907—A wild corrido is handed a most expressive rendition by Rosas while the ork backs him with a good arrangement, full of train sounds and other novelty effects.
- La Boda Del Huitlacoche** 76
The warbler has another corrido here, and he hands it a bright reading, singing line after line of the lengthy lyric without taking a breath, over a spritely ork backing.
- HERMANOS ZAIZAR**
El Rajadiblos 78
V 23-5915—Tempo variations perk interest in an etching that should receive a happy response from many listeners.
- El Remolino** 75
Close harmony by the vocal combo projects the dreamy ballad effectively. A good effort.
- AUGUSTIN LARA Y SU ORQUESTA**
Por Que Ya No Me Quieres 78
V 23-5911—The Lara ork turns in a fine style.

(Continued on page 58)

Country & Western

- ROSALIE ALLEN**
Let Me Share Your Name 77
V 20-5121 — The lovely new tune which has been waxed by Damito Jo in the pop field, receives a good performance from Rosalie Allen, one of her strongest in a long time. Tune was penned by Bob Nolan. Side is a potent one and could move out. It should catch lots of jock spins and loot as well.
- Hard Hearted Woman** 74
The thrush brings a lot of energy to a wild blues effort, which she sells with spirit, backed solidly by the ork. The chantress does a lively job here and the side should attract some plays in the boxes.
- JOHNNIE LEE WILLS AND HIS BOYS**
Let Me Be 76
V 20-5114—A bright novelty is sung happily by Wills over a bouncy ork arrangement. Ditty is catchy and the lyrics are cute. Nice side for the market.
- Bees in My Bonnet** 75
Another spritely Western novelty receives a strong reading from the warbler, while the band supports him in real hoe down style. Should get plays.
- GRANDPA JONES**
Dear Old Sunny South By the Sea 76
V 20-5113—Sprightly ditty in peppy hoe-down rhythm is sung to a turn by Grandpa Jones, with some first-class yodeling thrown in for good measure. Rural jukes can use this one.
- Old Rattler's Son** 75
Folk-style song about a fabulous 'coon dog has lots of charm in this cheerful etching by the chanter. Happy listening, this.
- THE BEAVER VALLEY SWEETHEARTS**
You Get What You Pay For 75
V 20-5112—Rhythmic novelty ballad is sung briskly by the group to a good beat by the string players. Jocks and jukes can use.
- How's the World Treatin' You** 73
Pretty warbling by the vocal combo to slim but tasteful backing of a slow and tuneful romantic ballad.
- TINY MURPHY**
Hot Steel 75
UNITED 136—Murphy gives out with quick takes impersonating a number of the top steel guitar players. Murphy handles a hot steel himself as this side proves. Good juke material.
- Dangerous Ground** 73
More pleasant strumming by Murphy with a multi-dubbed vocal added.
- (SMOKEY JOE) LO PRESTE**
I'm Losing My Head Over You 35
HILLBILLY 71107 — Slight ditty is sung in lack-luster style for a waxing with little or no appeal.
- Mexicali Sally** 35
Same comment.
- Hot Jazz**
- FIREHOUSE FIVE PLUS TWO**
Runnin' Wild 77
GOOD TIME JAZZ 73—The combo has a slickly handled disk here in their two-beat reading of the standard. It's done up smartly in their usual manner and could make some noise for the boys.
- Lonesome Railroad Blues** 74
The traditional folk item is handed the usual rousing go from the seven West Coast cats. Should be another fan-pleasing item for the group.
- BOB SCOBAY'S FRISCO BAND**
All the Wrong You've Done to Me 75
GOOD TIME JAZZ 74—Some fine Dixieland here with Scobay's trumpet leading the group thru a slow and easy reading of the fine old hunk of material. Clancy Hayes handles the lyric.
- Peoria** 73
More "good old" material, tho not as familiar in sound or lyric content. Hayes does the chanting and the group again comes thru with a good reading in their own style.
- TURK MURPHY'S JAZZ BAND**
Cakewalkin' Babies 73
GOOD TIME JAZZ 75—Claire Austin handles the lyrics on the Clarence Williams blues item, while Murphy's tram and the rest of the two-beat crew deliver the beat-full reading in fine style.
- Bay City** 72
This is an original instrumental written by Murphy and the boys deliver it with class.
- THE BANJO KINGS**
Pickin' the Banjo 72
GOOD TIME JAZZ 76—Dick Roberts on tenor banjo and Red Roundtree on plectrum banjo are backed by piano, bass and drums on a rag-time sounding hunk of material which should please the die-hard fans of this fine old style and instrument.
- The Burglar Buck** 72
More of the same.

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 record.

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 distributive power, 10; arrangement, 10.

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

NEW



RELEASES



EDDY HOWARD
AND HIS ORCHESTRA

"I'LL GO ON ALONE"

AND

"NOW I LAY ME DOWN TO DREAM"

MERCURY 70072 • 70072X45



RICHARD HAYES

"ONCE IN A LIFETIME"

AND

"CAN'T I"

MERCURY 70068 • 70068X45



SPECIAL
EDDY HOWARD
AND HIS ORCHESTRA

"YOUR MOTHER and MINE"

AND

"YOU'VE GOT ME CRYIN' AGAIN"

MERCURY 70071 • 70071X45



LOLA AMECHE

"SO FAR SO GOOD"

AND

"THE KNOCKIN' SONG"

MERCURY 70059 • 70059X45



RUSTY DRAPER

"NO HELP WANTED"

AND

"TEXARKANA BABY"

MERCURY 70077 • 70077X45



BOBBY WAYNE

"GONE"

AND

"THE MEXICAN MAIDENS"

MERCURY 70074 • 70074X45



JIMMY PALMER
AND HIS ORCHESTRA

"SOMEDAY SWEETHEART"

AND

"I LOVE MY BABY"

MERCURY 70058 • 70058X45



JAN AUGUST

"SONG OF LOLA"

AND

"HABANERA"

MERCURY 70078 • 70078X45



JERRY MURAD'S

HARMONICATS

"TIL I WALTZ WITH YOU AGAIN"

AND

"BACK FENCE WAIL"

MERCURY 70069 • 70069X45

JOHNNY LONG
And His Orchestra

MERCURY 70042 • 70042X45

"WHISPERS IN THE DARK"
"THE LIGHT OF MY LIFE"

TED WEEMS
And His Orchestra

MERCURY 70076 • 70076X45

"OLD FASHIONED LOVE"
"ST. LOUIS BLUES"

LAWRENCE WELK
And His Orchestra

MERCURY 70065 • 70065X45

"JULIDA POLKA"
"SWISS LULLABY"

JAN AUGUST and HARMONICATS

MERCURY 70056 • 70056X45

"FINESSE"
"TI-PI-TIN"

RALPH GINSBURGH
And His Palmer House Orchestra

MERCURY 70055 • 70055X45

"WUNDER BAR"
"PERHAPS"

JOLLY JOE NIXON and JERRY CROCKER

MERCURY 70052 • 70052X45

"PHFFT! AND THEN YOU WERE GONE"
"WHAT AM I DOIN' HERE"

WALLY IVES
And His Orchestra

MERCURY 70049 • 70049X45

"SCHTINKER WALTZ"
"OODY'S POLKA"

WINDY CITY SYMPHONY "PONY POLKA"

MERCURY 70048 • 70048X45

"HUNTERS POLKA"

RHYTHM and BLUES

RAVENS

MERCURY 70060 • 70060X45

"I'LL BE BACK"
"DON'T MENTION MY NAME"

WINI BROWN

MERCURY 70062 • 70062X45

"CAN'T STAND NO MORE"
"TEAR DOWN THE SKY"

JOHNNY OTIS
Mel Walker • Ada Wilson

MERCURY 70050 • 70050X45

"LOVE BUG BOOGIE"
"BROWN SKIN BUTTERBALL"

DINAH WASHINGTON

MERCURY 70046 • 70046X45

"GAMBLERS BLUES"
"I CRIED FOR YOU"

BIG BILL BROONZY

MERCURY 70039 • 70039X45

"LEAVIN' DAY"
"SOUTH BOUND TRAIN"

JAY McSHANN

MERCURY 70040 • 70040X45

"REACH"
"YOU DIDN'T TELL ME"

BERYL BOOKER

MERCURY 70041 • 70041X45

"WHEN A WOMAN LOVES A MAN"
"WHY DO I LOVE YOU"

COUNTRY and WESTERN

LESTER FLATT and EARL SCRUGGS

MERCURY 70064 • 70064X45

"BACK TO THE CROSS"
"GOD LOVES HIS CHILDREN"

SUE THOMPSON

MERCURY 70066 • 70066X45

"HOW MANY TEARS"
"IF YOU SHOULD CHANGE YOUR MIND"

LULU BELLE AND SCOTTY

MERCURY 70051 • 70051X45

"NEW LOVE WALTZ"
"SWEETEST MISTAKE"

KIP HALE

"DON'T FALL IN LOVE WITH ANYONE"

AND

"SEVEN LEAGUE BOOTS"

MERCURY 70073 • 70073X45



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard Music Popularity Charts . . . for Week Ending January 10

THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

Popular

CONGRATULATIONS TO SOMEONE

TAKE ME—Tony Bennett—Columbia 39910

There's powerful early action at the factory and distributor end on this one. Number one in label re-orders and high on list of distributors in New York, Newark and L. A. Picked by dealers and jockeys this week. With exception of Buffalo, early action is reported on "Congratulations."

THE DOGGIE IN THE WINDOW

MY JEALOUS EYES—Patti Page—Mercury 70070

The ever-strong La Page has a corker in the "Doggie" side which shows every indication of continuing her excellent record both in the retail and operator field. Lyric has strong appeal for young and old alike, and she hands it a typically moving reading.

I WENT TO YOUR WEDDING—Spike Jones—RCA Victor 20-5107

Retail action on this parody disk is becoming very solid. It's strong in L. A. and showing definite growing signs in parts of the Midwest and the South. Strong label re-orders. Top dealer and deejay pick this week. Since operator reports received have failed to show anything comparable to the retail activity, this disk is not recommended for juke box operators.

HOT TODDY

SERENADE—Ralph Flanagan Ork—RCA Victor 20-5095

Always strong with deejays, Flanagan has a piece of material in "Hot Toddy" which has grown strongly with dealers and operators in the last week or two. It's very strong on the Coast. Chicago reports it strong. It's good in Buffalo. Philadelphia and New York one-stops report good demand for disk but complain that distributors are not able to give them sufficient records. It's number 17 on deejays picks this week. Number two in dealer picks and also picked by operators. Tho this may not be a big smash, the growing action indicates that it can be a solid investment for dealer and operator.

A FOOL SUCH AS I

JUST BECAUSE YOU'RE YOU—Jo Stafford—Columbia 39930

Two great sides by Miss Stafford. One of the hottest thrushes during the year, this stacks up as a solid follow-up to her last few hits. Key side is "A Fool Such as I," a beautiful tune which is already a hit in the hillbilly field for Hank Snow.

I'M GONNA WALK AND TALK WITH MY LORD
THE TOUCH OF GOD'S HAND—Johnnie Ray—Columbia 39908

Two excellent religious numbers by Ray that are stirring up good action, in both the retail and operator field. "Walk and Talk" is the side that is getting good action in New York, Boston and the Coast. Good retail action in Philadelphia and Western New York State with only scattered operator activity. It's number three in new records with the label and tops with the New York distributor. Previously selected as "New Record to Watch."

Country & Western

PLEASE BELIEVE
STRANGER IN THE NIGHT—George Morgan—Columbia 21052

Morgan's latest is getting a good send-off. On Nashville territorial. "Please Believe" appears to be stronger side from Southern reports as well as New England. Chicago is selling both sides well, and operators pick "Stranger." A previous "New Record to Watch" selection.

Rhythm & Blues

CROSS MY HEART
ANGEL—Johnny Ace—Duke 107

Action on "Cross My Heart" has been instantaneous. Already on St. Louis territorial. Initial reaction in Philadelphia, New York and sections of South is strong. Stacks up as a big one. Previously picked as "New Record to Watch."

DREAM GIRL
DADDY LOVES BABY—Jesse and Marvin—Specialty 447

A sleeper item which is now getting some solid movement in a number of areas such as Chicago and St. Louis. Kids particularly are going for it in Chicago. Picked by dealers this week. New York distributor is showing good movement.

Spiritual

LEAK IN THIS OLD BUILDING—Bells of Joy—Peacock 1708
Another Peacock disk which is shaping up as a real spiritual hit. Sections of South are going for it in a big way. Picked as "New Record to Watch."

Late Reports on Recent "Best Buys"

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box chart.

Popular

EVEN NOW
IF IT WERE UP TO YOU
Eddie Fisher—RCA Victor 20-5108

Big upsurge during the week. Hit best-seller list at number 16. Also number 20 on deejay chart. Flip picked by deejays.

MR. TAP TOE
Doris Day—Columbia 39906
Registered on best-seller chart at position 18. Hit high on deejay chart in 12th spot.

I'M JUST A POOR BACHELOR
Frankie Laine—Columbia 39903
Hit juke box chart in position 14 this week.

WISHING RING
Joni James—M-G-M 11390
Made best-seller chart in 20th place for a double-sided hit for the young thrush. Flip is way up on the charts now.

TEARDROPS ON MY PILLOW
A STOLEN WALTZ
Sunny Gale—RCA Victor 20-5103
"Teardrops" is now moving solidly. Building nicely in areas already reported. Is also showing up nicely in Dallas. On Philadelphia chart. Both sides in picks.

Country & Western

EDDY'S SONG
CONDEMNED WITHOUT TRIAL
Eddy Arnold—RCA Victor 20-5108
Building all over. Picked by dealers, operators and jockeys. On Dallas-Fort Worth, Memphis and Nashville charts. Some activity now showing on "Condemned."

GOIN' STEADY
Faron Young—Capitol 2299
Disk moved strongly during the wee. On Dallas-Fort Worth, New Orleans, Memphis and Nashville charts. Picked by operators.

I COULD NEVER BE ASHAMED OF YOU
Hank Williams—M-G-M 11366
Sensational action on all Williams disks has produced a lot of activity on this one. Other side has already been on national best-seller list for several weeks. This is top pick in all categories. On both Texas charts.

Rhythm & Blues

BABY, DON'T DO IT
"5" Royales—Apollo 443
Big upsurge on this one since last week. Still solid in the Carolinas. On Chicago, Cincinnati and Philadelphia charts. Picked again by dealers and operators.

I BELIEVE
Elmore James—Meteor 5000
On Chicago chart. Very strong in the South. Good action in New York and Philadelphia. Strong in St. Louis and beginning to build on Coast.

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

Popular

1. I WENT TO YOUR WEDDING
Spike Jones—RCA Victor 20-5107
2. HOT TODDY
Ralph Flanagan—RCA Victor 20-5095
3. STRANGE
Nat (King) Cole—Capitol 2309
4. TEARDROPS ON MY PILLOW
Sunny Gale—RCA Victor 20-5103
5. OH, HAPPY DAY
Four Knights—Capitol 2315
6. OH, HAPPY DAY
Dick Todd—Decca 28506
7. FULL TIME JOB
Doris Day-Johnnie Ray—Columbia 39898
8. CONGRATULATIONS TO SOMEONE
Tony Bennett—Columbia 39910

Country & Western

1. I COULD NEVER BE ASHAMED OF YOU
Hank Williams—M-G-M 11366
2. THAT'S ME WITHOUT YOU
Webb Pierce—Decca 28534
3. EDDY'S SONG
Eddy Arnold—RCA Victor 20-5108
4. THE THINGS I MIGHT HAVE BEEN
Wade Ray—RCA Victor 20-5091
5. GONE
Terry Preston—Capitol 2298
6. THAT'S ME WITHOUT YOU
Lou Miller—Dot 203

Rhythm & Blues

1. I BELIEVE
Elmore James—Meteor 5000
2. BABY, DON'T DO IT
Five Royales—Apollo 443
3. DREAM GIRL
Jesse & Marvin—Specialty 447

The Disk Jockeys Pick

Popular

1. I WENT TO YOUR WEDDING
Spike Jones—RCA Victor 20-5107
2. IF IT WERE UP TO ME
Eddie Fisher-Hugo Winterhalter—RCA Victor 20-5106
3. GHOST OF A ROSE
Tony Martin—RCA Victor 20-5116
4. CONGRATULATIONS TO SOMEONE
Tony Bennett—Columbia 39910
5. STRANGE
Nat (King) Cole—Capitol 2309
6. HOW
Nat (King) Cole—Capitol 2309
7. A STOLEN WALTZ
Al Morgan—Decca 28501
8. TEARDROPS ON MY PILLOW
Sunny Gale—RCA Victor 20-5103

Country & Western

1. I COULD NEVER BE ASHAMED OF YOU
Hank Williams—M-G-M 11366
2. EDDY'S SONG
Eddy Arnold—RCA Victor 20-5108
3. PLEASE, BELIEVE
George Morgan—Columbia 21052
4. THAT'S THE KIND OF LOVE I'M LOOKING FOR
Carl Smith—Columbia 21051
5. THE THINGS I MIGHT HAVE BEEN
Wade Ray—RCA Victor 20-5091
6. CONDEMNED WITHOUT TRIAL
Eddy Arnold—RCA Victor 20-5108
7. I'LL GO ON ALONE
Webb Pierce—Decca 28534
8. YOU BELONG TO ME, NO. 2
Homer & Iethroe—RCA Victor 20-5043

The Operators Pick

Popular

1. FULL TIME JOB
Doris Day-Johnnie Ray—Columbia 39898
2. TEARDROPS ON MY PILLOW
Sunny Gale—RCA Victor 20-5103
3. IN THE MOOD
Johnny Maddox—Dot 15045
4. NINA NEVER KNEW
Sauter-Finegan Ork—RCA Victor 20-5063
5. LIES
Perry Como—RCA Victor 20-5064
6. A STOLEN WALTZ
Sunny Gale—RCA Victor 20-5103
7. HOT TODDY
Ralph Flanagan Ork—RCA Victor 20-5095
8. MA SAYS, PA SAYS
Doris Day—Johnnie Ray—Columbia 39898

Country & Western

1. I COULD NEVER BE ASHAMED OF YOU
Hank Williams—M-G-M 11366
2. EDDY'S SONG
Eddy Arnold—RCA Victor 20-5108
3. THAT'S THE KIND OF LOVE I'M LOOKING FOR
Carl Smith—Columbia 21051
4. STRANGER IN THE NIGHT
George Morgan—Columbia 21052
5. GOIN' STEADY
Faron Young—Capitol 2299

Rhythm & Blues

1. BABY, DON'T DO IT
Five Royales—Apollo 443
2. BELIEVE ME, BABY
Roy Milton—Specialty 446
3. BE TRUE
Vocallers—Red Robin 113

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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Hear
NORMAN GREENE

and his Orchestra play
"SUSPICION"

inspired by the perfume "Suspicion"
and

"BLUE PORCELAIN"

M-G-M Record

MGM 30725 (78 rpm) • MGM K30725 (45 rpm)



Published by
VERONIQUE PUBLISHING CO., INC.

607 FIFTH AVENUE, NEW YORK 11, N. Y.

ATTENTION DEALERS!

Watch for Norman Greene's personal appearance in your city.
Check your MGM Records distributor for details of the special promotional tie-in with Sardeau's *Suspicion* perfume.

Norman Greene will visit the following cities in the near future: Chicago, Cleveland, Detroit, Cincinnati, Youngstown, Pittsburgh, Harrisburg, Philadelphia, Baltimore, Washington, D. C., New Haven, Hartford, Providence, Boston, Albany, Troy, Schenectady, Syracuse, Buffalo, Rochester and Binghamton.

The Billboard Music Popularity Charts

... for Week Ending January 10

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1. DON'T LET THE STARS GET IN YOUR EYES—P. Como	1	8	1
Lies—V(78)20-5064; (45)47-5064—BMI			
2. WHY DON'T YOU BELIEVE ME?—J. James	3	14	3
Purple Shades—M-G-M(78)11333; (45)K-11333—ASCAP			
3. TILL I WALTZ AGAIN WITH YOU—T. Brewer	5	6	5
Hello Bluebird—Coral(78)60873; (45)9-60873—BMI			
4. GLOW WORM—Mills Brothers	2	17	2
After All—Dec(78)28384; (45)9-28384—BMI			
5. IT'S IN THE BOOK, PARTS I & II—J. Stanley	4	16	4
Cap(78)2249; (45)F-2249—BMI			
6. TELL ME YOU'RE MINE—Gaylords	8	5	8
Cuban Love Song—Mercury(78)70030; (45)70030X45—BMI			
7. OH, HAPPY DAY—D. Howard	6	7	6
You Went Away—Essex 311—ASCAP			
8. HAVE YOU HEARD—J. James	9	3	9
Wishing Ring—M-G-M(78)11390; (45)K-11390—ASCAP			
9. HOLD ME, THRILL ME, KISS ME—K. Chandler	12	5	9
One Dream—Coral(78)60831; (45)9-60831—ASCAP			
10. KEEP IT A SECRET—J. Stafford	7	10	10
Once to Every Heart—Col(78)39891; (45)4-39891—ASCAP			
11. BYE, BYE BLUES—L. Paul-M. Ford	16	3	11
Mama Boogie—Cap(78)2316; (45)F-2316—ASCAP			
12. WHY DON'T YOU BELIEVE ME?—P. Page	14	8	12
Conquest—Mercury(78)70025; (45)70025X45—ASCAP			
13. MY BABY'S COMING HOME—L. Paul-M. Ford	11	3	13
Lady of Spain—Cap(78)2265; (45)F-2265—ASCAP			
14. TAKES TWO TO TANGO—P. Bailey	9	16	14
Let There Be Love—Coral(78)60817; (45)9-60817—ASCAP			
15. LADY OF SPAIN—E. Fisher-H. Winterhalter	19	17	15
Outside of Heaven—V(78)20-4953; (45)47-4953—ASCAP			
16. EVEN NOW—E. Fisher & H. Winterhalter	—	1	16
If It Were Up to Me—V(78)20-5106; (45)47-5106—ASCAP			
17. I WENT TO YOUR WEDDING—P. Page	12	21	17
You Belong to Me—Mercury(78)5899; (45)5899X45—BMI			
18. MISTER TAP TOE—Doris Day	—	1	18
Your Mother and Mine—Col(78)39906; (45)4-39906—BMI			
19. YOU BELONG TO ME—J. Stafford	14	24	19
Pretty Boy—Col(78)39811; (45)4-39811—BMI			
20. WISHING RING—J. James	—	1	20
Have You Heard—M-G-M(78)11390; (45)K-11390—BMI			

Most Played in Juke Boxes

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

This Week	Last Week	Chart	Weeks on Chart
1. DON'T LET THE STARS GET IN YOUR EYES—P. Como	2	6	1
Lies—V(78)20-5064; (45)47-5064—BMI			
2. WHY DON'T YOU BELIEVE ME?—J. James	1	13	2
Purple Shades—M-G-M(78)11333; (45)K-11333—ASCAP			
3. GLOW WORM—Mills Brothers	3	15	3
After All—Dec(78)28384; (45)9-28384—BMI			
4. TILL I WALTZ AGAIN WITH YOU—T. Brewer	4	6	4
Hello Bluebird—Coral(78)60873; (45)9-60873—BMI			
5. KEEP IT A SECRET—J. Stafford	5	11	5
Once to Every Heart—Col(78)39891; (45)4-39891—ASCAP			
6. BYE, BYE BLUES—L. Paul & M. Ford	7	3	6
Mama Boogie—Cap(78)2316; (45)F-2316—ASCAP			
7. WHY DON'T YOU BELIEVE ME?—P. Page	7	8	7
Conquest—Mercury(78)70025; (45)70025X45—ASCAP			
7. HAVE YOU HEARD—J. James	13	3	7
Wishing Ring—M-G-M(78)11390; (45)K-11390—ASCAP			
9. TELL ME YOU'RE MINE—Gaylords	9	2	9
Cuban Love Song—Mercury(78)70030; (45)70030X45—BMI			
10. IT'S IN THE BOOK, PARTS I & II—J. Standley	6	11	10
Cap(78)2249; (45)F-2249—BMI			
11. OH, HAPPY DAY—D. Howard	11	2	11
You Went Away—Essex 311—ASCAP			
12. MY BABY'S COMING HOME—L. Paul-M. Ford	—	6	12
Lady of Spain—Cap(78)2265; (45)F-2265—ASCAP			
13. YOU BELONG TO ME—J. Stafford	10	23	13
Pretty Boy—Col(78)39811; (45)4-39811—BMI			
14. I'M JUST A POOR BACHELOR—F. Laine	—	1	14
Tonight You Belong to Me—Col(78)39903; (45)4-39903—ASCAP			
15. PRETEND—R. Marterie	13	2	15
After Midnight—Mercury(78)70045; (45)70045X45—ASCAP			
15. HOLD ME, THRILL ME, KISS ME—K. Chandler	18	2	15
One Dream—Coral(78)60831; (45)9-60831—ASCAP			
17. YOU BELONG TO ME—P. Page	17	17	17
I Went to Your Wedding—Mercury(78)5899; (45)5899X45—BMI			
18. LADY OF SPAIN—E. Fisher-H. Winterhalter	12	15	18
Outside of Heaven—V(78)20-4953; (45)47-4953—ASCAP			
18. I WENT TO YOUR WEDDING—P. Page	13	21	18
You Belong to Me—Mercury(78)5899; (45)5899X45—BMI			
20. MUST I CRY AGAIN—Hilltoppers	—	1	20
I Keep Telling Myself—Dot 15034—BMI			

Most Played by Jockeys

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

This Week	Last Week	Chart	Weeks on Chart
1. WHY DON'T YOU BELIEVE ME?—J. James	1	12	1
Purple Shades—M-G-M(78)11333; (45)K-11333—ASCAP			
2. DON'T LET THE STARS GET IN YOUR EYES—P. Como	2	7	2
Lies—V(78)20-5064; (45)47-5064—BMI			
3. GLOW WORM—Mills Brothers	3	17	3
After All—Dec(78)28384; (45)9-28384—BMI			
4. KEEP IT A SECRET—J. Stafford	4	9	4
Once to Every Heart—Col(78)39891; (45)4-39891—ASCAP			
5. TILL I WALTZ AGAIN WITH YOU—T. Brewer	12	5	5
Hello Bluebird—Coral(78)60873; (45)4-60873—BMI			
6. WHY DON'T YOU BELIEVE ME?—P. Page	4	7	6
Conquest—Mercury(78)70025; (45)70025X45—ASCAP			
6. BYE, BYE BLUES—L. Paul-M. Ford	8	3	6
Mama Boogie—Cap(78)2316; (45)F-2316—ASCAP			
6. YOU BELONG TO ME—J. Stafford	10	24	6
Pretty Boy—Col(78)39811; (45)4-39811—BMI			
9. OH, HAPPY DAY—D. Howard	6	5	9
You Went Away—Essex 311—ASCAP			
10. HAVE YOU HEARD—J. James	10	3	10
Wishing Ring—M-G-M(78)11390; (45)K-11390—ASCAP			
11. DON'T LET THE STARS GET IN YOUR EYES—G. MacKenzie	—	1	11
My Favorite Song—Cap(78)2256; (45)F-2256—BMI			
12. MISTER TAP TOE—Doris Day	—	1	12
Your Mother and Mine—Col(78)39906; (45)4-39906—BMI			
13. MY BABY'S COMING HOME—L. Paul & M. Ford	7	2	13
Lady of Spain—Cap(78)2265; (45)F-2265—ASCAP			
14. LADY OF SPAIN—E. Fisher-H. Winterhalter	13	15	14
Outside of Heaven—V(78)20-4953; (45)47-4953—ASCAP			
14. PRETEND—R. Marterie	19	2	14
After Midnight—Mercury(78)70045; (45)70045X45—ASCAP			
14. TELL ME YOU'RE MINE—Gaylords	—	2	14
Cuban Love Song—Mercury(78)70030; (45)70030X45—BMI			
17. HOLD ME, THRILL ME, KISS ME—K. Chandler	—	1	17
One Dream—Coral(78)60831; (45)9-60831—ASCAP			
17. HOT TODDY—R. Flanagan	—	1	17
Serenade—V(78)20-5095; (45)47-5095—ASCAP			
19. YOU WIN AGAIN—T. Edwards	—	4	19
Sinner or Saint—M-G-M(78)11326; (45)K-11326—BMI			
20. EVEN NOW—E. Fisher & H. Winterhalter	—	1	20
If It Were Up to Me—V(78)20-5106; (45)47-5106—ASCAP			

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

This Week	Last Week	Chart	Weeks on Chart
33 1/3 R.P.M.			
1. BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2—B. Goodman—Col SL-180	1	8	1
2. BECAUSE YOU'RE MINE—M. Lanza—V WM-7015	2	12	2
3. BYE, BYE BLUES—L. Paul-M. Ford—Cap H-356	5	5	3
4. SOUTH PACIFIC—Mary Martin-Ezio Pinza—Col ML-4180	3	95	4
5. HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec DL-5433	—	1	5
6. STARS AND STRIPES FOREVER—A. Newman—M-G-M E-176	—	1	6
7. MUSIC FOR LOVERS ONLY—J. Gleason—Cap H-352	—	1	7
8. I'M IN THE MOOD FOR LOVE—E. Fisher—V LPM-3058	6	16	8
9. SHOW BOAT—Original Cast—M-G-M K-157	8	14	9
10. LIBERACE AT THE PIANO—Liberace—Col CL-6217	7	18	10
10. WITH A SONG IN MY HEART—J. Froman—Cap L-309	8	39	10
45 R.P.M.			
1. I'M IN THE MOOD FOR LOVE (4)—E. Fisher—V WP-358	1	13	1
2. BECAUSE YOU'RE MINE (4)—M. Lanza—V WDM-7015	5	11	2
3. BYE, BYE BLUES (4)—L. Paul-M. Ford—Cap CBF-356	3	5	3
4. WITH A SONG IN MY HEART (4)—J. Froman—Cap KDF-309	2	40	4
5. FOUR ACES (4)—Four Aces—Dec 9-361	7	10	5
6. BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2 (2)—B. Goodman—Col A-1040	4	3	6
7. STARS AND STRIPES FOREVER—A. Newman-20th Century-Fox Studio Ork—M-G-M K-176	6	2	7
8. LIBERACE AT THE PIANO (4)—Liberace—Col B-308	—	18	8
9. MERRY WIDOW (4)—Original Cast—M-G-M K-157	—	11	9
10. EDDIE FISHER SINGS (4)—E. Fisher—V WP-3025	10	27	10
10. SHOW BOAT (4)—Original Cast—K. Grayson-A. Gardner-H. Keel—M-G-M K-84	—	21	10

Best Selling Children's Records

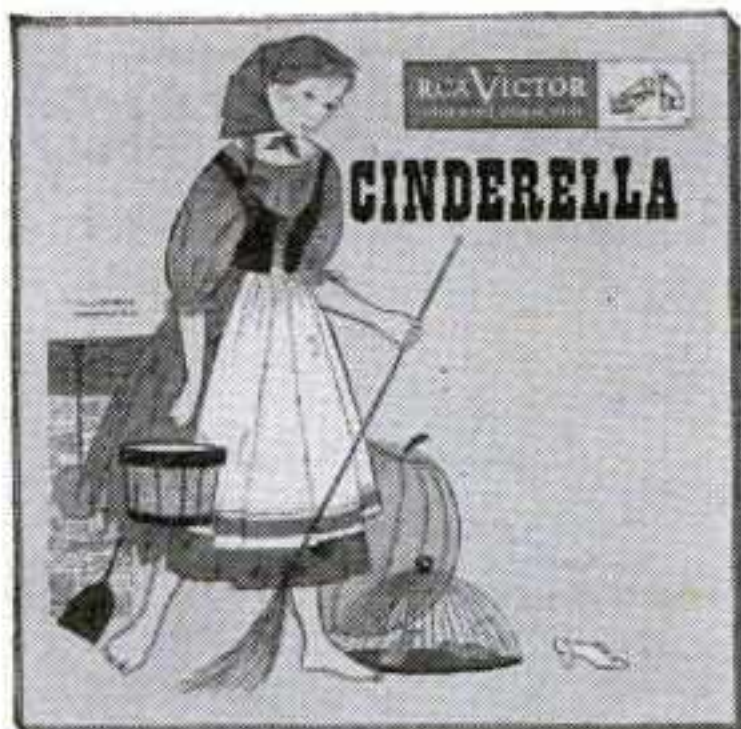
Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

This Week	Last Week	Chart	Weeks on Chart
1. ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap(78)DBX-3138; (45)CBXF-3138	2	19	1
2. BOZO HAS A PARTY (2)—B. May Ork-P. Colvig—Cap(78)DBX-3133; (45)CBXF-3133	5	19	2
3. TRAIN TO THE ZOO (1)—N. Rose—Children's Guild(78)1001; (45)1001-45	—	2	3
4. TWEET, TWEET, TWEETY (1)—M. Blanc-B. May—Cap(78)CAS-3118; (45)CAS-3118	—	1	4
5. NOISY EATER (1)—J. Lewis—Cap(78)CAS-3120; (45)CAS-3120	—	6	5
5. PETER AND THE WOLF (2)—Sterling Holloway—V(78)Y-386; (45)WY-386	—	11	5
7. CINDERELLA (2)—I. Woods and Others—V(78)Y-399; (45)WY-399	—	8	7
7. LONE RANGER VOL. I (He Becomes the Lone Ranger) (1)—G. Trendle—Dec(78)K-29; (45)I-152	—	16	7
9. BOZO ON THE FARM (2)—P. Colvig-B. May—Cap(78)DBX-3076; (45)CBXF-3076	—	6	9
9. SNOW WHITE & DOPEY (1)—Dennis Day—V(78)Y-448; (45)WY-448	—	11	9
11. HENERY HAWK (1)—M. Blanc—Cap(78)CAS-3098; (45)CAS-3098	—	49	11
11. ME AND MY TEDDY BEAR (1)—R. Clooney-P. Faith—Col MJV-70	—	21	11
11. TWEETY PIE (1)—M. Blanc-B. May—Cap(78)CAS-3074; (45)CAS-3074	—	105	11
14. LITTLE ENGINE THAT COULD (2)—P. Wing—V(78)Y-384; (45)WY-384	—	8	14
14. LONE RANGER VOL. IV (He Helps the Colonel's Son) (1)—G. Trendle—Dec(78)K-32; (45)I-155	—	8	14
14. LITTLE TOOT (1)—Don Wilson-The Starlighters—Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065	—	11	14

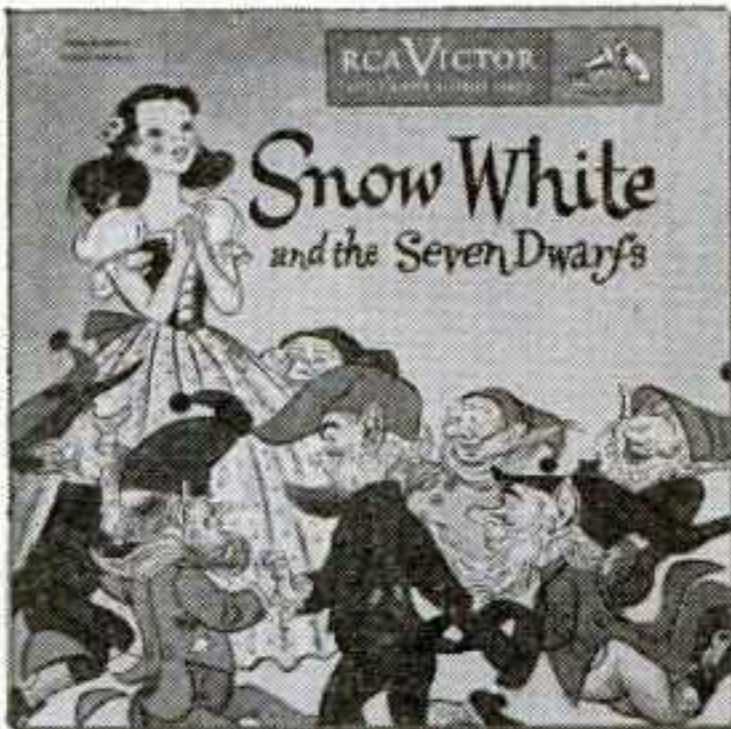
NEW RCA VICTOR BLUEBIRD KIDDY RECORDS

AT A VOLUME-BUILDING PRICE

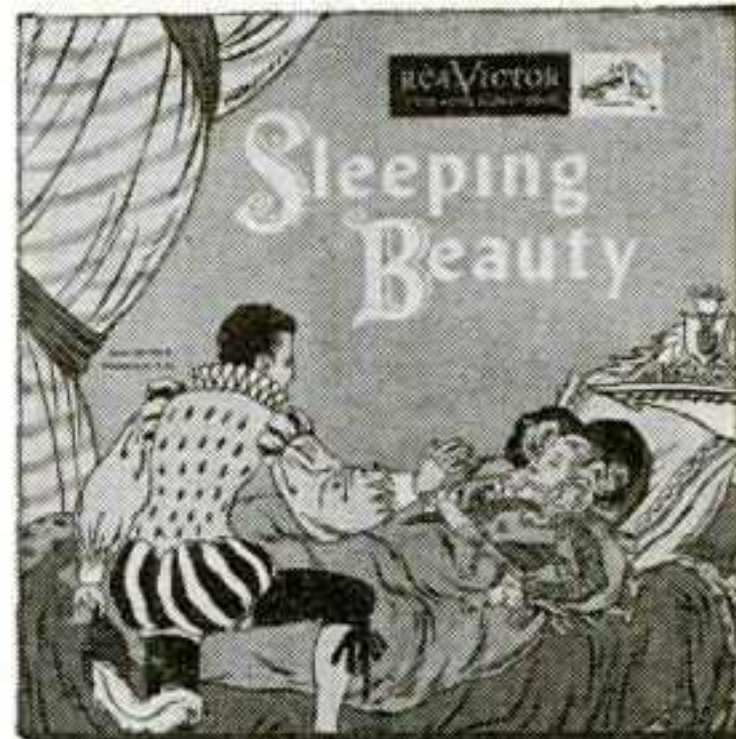
ON 45-49¢ ON 78-59¢
(TWO 7" RECORDS)



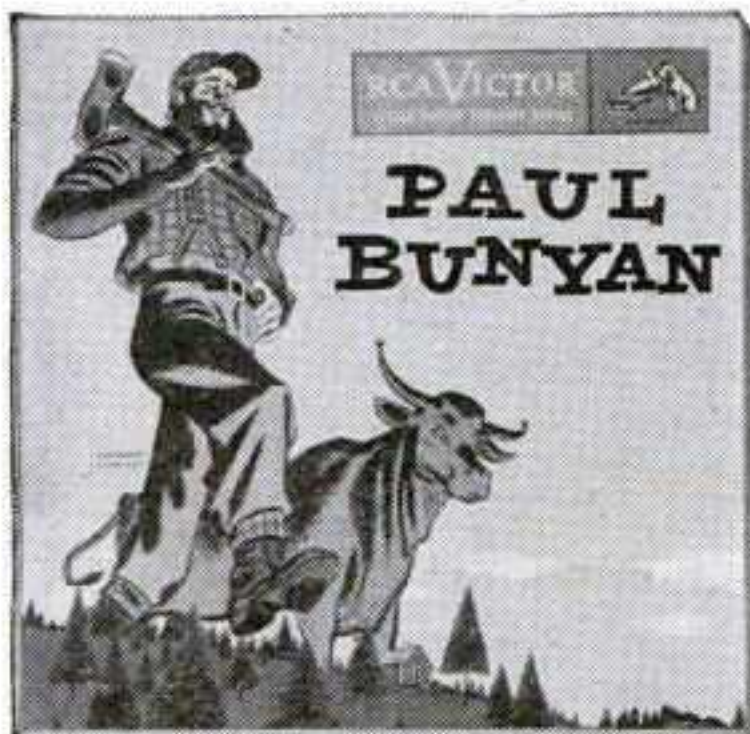
Told by Ian Martin.
WBV-1. VBY-1.



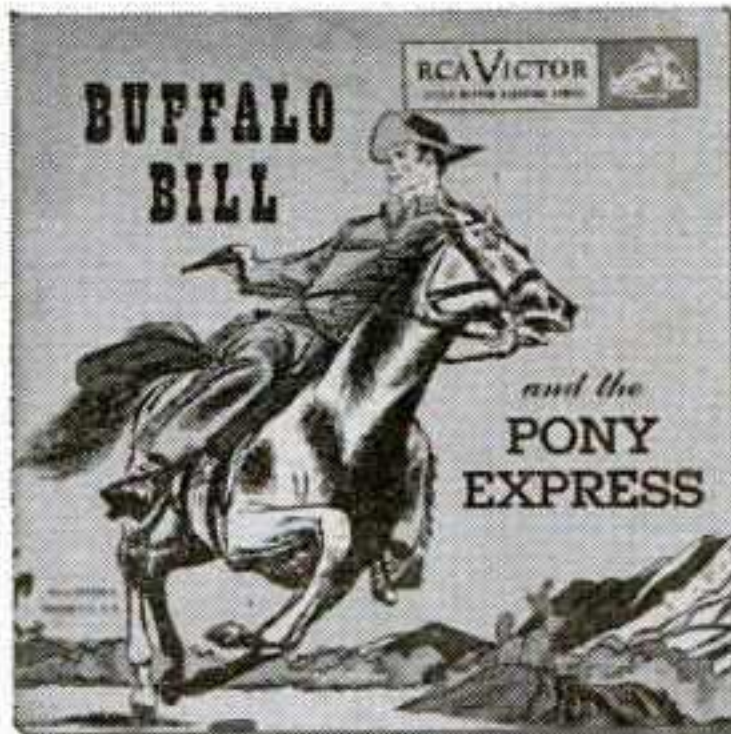
Told by Nelson Olmsted.
WBV-2. VBY-2.



Told by Ian Martin.
WBV-3. VBY-3.



Told by R. Camargo. Songs by M. Phillips.
WBV-4. VBY-4.



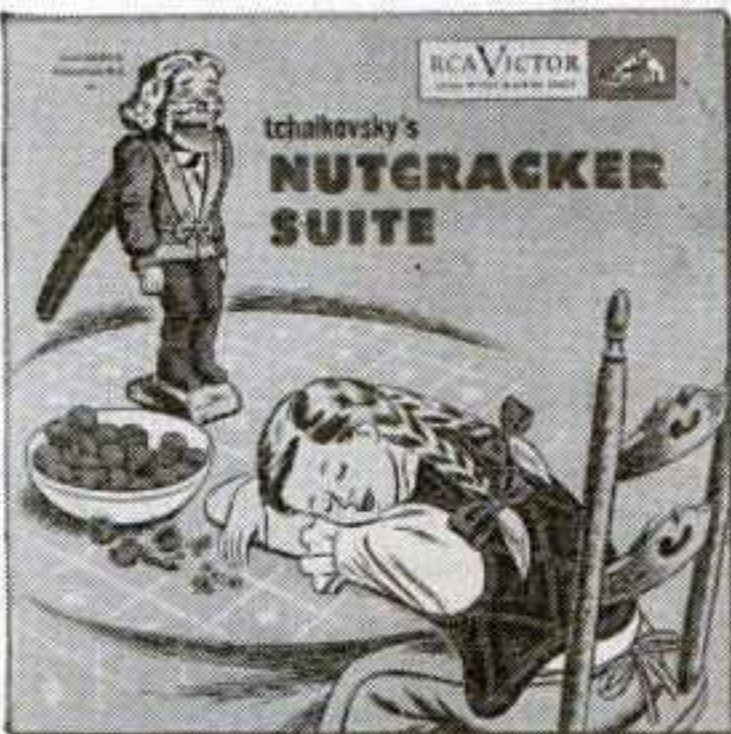
Told by R. Camargo. Songs by M. Phillips.
WBV-5. VBY-5.



Told by Glenn Riggs. Songs by M. Phillips.
WBV-6. VBY-6.



Told by Glenn Riggs. Songs by M. Phillips.
WBV-7. VBY-7.



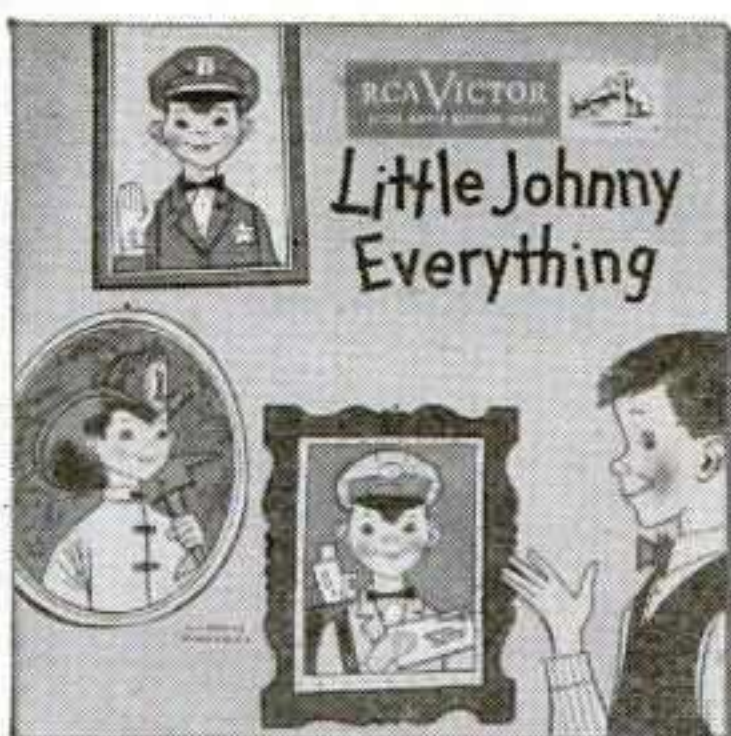
Conducted by N. Leyden.
WBV-8. VBY-8.



A Paul Terry Production. Told by Todd Russell.
WBV-9. VBY-9.



A Paul Terry Production. Told by Todd Russell.
WBV-10. VBY-10.



With Sandy Fussell, Jimmy Leyden Trio.
WBV-11. VBY-11.



With Sandy Fussell, Jimmy Leyden Trio.
WBV-12. VBY-12.

Prices suggested list. Add Federal Excise and local taxes. Subject to Government Price Ceiling Regulations.



The Billboard's Music Popularity Charts

... for Week Ending January 10

Territorial Best Sellers (Popular)

LADDER OF
Best Sellers
FROM
King
AND
Federal
RECORDS

Popular

RUBY WRIGHT

HOT DOG RAG
LEAVE IT ALONE
15208 and 45-15208

STEVE LAWRENCE

TANGO OF ROSES
HOW MANY STARS HAVE
TO SHINE
15208 and 45-15208

**BILLY WARD AND HIS
DOMINOES**

I'M LONELY
YOURS FOREVER
12106 and 45-12106

Folk/Western

HAWKSHAW HAWKINS
BETTY LORRAINE
TANGLED HEART
1154 and 45-1154

YORK BROS.

TENNESSEE TANGO
RIVER OF TEARS
1135 and 45-1135

COWBOY COPAS

LOVE ME NOW
FEELIN' LOW
1151 and 45-1151

BOB NEWMAN

SWEET ORCHARD VINE
STRANGE LOVE
1155 and 45-1155

MOON MULLICAN

A CRUSHED RED ROSE
(AND A FADED BLUE
RIBBON)
A THOUSAND AND ONE
SLEEPLESS NIGHTS
1152 and 45-1152

Rhythm/Blues

TINY BRADSHAW

SOFT
STRANGE
4577 and 45-4577

EARL BOSTIC

YOU GO TO MY HEAD
THE HOUR OF PARTING
4586 and 45-4586

LULU REED

MY STORY
LET ME BUY YOUR LOVE
4578 and 45-4578

THE SWALLOWS

WHERE DO I GO FROM
HERE?
PLEASE, BABY, PLEASE
4579 and 45-4579

Federal

**BILLY WARD AND HIS
DOMINOES**

THE BELLS
PEDAL PUSHIN' PAPA
12114 and 45-12114

I'D BE SATISFIED
NO ROOM

12105 and 45-12105

THE ROYALS

ARE YOU FORGETTING
WHAT DID I DO
12113 and 45-12113

DISTRIBUTED BY

King
RECORDS
INC.
1540
Brewster Ave.
Cincinnati 14,
Ohio

- New York**
1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 2. Why Don't You Believe Me?
J. James, M-G-M
 3. Glow Worm
Mills Brothers, Decca
 4. Tell Me You're Mine
Gaylords, Mercury
 5. Oh, Happy Day
D. Howard, Essex
 6. You Belong to Me
J. Stafford, Columbia
 7. Takes Two to Tango
P. Bailey, Coral
 8. Yours
V. Lynn, London
 9. Keep It a Secret
Bing Crosby, Decca
 10. My Baby's Coming Home
L. Paul & M. Ford, Capitol

- Chicago**
1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 2. Till I Waltz Again With You
T. Brewer, Coral
 3. Tell Me You're Mine
Gaylords, Mercury
 4. Pretend
R. Marterie, Mercury
 5. Have You Heard
J. James, M-G-M
 6. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
 7. It's in the Book
J. Standley, Capitol
 8. Glow Worm
Mills Brothers, Decca
 9. I'm Just a Poor Bachelor
F. Laine, Columbia
 10. Mister Tap Toe
Doris Day, Columbia

- Los Angeles**
1. Why Don't You Believe Me?
J. James, M-G-M
 2. Oh, Happy Day
L. Welk, Coral
 3. Glow Worm
Mills Brothers, Decca
 4. It's in the Book
J. Standley, Capitol
 5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 6. Till I Waltz Again With You
T. Brewer, Coral
 7. Without My Lover
M. Miller, Columbia
 8. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
 9. Keep It a Secret
J. Stafford, Columbia
 10. Conquest
P. Page, Mercury

- Washington, D. C.**
1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 2. It's in the Book
J. Standley, Capitol
 3. Glow Worm
Mills Brothers, Decca
 4. Why Don't You Believe Me?
J. James, M-G-M
 5. I Went to Your Wedding
P. Page, Mercury
 6. Keep It a Secret
J. Stafford, Columbia
 7. You Belong to Me
J. Stafford, Columbia
 8. Takes Two to Tango
P. Bailey, Coral
 9. Wishing Ring
J. James, M-G-M
 10. Full Time Job
Doris Day-J. Ray, Columbia

- Denver**
1. Glow Worm
Mills Brothers, Decca
 2. Why Don't You Believe Me?
J. James, M-G-M
 3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 4. It's in the Book
J. Standley, Capitol
 5. Don't Let the Stars Get in Your Eyes
G. MacKenzie, Capitol
 6. Keep It a Secret
J. Stafford, Columbia

- Philadelphia**
1. Why Don't You Believe Me?
J. James, M-G-M
 2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 3. Till I Waltz Again With You
T. Brewer, Coral
 4. Have You Heard
J. James, M-G-M
 5. Oh, Happy Day
D. Howard, Essex
 6. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
 7. Tell Me You're Mine
Gaylords, Mercury
 8. Glow Worm
Mills Brothers, Decca
 9. I Went to Your Wedding
S. Jones, Victor
 10. Teardrops on My Pillow
S. Gale, Victor

- Boston**
1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 2. Tell Me You're Mine
Gaylords, Mercury
 3. Till I Waltz Again With You
T. Brewer, Coral
 4. Why Don't You Believe Me?
J. James, M-G-M
 5. I Went to Your Wedding
S. Jones, Victor
 6. My Baby's Coming Home
L. Paul & M. Ford, Capitol
 7. Even Now
E. Fisher-H. Winterhalter, Victor
 8. Bye, Bye Blues
L. Paul & M. Ford, Capitol
 9. It's in the Book
J. Standley, Capitol
 10. Have You Heard
J. James, M-G-M

- Cincinnati**
1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 2. Why Don't You Believe Me?
J. James, M-G-M
 3. Oh, Happy Day
D. Howard, Essex
 4. It's in the Book
J. Standley, Capitol
 5. Till I Waltz Again With You
T. Brewer, Coral
 6. Keep It a Secret
J. Stafford, Columbia
 7. Glow Worm
Mills Brothers, Decca
 8. Tell Me You're Mine
Gaylords, Mercury
 9. Have You Heard
J. James, M-G-M
 10. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral

- Pittsburgh**
1. Why Don't You Believe Me?
J. James, M-G-M
 2. Oh, Happy Day
D. Howard, Essex
 3. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
 4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 5. Glow Worm
Mills Brothers, Decca
 6. Tell Me You're Mine
Gaylords, Mercury
 7. Bye, Bye Blues
L. Paul & M. Ford, Capitol
 8. My Baby's Coming Home
L. Paul & M. Ford, Capitol
 9. Have You Heard
J. James, M-G-M
 10. Even Now
E. Fisher-H. Winterhalter, Victor

- Atlanta**
1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 2. Why Don't You Believe Me?
J. James, M-G-M
 3. It's in the Book
J. Standley, Capitol
 4. You Belong to Me
J. Stafford, Columbia
 5. Glow Worm
Mills Brothers, Decca
 6. Keep It a Secret
J. Stafford, Columbia

- St. Louis**
1. Till I Waltz Again With You
T. Brewer, Coral
 2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 3. Oh, Happy Day
D. Howard, Essex
 4. Say It With Your Heart
B. Carroll, Derby
 5. Have You Heard
J. James, M-G-M
 6. Glow Worm
Mills Brothers, Decca
 7. Blue Violins
H. Winterhalter, Victor
 8. Mister Tap Toe
Doris Day, Columbia
 9. Even Now
E. Fisher-H. Winterhalter, Victor

- Seattle**
1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 2. Why Don't You Believe Me?
J. James, M-G-M
 3. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
 4. Till I Waltz Again With You
T. Brewer, Coral

- Dallas-Ft. Worth**
1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 2. Why Don't You Believe Me?
J. James, M-G-M
 3. Till I Waltz Again With You
T. Brewer, Coral
 4. Glow Worm
Mills Brothers, Decca
 5. Keep It a Secret
J. Stafford, Columbia

6. It's in the Book
J. Standley, Capitol
7. Oh, Happy Day
D. Howard, Essex
8. Strange
Nat King Cole, Capitol
9. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral

- New Orleans**
1. Oh, Happy Day
D. Howard, Essex
 2. Till I Waltz Again With You
T. Brewer, Coral
 3. Why Don't You Believe Me?
J. James, M-G-M
 4. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
 5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 6. My Baby's Coming Home
L. Paul & M. Ford, Capitol
 7. Glow Worm
Mills Brothers, Decca
 8. Keep It a Secret
J. Stafford, Columbia
 9. Have You Heard
J. James, M-G-M

- Detroit**
1. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
 2. Till I Waltz Again With You
T. Brewer, Coral
 3. Why Don't You Believe Me?
J. James, M-G-M
 4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
 5. Hot Toddy
R. Flanagan, Victor
 6. Tell Me You're Mine
Gaylords, Mercury
 7. Oh, Happy Day
D. Howard, Essex
 8. Even Now
E. Fisher-H. Winterhalter, Victor

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Boston..... WENT TO YOUR WEDDING
Spike Jones—Victor 20-5107
- Philadelphia..... WENT TO YOUR WEDDING
Spike Jones—Victor 20-5107

RECORD STORE

SALE

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:

"Yesterday we had an example of the power of The Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."

For MORE RECORD SALES

USE "TODAY'S TOP TUNES"

50 COPY TRIAL ORDER ONLY

\$1

Fill in and mail the coupon today!

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Yes, here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY TO PTUNES at once.

Name (please print) 900

Address

City..... Zone..... State.....

Occupation

★
*America's Comedy
 Sensation of the Century!* ★

JOHNNY

(IT'S IN THE BOOK)

STANDLEY



Starring in
**"THE
 AMERICAN
 WAY"**
with
HORACE HEIDT
for LUCKY STRIKE
 C.B.S. Thursday 10 P.M., E.S.T.

Also Starring in
 the **HORACE HEIDT**
CONCERT TOURING SHOW
and
"CIRCUS NIGHT
with HORACE HEIDT"

Under Personal Management of
JOHN LEER
 111 FIFTH AVE., NEW YORK

The Billboard's Music Popularity Charts

Classical Records

... for Week Ending January 10

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Peerce, N. Scott, R. Shaw Chorale; NBC Sym-phony Ork, A. Toscanini, conductor..... V(33)LM-6009	1	14
2.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwick, Charles Laughton, Agnes Moorehead, Charles Boyer Col(33)SL-166	4	15
3.	VERDI: IL TRAVATORE—Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw Chorale; RCA Victor Ork V(33)LM-6008	3	4
4.	BERLIOZ: HAROLD IN ITALY—W. Primrose, Sir Thomas Beecham, conductor, Royal Philharmonic Ork Col(33)ML-4542	2	19
4.	ANNA RUSSELL SINGS—A. Russell, H. Dworkin, piano Col(33)ML-4594	5	2
45 R.P.M.			
1.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2—A. Rubinstein, NBC Symphony Ork.... V(45)WDM-1075	1	7
1.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork..... V(45)WDM-1020	2	7
3.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork; A. Fiedler, conductor..... V(45)WDM-1147	4	10
4.	TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony Ork, V. Golschmann, conductor..... V(45)WDM-1028	2	56
5.	ROSSINI: WILLIAM TELL OVERTURE—NBC Sym-phony Ork, A. Toscanini, conductor.... V(45)WDM-605	5	21

Reviews of the Current Classical Releases

MOUSSORGSKY-RAVEL: PICTURES AT AN EXHIBITION; TCHAIKOVSKY: ROMEO AND JULIET (Overture-Fantasia) Guido Cantelli, Cond. (1-12") 75
V (33) LM 1719

Cantelli, at the age of 32 (a mere juvenile as conductors go), has already won impressive laurels Stateside as Toscanini's stand-in at the helm of the NBC ork. He impresses further in these strong interpretations of two standard romantic works. Full mastery of the orchestra is called for—and delivered here—to make them sound so fresh and alive. An imposing challenge has also been met with great success by the RCA Victor engineers. In waxing "Pictures" they inevitably invite comparison with an earlier etching by Mercury, whose version featuring Kubelik and the Chicago Symphony ork, remains a landmark of high-fidelity reproduction. If this latest entry is not quite so brilliant, it misses equivalent rating by the smallest of margins. As competition to the Mercury, whose "Pictures" comprises two sides of a 12-incher, Victor offers the "Romeo and Juliet" as flip bonus.

RICHARD STRAUSS: DANCE OF THE SEVEN VEILS FROM SALOME, Op. 54; ROSENKAVALIER WALTZ—Stadium Con-certs Symphony Orchestra of New York; Alexander Smallens, Cond. (1-10") 71
Decca (33) DL 4032

This disk, one of the label's "4,000 Series," captures the haunt-ing, lyric quality of these Richard Strauss selections. It is in the rendition of the "Rosenkavalier Waltz" particularly, that Alexander Smallens conducts the orchestra brilliantly, savor-ing fully the purity of the melodic passages. Assuredly pleas-ant listening.

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 according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition, effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker
Barker Music Center
McLellan's Store
Tucson, Arizona

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The Billboard 900

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Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payment enclosed.
(Foreign rate, one year, \$20.00)


Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____



It's Pop! It's Rhythm and Blues! It's Country!



IT'S 1953'S FIRST BALLAD HIT!



Tommy Edwards

MAGNIFICENT RENDITION OF

A FOOL SUCH AS I

by I CAN'T LOVE ANOTHER

With Superb Musical Background by Leroy Holmes

MGM Record No. 11395

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N. Y.

Yes! M-G-M RECORDS ARE BETTER THAN EVER

1953's FIRST SLEEPER HIT!

A GREAT VOICE...

A SURE-FIRE SONG...

**BOB
CARROLL**

SINGS

**SAY IT
WITH YOUR
HEART**

DERBY RECORD

No. 814

b/w WHERE

with Jimmy Leyden Orchestra and Chorus


DERBY RECORDS

New York—Hollywood, California

Personal Management
VAL IRVING

Direction
WILLIAM MORRIS AGENCY


3 COUNTRY WINNERS



GEORGE MORGAN STRANGER IN THE NIGHT

and
"PLEASE BELIEVE"

COLUMBIA 21052



RAY PRICE MY OLD SCRAPBOOK

and
YOU'RE UNDER ARREST

Columbia
21053

This one has
already hit the
Popularity
Charts

MARTY ROBBINS I'LL GO ON ALONE

YOU'RE BREAKING MY HEART
Columbia 21022



COLUMBIA
RECORDS

Trade Marks "Columbia," "Masterworks," etc.
©, Reg. U. S. Pat. Off. Marcos Registrados

The Billboard's Music Popularity Charts

TOP C&W RECORDS

... for Week Ending January 10

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. JAMBALAYA—Hank Williams.....	5	22
Window Shopping—M-G-M(78)11283; (45)K-11283—BMI		
2. DON'T LET THE STARS GET IN YOUR EYES—Slim Willet.....	6	11
Hadacol Corners—Four Star(78)1614; (45)45-1614—BMI		
3. I'LL NEVER GET OUT OF THIS WORLD ALIVE—Hank Williams.....	—	1
I Could Never Be Ashamed of You—M-G-M(78)11366; (45)K-11366—ASCAP		
4. I LET THE STARS GET IN MY EYES—G. Hill.....	4	2
Waiting for a Letter—Dec(78)28473; (45)9-28473—BMI		
4. BACK STREET AFFAIR—W. Pierce.....	8	15
I'll Always Take Care of You—Dec(78)28369; (45)9-28369—BMI		
6. GAL WHO INVENTED KISSING—Hank Snow.....	9	6
Fool Such as I—V(78)20-5034; (45)47-5034—ASCAP		
7. KEEP IT A SECRET—S. Whitman.....	7	4
My Heart Is Broken in Three—Imperial 8169—ASCAP		
8. DON'T LET THE STARS GET IN YOUR EYES—Red Foley.....	10	2
Sally—Dec(78)28460; (45)9-28460—BMI		
8. INDIAN LOVE CALL—Slim Whitman.....	—	24
China Doll—Imperial(78)8156; (45)45X8156—ASCAP		
10. SETTIN' THE WOODS ON FIRE—Hank Williams.....	—	11
You Win Again—M-G-M(78)11318; (45)K-11318—ASCAP		

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. BACK STREET AFFAIR—W. Pierce.....	4	16
Dec(78)28369; (45)9-28369—BMI		
2. JAMBALAYA—Hank Williams.....	3	20
M-G-M(78)11283; (45)K-11283—BMI		
3. DON'T LET THE STARS GET IN YOUR EYES—S. McDonald.....	1	11
Cap(78)2216; (45)F-2216—BMI		
4. OLDER AND BOLDER—E. Arnold.....	7	11
V(78)20-4954; (45)20-4954—ASCAP		
5. I'M AN OLD, OLD MAN—L. Frizzell.....	4	7
Col(78)21034; (45)4-21034—BMI		
5. DON'T LET THE STARS GET IN YOUR EYES—S. Willet.....	9	5
Four Star(78)1614; (45)45-1614—BMI		
7. KEEP IT A SECRET—S. Whitman.....	6	7
Imperial(78)8169; (45)45X8169—ASCAP		
8. GAL WHO INVENTED KISSING—H. Snow.....	—	1
V(78)20-5034; (45)47-5034—ASCAP		
9. MIDNIGHT—Red Foley.....	2	6
Dec(78)28420; (45)9-28420—BMI		
9. I LET THE STARS GET IN MY EYES—G. Hill.....	8	2
Dec(78)28473; (45)9-28473—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. BACK STREET AFFAIR—W. Pierce.....	1	15
Dec(78)28369; (45)9-28369—BMI		
2. JAMBALAYA—Hank Williams.....	2	23
M-G-M(78)11283; (45)K-11283—BMI		
2. DON'T LET THE STARS GET IN YOUR EYES—S. Willet.....	3	17
Four Star 1614—BMI		
4. I'LL GO ON ALONE—M. Robbins.....	4	5
Col(78)21022; (45)4-21022—BMI		
5. MIDNIGHT—Red Foley.....	—	6
Dec(78)28420; (45)9-28420—BMI		
6. KEEP IT A SECRET—Slim Whitman.....	7	17
Imperial(78)8169; (45)45X8169—ASCAP		
7. NO HELP WANTED—Carlises.....	6	2
Mercury(78)70028; (45)70028X45—BMI		
8. SETTIN' THE WOODS ON FIRE—Hank Williams.....	9	12
M-G-M(78)11318; (45)K-11318—ASCAP		
9. DON'T LET THE STARS GET IN YOUR EYES—S. McDonald.....	5	11
Cap(78)2216; (45)F-2216—BMI		
9. FOOL SUCH AS I—H. Snow.....	—	2
V(78)20-5034; (45)47-5034—ASCAP		

in **1952...**

- LET OLD MOTHER NATURE HAVE HER WAY
- DON'T JUST STAND THERE
- ARE YOU TEASING ME
- IT'S A LOVELY, LOVELY WORLD



**CARL
SMITH**

Beginning 1953 with two More Magnificent Country Songs

THAT'S the
KIND OF
LOVE I'M
LOOKING
FOR

MY
LONELY
HEART'S
RUNNING
WILD

78 rpm 21051 ★ 45 rpm 4-21051

COLUMBIA  **RECORDS**

Trade Marks "Columbia," "Masterworks," ®, © Reg. U. S. Pat. Off. Marcas Registradas

• **CASH BOX AWARD WINNER** • **STAR OF GRAND OLE OP'RY**

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'll Never Get Out of This World Alive
H. Williams, M-G-M
2. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
3. Keep It a Secret
S. Whitman, Imperial
4. Back Street Affair
W. Pierce, Decca
5. I Let the Stars Get in My Eyes
G. Hill, Decca
6. Don't Let the Stars Get in Your Eyes
S. McDonald, Capitol
7. Jambalaya
H. Williams, M-G-M
8. Midnight
Red Foley, Decca
9. You Win Again
H. Williams, M-G-M
10. Let Me Know
S. Willet, Four Star

Dallas-Ft. Worth

1. Don't Let the Stars Get in Your Eyes
S. McDonald, Capitol
2. Jambalaya
Hank Williams, M-G-M
3. I Let the Stars Get in My Eyes
G. Hill, Decca
4. Fool Such as I
Hank Snow, Victor
5. No Help Wanted
Carlises, Mercury
6. Eddy's Song
E. Arnold, Victor
7. Midnight
Red Foley, Decca
8. Going Steady
F. Young, Capitol
9. I Could Never Be Ashamed of You
Hank Williams, M-G-M
10. I'll Go on Alone
W. Pierce, Decca

Houston

1. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
2. Let Me Know
S. Willet, Four Star
3. Bumming Around
J. Dean, Four Star

Pee Wee KING and Redd STEWART



"TENNESSEE TANGO"
Victor 20-5009

RIDGEWAY MUSIC, INC
Cherlie Adams
6087 Sunset Blvd., Hollywood 28, Calif
Sole Selling Agent. KEYS MUSIC, INC
146 W 54th St. New York, N. Y.

BREAKING BIG!
JEALOUS LOVE #17C
DAVIS SISTERS
With Roy Hall and
His Cohutta Mountain Boys
FORTUNE RECORDS
11629 Linwood
Detroit 6, Mich.

A GREAT NEW COUNTRY WALTZ!
"CLINCH MOUNTAIN WALTZ"
by **WILMA LEE** and
STONEY COOPER
Columbia #21049
Tannen Music, Inc.
146 W. 54th St. New York 19, N. Y.

4. Jambalaya
H. Williams, M-G-M
5. I Could Never Be Ashamed of You
H. Williams, M-G-M
6. You Win Again
H. Williams, M-G-M
7. I'll Never Get Out of This World Alive
H. Williams, M-G-M
8. No Help Wanted
Carlises, Mercury
9. I'll Go on Alone
M. Robbins, Columbia
10. Keep It a Secret
Slim Whitman, Imperial

New Orleans

1. Going Steady
F. Young, Capitol
2. Back Street Affair
W. Pierce, Decca
3. Jambalaya
H. Williams, M-G-M
4. I Let the Stars Get in My Eyes
G. Hill, Decca
5. I'll Never Get Out of This World Alive
H. Williams, M-G-M
6. Deep Blues
Red Foley, Decca
7. Gal Who Invented Kissing
Hank Snow, Victor
8. I'm an Old, Old Man
L. Frizzell, Columbia
9. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
10. Don't Let the Stars Get in Your Eyes
S. McDonald, Capitol

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Cincinnati... **LET ME KNOW**
Slim Willet—Four Star 1625
- Dallas-Fort Worth... **EDDY'S SONG**
Eddy Arnold—Victor 20-5108
- Dallas-Fort Worth... **I'LL GO ON ALONE**
W. Pierce—Decca 28534
- Memphis... **SO FULL OF TEARS**
York Brothers—King 1156
- Nashville... **MY LONELY HEART IS RUNNING WILD**
Carl Smith—Columbia 21051
- Nashville... **SO FULL OF TEARS**
York Brothers—King 1156

FOLK TALENT AND TUNES

By JOHNNY SIPP

Artists' Activities

Rex Allen grabbed off top honors for western pic stars in the annual "Modern Screen" magazine readership poll. . . . **Patsy Montana** and her hubby, **Paul Rose**, and their two daughters have moved to the Los Angeles area. . . . **Ray Klein** has been reunited with **Wade Ray**, for whom he is now playing accordion at Cowtown, Los Angeles. . . . **Corky Edminster**, emcee of "Corky's Corral Gang" and his family visited Hollywood over the holidays. The show is a longtime feature of KANS, Wichita, Kan. . . . The 1953 edition of the "WLS Family Album" is out and features photos of the entire country music roster of the Chicago station and their families. . . . **Fred Roden**, the prominent Canadian record retailer and country music promoter, is preparing a catalog of all releases available from his store. . . . **Shirley Joy Bragg**, daughter of **George and Edith Bragg**, the Smokestack Valley Folks, was married to **Lewis Clark**, Ennis, Mont., rancher, December 20. **Shirley** recently had her own show at KPRK, Livingston, Mont. . . . **Chuck Rogers**, entertainer and head of Smokey Mountain Music, Nashville, was in Cincinnati last week-end to negotiate a new contract with King Records. He is slated to wax some new sides for King soon.

Disk Jockey Doings

The Old Man of the Mountain, WNLG, New London, Conn., would like service from Rich-R-Tone and Tennessee Records. . . . **Frank Hayden**, WCTO, Camp-

Nashville

1. I'll Never Get Out of This World Alive
H. Williams, M-G-M
2. Midnight
R. Foley, Decca
3. Eddy's Song
E. Arnold, Victor
4. I'll Go on Alone
M. Robbins, Columbia
5. My Lonely Heart Is Running Wild
C. Smith, Columbia
6. Going Steady
F. Young, Capitol
7. So Full of Tears
York Bros., King
8. I Let the Stars Get in My Eyes
G. Hill, Decca
9. Please Believe
G. Morgan, Columbia
10. I Heard a Juke Box Playing
K. Wells, Decca

Memphis

1. So Full of Tears
York Bros., King
2. Eddy's Song
E. Arnold, Victor
3. Fool Such as I
Hank Snow, Victor
4. Don't Let the Stars Get in Your Eyes
R. Price, Columbia
5. Midnight
Red Foley, Decca
6. Gal Who Invented Kissing
Hank Snow, Victor
7. I'm an Old, Old Man
L. Frizzell, Columbia
8. I'll Go on Alone
M. Robbins, Columbia
9. Going Steady
F. Young, Capitol
10. Gone
T. Preston, Capitol

VOX JOX

By GENE PLOTNIK

G.I. Service

Leo McDevitt, of station WBSM, New Bedford Mass., made Christmas Day happy for many parents of servicemen in the Bay State area who were unable to get home for the holidays. For the past six months he has been taping the voices of soldiers, sailors, marines and air force men from New Bedford when they were home on furlough. In addition, he gave all draftees a chance to make a tape at the studio before they left for service. On Christmas Day McDevitt played the tapes, in which the G.I.'s sent Christmas greetings to their parents. McDevitt says that the calls to the studio from thankful parents for the rest of the day were so gratifying that it was worth all the extra hours he put in to record the voices.

Chatter

Dick Cook, who was with WMDN, Midland, Mich., for the past four years, has joined station WBRN, Big Rapids, Mich., where he will have five hours of air time daily with two shows. . . . **The Joan Warren and Johnny Heslep** morning show on WJEL, Springfield, Ohio, has picked up a new

sponsor, Bowman's Good-housekeeping Shop. . . . **Deejays Larry Edwards and Snokey Reed**, of WJEL, Springfield, Ohio, dedicated a Saturday afternoon show to the Salvation Army Christmas appeal. . . . Results of **Bill Silbert's** deejay poll over WABD New York, ended with **Eddie Fisher** chosen as favorite male vocalist, **Patti Page** as top female thrush and **Billy May** ork as the favorite band. . . . **Tom Abbott**, formerly of WNOE, New Orleans, has joined station WJMR in that city, as program director. Abbott is a native of Plymouth, England. . . . **George Simpson** has moved from WWOD, Lynchburg, Va., to WJNO, West Palm Beach, Fla. . . . **Art Lobe**'s "Roving Disk Jockey Show" made its TV debut from Scrivner's Drive in Los Angeles on station KTTV, in December. Program is heard over radio on KXLA, Los Angeles.

YESTERYEARS' TOPS

The nation's top tunes on records as reported in The Billboard

JANUARY 17, 1948

1. Ballerina
2. How Soon
3. Too Fat Polka
4. Serenade of the Bells
5. I'll Dance at Your Wedding
6. Golden Earrings
7. Near You
8. Civilization
9. —And Mimi
10. You Do

JANUARY 16, 1943

1. There are Such Things
2. I Had the Craziest Dream
3. When the Lights Go on Again
4. White Christmas
5. Why Don't You Do Right
6. Why Don't You Fall in Love With Me?
7. Moonlight Becomes You
8. Dearly Beloved
9. Mr. Five by Five
10. Juke Box Saturday Night

Gimmix

Harv Morgan, of WARM, Scranton, Pa., has started a new deejay show consisting entirely of interviews and waxings by the interviewee. Tables were turned on Morgan when he visited Hutton's Restaurant in New York and was interviewed by **Henry Morgan** over WMCA. . . . **Bob Cavanaugh**, of KRIB, Mason City, Iowa, had all the sponsors of his Nightwatchman Show send Christmas greetings to listeners v'a beep telephone on Christmas Eve. . . . **Bill Zollman** and **Ron Marshall** of KSIB, Creston, Iowa, launched a successful campaign on the promotion of **Frankie Laine's** dinking of "I'm Just a Poor Bachelor" on Columbia. . . . **Bob Smith**, of WTOP, New Orleans, has changed the format of his deejay show, from telephone to mail request seg. New title is "Be My Guest." . . . **Tom Edwards** has started an Atrocious Tie Contest on station WERE, Cleveland. Listeners are invited to send in their worst Christmas tie gifts, with the 10 worst to be selected by a panel of mens' fashion experts. The listeners whose ties are selected as the worst will receive special prizes—a number of the cravats sent in for the contest.

Tune Tips

Joe Ryan, of WALL, Middletown, N. Y., throws a few bouquets to fellow deejays **Bud Brees**, **Sheen Feller** and **Bill Silbert**. He congratulates Brees, of WPEN, Philadelphia, on his vocalizing; Feller, of WLAW, Boston, on his cleffing of "My Baby's Coming Home," and Silbert, of WABD, New York, for his TV show. . . . "Why doesn't **Frankie Laine** wax "Chloe" asks **Leroy Woodward** of WVJS, Owensboro, Ky. Woodward claims there isn't a good waxing of this ditty on the market. But he might change his mind after he hears the new **Louis Armstrong** disk on Decca. 19181-871

French Pub. Sues 2 Big 3 Firms in N. Y.

NEW YORK, Jan. 10. — Two suits were filed in Federal Court here this week against Big Three affiliates by the French publishing firm, Editions Salabert. In a dispute over performance money allegedly received by the domestic firms, Salabert asks \$25,000 from Miller Music on performance loot due on "Two Loves Have I" (J'AI Deux Amours), and \$30,000 from Feist, Inc., on "My Man" (Mon Homme).

In the "Two Loves" case, the brief filed by Salabert's attorney, C. B. Seton, claims that the American and Canadian rights assigned to Miller in 1931 covered only sheet music and mechanicals. The plaintiff asks to be declared sole owner of performance rights and seeks a court order enjoining Miller from representing itself as owner of such rights.

In "My Man," placed with Feist in 1921, Salabert claims it was to receive 50 per cent of all fees collected on American and Canadian performances, as well as on other usages. Its brief states \$10,000 is still due on payments from the American Society of Composers, Authors and Publishers, and \$20,000 on other uses.

Pasadena, Calif., doing his hour-long d.j. show daily.

Five Years Ago This Week

The **Down Homers**, formerly with WOWO, Fort Wayne, Ind., started with WTIC, Hartford, Conn., doing a regional show for ABC. . . . **Rosalie Allen**, WOV, New York, d.j., was inked to do a series of shorts for Columbia pix. **Curly Fox** and **Texas Ruby**, WSM, Nashville, inked with King Records. . . . **Hawkshaw Hawkins**, WWVA, Wheeling, W. Va., bought two show ponies for use on his p.a. tours. . . . **Hank Penny** was headlining at WLS Chicago. . . . **Al Clauser** and the **Oklahoma Outlaws** were doing a show over the Texas Quality web emanating from KFJZ, Fort Worth. . . . **Hank Thompson** returned to WACO, Waco, Tex., after his first cutting session for Capitol in Hollywood. . . . **Esco Hankins** returned to WROL and WIBK, Knoxville, after a Southern tour. . . . The **Homeland Harmony Quartet** passed the 150,000 sales mark on its White Church disk release, "Gospel Boogie." . . . **Cliff Rodgers**, the WHKK, Akron, d.j., cut his first releases for Donnet Hit label. . . . **Bradley Kincaid**, **Roy Acuff** and **Eddy Arnold** were featured on an hour long Freedom Train show from WSM, Nashville. . . . **Curley and Hallie Miller**, **Honey and Sonny Davis**, **Sleepy Jeffers**, **Red Dunn** and **Cousin Elmer** ankle WWVA, Wheeling.

For a Fast Getaway in '53

The BIG 3 PLUS 1



EVEN NOW

IF IT WERE UP TO ME

EDDIE FISHER



RCA VICTOR
20/47-5106



I WENT TO YOUR WEDDING

I'll Never Work There Any More

SPIKE JONES



RCA VICTOR
20/47-5107



Condemned Without Trial

EDDY'S SONG

EDDY ARNOLD



RCA VICTOR
20/47-5108



BLOCK BUSTER

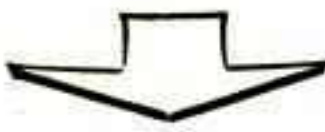
SHORTN'IN BREAD

BOOTS BROWN

RCA VICTOR
20/47-5110



SURE FIRE IMPERIAL HITS!



FATS DOMINO
"NOBODY LOVES ME"
"CHEATIN"
Imperial 5220

T-BONE WALKER
"BLUE MOOD"
"GOT NO USE FOR YOU"
Imperial 5216

LIL' SON JACKSON
"BLACK & BROWN"
"SAD LETTER BLUES"
Imperial 5218

IMPERIAL RECORDS

6425 Hollywood Blvd.
Hollywood 28, Calif.

The Billboard's Music Popularity Charts

... for Week Ending January 10

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	5	I DON'T KNOW—W. Mabon	Chess 1531—BMI
2	2	5	I'M GONE—Shirley & Lee	Sweethearts—Aladdin(78)3153; (45)45-3153—BMI
3	4	5	SAD HOURS—Little Walter	Mean Old World—Checker 764—BMI
4	3	6	I PLAYED THE FOOL—Clovers	Hey, Miss Fannie—Atlantic 977—BMI
5	5	10	MY STORY—Chuck Willis	Caldonia—Okeh(78)6905; (45)9-6905—BMI
6	9	2	THE BELLS—Dominoes	Pedal Pushing Papa—Federal 12114—BMI
7	6	2	SOFT—Tiny Bradshaw	Strange—King(78)4577; (45)45-4577—BMI
8	—	15	YOU KNOW I LOVE YOU—B. E. King	You Didn't Want Me—RPM 363—BMI
9	8	2	GABBIN' BLUES—Big Maybelle	Rain Down, Rain—Okeh(78)6931; (45)4-6931—BMI
10	—	5	PORT OF RICO—L. Jacquet	One Nighter Boogie—Mercury(78)89001; (45)89001X45

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	6	I DON'T KNOW—W. Mabon	Chess 1531—BMI
2	4	5	SAD HOURS—Little Walter	Checker 764—BMI
3	6	3	GABBIN' BLUES—Big Maybelle	Okeh(78)6931; (45)4-6931—BMI
4	3	10	HEY, MISS FANNIE—Clovers	Atlantic(78)977; (45)45-977—BMI
5	2	6	MY STORY—Chuck Willis	Okeh(78)6905; (45)9-6905—BMI
6	7	2	MEAN OLD WORLD—Little Walter	Checker 764—BMI
7	8	2	SOFT—Tiny Bradshaw	King(78)4577; (45)45-4577—BMI
8	10	9	I'D BE SATISFIED—Dominoes	Federal 12105—BMI
9	—	19	JUKE—Little Walter	Checker 758—BMI
10	5	15	FIVE LONG YEARS—E. Boyd	Job 1007—BMI

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

New York

- I Don't Know—W. Mabon, Chess
- You Know I Love You—B. B. King, RPM
- Rock Me All Night Long—Ravens, Mercury
- Port of Rico—L. Jacquet, Mercury
- Oooh, Oooh, Oooh—L. Price, Specialty
- I'm Gone—Shirley & Lee, Aladdin
- Sad Hours—Little Walter, Checker
- Gabbin' Blues—Big Maybelle, Okeh
- Rock, Rock, Rock—A. Milburn, Aladdin
- Paradise Squat—L. Jacquet, Mercury

Los Angeles

- I Don't Know—W. Mabon, Chess
- I Played the Fool—Clovers, Atlantic
- I'm Gone—Shirley & Lee, Aladdin
- Hey, Miss Fannie—Clovers, Atlantic
- Hey, Mrs. Jones—J. Forrest, United
- Five Long Years—E. Boyd, Job
- Sad Hours—Little Walter, Checker
- Port of Rico—L. Jacquet, Mercury
- You Know I Love You—B. B. King, RPM
- Bells—Dominoes, Federal

Philadelphia

- I Don't Know—W. Mabon, Chess
- I'm Gone—Shirley & Lee, Aladdin
- Soft—Tiny Bradshaw, King
- I Played the Fool—Clovers, Atlantic
- Baby, Don't Do It—5 Royals, Apollo
- Port of Rico—L. Jacquet, Mercury
- Oooh, Oooh, Oooh—L. Price, Specialty
- I'd Be Satisfied—Dominoes, Federal
- Restless Heart—L. Price, Specialty
- My Heart Belongs to Only You—B. McLaurin, Derby

Chicago

- I Don't Know—W. Mabon, Chess
- Soft—Tiny Bradshaw, King
- Sad Hours—Little Walter, Checker
- Baby, Don't Do It—5 Royals, Apollo
- I Believe—E. James, Meteor
- Port of Rico—L. Jacquet, Mercury
- I Played the Fool—Clover, Atlantic
- Juke—Little Walter, Checker
- Rock Me All Night Long—Ravens, Mercury
- Johnny Johnny—M. Jones, Modern

Washington, D. C.

- I Don't Know—W. Mabon, Chess
 - I'm Gone—Shirley & Lee, Aladdin
 - Soft—Tiny Bradshaw, King
 - Wake Up, Fool—O. Blackwell, Victor
- (Continued on page 57)

The Sweethearts of the Blues



In Their
NATIONAL HIT!
Headed for the TOP!

'I'M GONE'
SHIRLEY & LEE
AL 3153



OVER 100
INDIE LABELS
DO BIZ WITH
RCA VICTOR

WHY?

Flip to "Market Place"
PAGE 29

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- St. Louis... CROSS MY HEART
J. Ace—Duke 107
- St. Louis... TELL ME, PRETTY BABY
L. Price—Specialty 452
- Chicago... I BELIEVE
E. James—Meteor 5000

NEW
4 ATLANTIC RELEASES
EQUALS 4 NEW HITS!

RUTH BROWN
"MAMA, HE TREATS
YOUR DAUGHTER MEAN"
"R. B. BLUES"
Atlantic 986

RAY CHARLES
"JUMPIN' IN THE MORNIN'"
"THE SUN'S GONNA SHINE AGAIN"
Atlantic 984

INTRODUCING THE
BLUE BELLES
"CANCEL THE CALL"
"THE STORY OF A FOOL"
Atlantic 987

JOE MORRIS
and his new vocal sensation
FAY SCRUGGS
"THAT'S WHAT MAKES MY BABY FAT"
"I'M GOIN' TO LEAVE YOU"
Atlantic 985

ATLANTIC RECORDING CORP.
234 WEST 56th St. NEW YORK 19, N. Y.

Territorial Best Sellers

Continued from page 56

- Sad Hours
Little Walter, Checker
- I Played the Fool
Clovers, Atlantic
- Story From My Heart and Soul
B. B. King, RPM
- Hey, Miss Fannie
Clovers, Atlantic
- My Story
C. Willis, Okeh
- My Song
J. Ace, Duke

Cincinnati

- I Don't Know
W. Mabon, Chess

 Chess is on top of the charts again with

"I DON'T KNOW"

by
W. MABON
 Chess #1531

Sure to be a Hit . . .

"OH RED"

by
THE HOWLING WOLF
 Chess #1528

CHESS 750 E. 49th Street
 Chicago 15, Illinois

2-SIDED HIT!
 "AIN'T IT A SHAME!"
 b/w
 "TELL ME PRETTY BABY"
 by
LLOYD PRICE
 #452 #452-45
Specialty records

8508 Sunset Blvd. Hollywood 46, Calif.

AMERICA'S HOTTEST SPIRITUAL!
 Since Jesus Came Into My Heart
 By ANGELIC GOSPEL SINGERS
GOTHAM
 Record G 723

By Popular Demand!
THE ORIOLES singing
HOLD ME, THRILL ME,
KISS ME and
TEARDROPS ON MY
PILLOW
 Jubilee 5108
 "A Double Barrelled SMASH!"
JUBILEE RECORD CO., Inc.
 315 W. 47th St., N. Y., N. Y.

IT'S A HIT!
 PICKED BY CASHBOX
 Savoy #878
"FORGIVE ME, BABY"
 b/w
"OVER HERE, PRETTY BABY"
 Henry Hayes Orchestra with
 Elinore Nixon, Vocalist
SAVOY RECORD CO., INC.
 58 Market St., Newark, N. J.

- Soft
T. Bradshaw, King
- Baby, Don't Do It
Five Royals, Apollo
- I'm Gone
Shirley & Lee, Aladdin
- Sad Hour
Little Walter, Checker
- Hey, Miss Fannie
Clovers, Atlantic
- Hey, Mrs. Jones
J. Forrest, United
- I Played the Fool
Clovers, Atlantic
- Juke
Little Walter, Checker
- I'd Be Satisfied
Dominoes, Federal

Detroit

- I Don't Know
W Mabon, Chess
- You Know I Love You
B. B. King, RPM
- Gabbin' Blues
Big Maybelle, Okeh
- I'm Gone
Shirley & Lee, Aladdin
- I'm Gonna Play the Honky Tonks
M. Adams, Peacock
- Juke
Little Walter, Checker
- Oooh, Oooh, Oooh
L. Price, Specialty
- Soft
T. Bradshaw, King
- Hey, Miss Fannie
Clovers, Atlantic
- My Song
J. Ace, Duke

Charlotte

- I Don't Know
W. Mabon, Chess
- My Story
C. Willis, Okeh
- I'm Gone
Shirley & Lee, Aladdin
- Story From My Heart and Soul
B. B. King, RPM
- Port of Rico
L. Jacquet, Mercury
- Five Long Years
E. Boyd, Job
- How Long
Fats Domino, Imperial
- My Song
J. Ace, Duke
- Hey, Mrs. Jones
J. Forrest, United
- Hey, Miss Fannie
Clovers, Atlantic

St. Louis

- I Don't Know
W. Mabon, Chess
- I'm Gone
Shirley & Lee, Aladdin
- Dream Girl
Jesse & Marvin, Specialty
- Sad Hours
Little Walter, Checker
- Gabbin' Blues
Big Maybelle, Okeh
- My Story
C. Willis, Okeh
- I Played the Fool
Clovers, Atlantic
- Port of Rico
L. Jacquet, Mercury
- Cross My Heart
J. Ace, Duke
- Tell Me Pretty Baby
L. Price, Specialty

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Record Reviews

Popular

Continued from page 42

here, with color, beat and a good vocal by the thrush
Twilight Time... 73
 An unusually tasteful, tho stylized, arrangement of the standard. Dick Stable gets a beautiful sound with the alto sax.

BOBBY MAXWELL-WINDY CITY ORK
Don't Let the Stars Get in Your Eyes... 75
MERCURY 70047—A slightly hokey treatment of the powerful ditty that trips along with spirit and pep. Harpist Maxwell and the ork have cut an instrumental that should find a slot in many jukeboxes. A little late, tho, for maximum return.
Ching Ching a Ling... 69
 Another good and fast-moving instrumental. A listenable effort.

MIMI MARTEL
Alone in a Crowd... 73
 T & M 106—Here's a job by chart-tress Mimi Martel, on a melodic folk-flavored effort, with strong guitar and rhythm backing by the Troopers. The gal has a warm, and powerful voice, with a Kay Starr-ish sound, and she could attract a lot of attention if this platter is given enough exposure. A good disk by a new label
Borrowed Heart... 64
 Tho the material here is not up to the other side, the thrush does another strong job, while the combo lends good support. Gai has a fine disk style.

SHARKEY
Why Don't You Believe Me... 72
CAPITOL 2329—Dixieland treatment

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Leslie U. Crane, nine-year-old singer, has been signed by Joe Davis for his r.&b. records for the M-G-M label. The youngster, who has been on TV via the Arthur Godfrey show, has just played a week at the Apollo Theater, and is set for a week at the Royal Theater in Baltimore. First records put out by the youngster on M-G-M are aimed at the r.&b. kiddie market as well as the pop kiddie field. (See separate story.)

Bull Moose Jackson opens at the Showboat in Philadelphia on January 26. Errol Garner starts at the Clut Bengasi in Washington on January 12 for two weeks. Garner set a house record at the New Show Bar in St. Louis last week. Illinois Jacquet plays a week at the Spa in Baltimore beginning January 21. Ivory Joe Hunter goes out on a one-nighter tour thru Texas on January 31. Arthur Prysock will go out with a package thru Texas starting in February. Les and Saul Bihari have moved their Modern and RPM record firm into new offices in Beverly Hills, Calif.

Jack Walker, promotion and publicity flack for Atlantic Records and the Shaw Agency, started a deejay show over station WOV, New York, last week. Walker is on every evening with his r.&b. show. Geroge Woods, former r.&b. deejay with WWRL, Woodside, N. Y., has joined WHAT in Philadelphia. Amos Milburn, originally skedded to open an Eastern swing in Philadelphia, has been held over on the Coast for three more months. Milburn is booked by the Shaw Agency.

Willie Mabon, who was pacted by the Gale Agency a few weeks ago, plays a week at the Apollo Theater, New York, next week. Mabon's waxing of "I Don't Know" on Chess looks like one of the strongest r.&b. platters of the past few years. It has now been covered in the pop field by Buddy Morrow on RCA Victor and by Tennessee Ernie on Capitol in the c.&w. field. Tune was acquired by Republic Music, Sammy Kaye's firm, a few weeks ago. Mabon wrote the smash hit, which is now leading all regional r.&b. charts as well as the National chart. (See separate story.)

Vi Burnside back in Philadelphia next week at Butler Cafe. In the same city, "Big Maybelle" follows her Earle Theater date with a pitch at Emerson's Grille, newest of the town's musical spots. Johnny Sparrow returns to the Red Rooster in Philadelphia with Curtis Harmon's Top Notes to follow. Louis Armstrong opens January 14 at the Philadelphia Rendezvous, and Bobby Walker starts the first of 13 contracted weeks at the Powelton Cafe.

by the Sharkey band, featuring Sharkey's gravel-throated vocal and the two-beat piano.
Keep It a Secret... 71
 A relaxed, swinging two-beat version of the Jessie Mae Robinson tune. Sharkey's vocal has a fetching quality.

MIMI MARTEL
The Moon Told Our Secret... 66
 T & M 105—Mimi Martel turns in a strong reading of an effective novelty tune, selling the bouncy item stylishly, while The Troopers lend a lot of solid support, especially with a hot guitar. Thrush, who sings in a Kay Starr style, could go far with the right material.
Dreams of Niagara... 66
 Another fine vocal by the thrush, this time on an evocative ballad, helped nicely by the combo backing, especially the steel guitar.

BOBBY MAR TRIO
So
DERBY 815—Bobby Mar does a fair job on this new tune by Churchill Kohlman, writer of "Cry," but the side lacks interest. Mar sounds too much as if he is imitating Nat Cole.
You Can Live
With a Broken Heart... 45
 This bit of philosophy is chanted weakly by Mar, which is all the slight effort merits.

BOBBY GREGORY
Blue Eyes, Why Are You Blue?... 20
GREGORIAN 2205—If the song has any merit, a doubtful possibility, this awful performance will keep it under wraps. A waste of wax.
No News Is Good News... 15
 Ditto

Rhythm & Blues

Continued from page 42

may catch some plays on this, tho it's not as strong as former waxings
Why Don't You Believe Me... 65
 This etching is unusual in concept. The Crowns have a wavering, unique

quality on this side. But granting this, nothing happens. Not up to the flip.

LLOYD (FAT MAN) SMITH
No Better for You... 73
PEACOCK 1611—A jump blues receives an okay reading from Smith and a very good gang vocal from the sidemen, while the band comes thru with a swingy beat. A better-than-average side which should pull some coins.
My Clock Stopped... 68
 Smith tells how he lost his baby on this routine blues waxing.

JACK (SCAT) POWELL
Hipsters Jump... 73
NUCRAFT 1010—Here's a good hunk of wax, featuring a strong scat vocal by Powell on the jump item and an exciting reading from the ork. Tune builds all the way, and Powell and the ork really ride it. Side, with exposure, could catch some loot. A good side by a new label.
Boom Bah... 60
 A slight riff effort is handed an okay reading by Powell, while the ork furnishes a solid beat. Material isn't very strong and Powell sounds much better on the flip.

DEXTER GORDON
My Kinda Love... 72
SWING TIME 323—Subdued rhythmic backing is set for a slow and breathy sax vocal by Gordon.
Citizen's Bop... 70
 As the title suggests this one's on the cool side. Give and take is between the piano and sax.

JETS
Drag It Home Baby... 72
RAINBOW 201—The Jets, Rainbow's new group, give a relaxed, swinging
 (Continued on page 88)

Sacred

THE HARMONEERS QUARTET
Jubilee's A Comin'... 77
BIBLETONE 4010—A happy, bouncy gospel effort is handed a slick rhythmic rendition by the group over some lazy piano backing. Side should do well in the market and could grab a lot of deejay spins.
Nothing Can Compare... 74
 The group turns in a sincere performance of a slow-tempo sacred ditty, singing the tune with feeling.

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Album and LP Reviews

Popular

LYRICS BY IRA GERSHWIN70
Nancy Walker; Louise Carlyle; David Craig (1-12")
Walden (33) 300

This is a delightful new album, which in spite of its limited market, should have a steady appeal to those who enjoy the sophisticated and often subtle lyrics of the talented Ira Gershwin. The collection of tunes on this set is excellent for two reasons, first because many of the tunes are unfamiliar, many having never been waxed before, and secondly because they are performed in an intimate, informal style. Selections include ditties Ira Gershwin wrote in collaboration with some of our greatest writers, including Jerome Kern, Arthur Schwartz, Kurt Weill, Aaron Copeland, Vernon Duke and brother George. Familiar tunes include "I Can't Get Started," "Long Ago and Far Away" and "The Saga of Jenny." Those of less familiarity are "Younger Generation," "Blah, Blah, Blah," "My One and Only," "I Don't Think I'll Fall in Love Today," "Sing Me Not a Ballad," "Put Me to the Test" and "Don't Be a Woman if You Can." These latter songs are not all top-drawer, but Gershwin's lyrics are adroit and masterful. The selections are effectively performed by Nancy Walker, Louise Carlyle and David Craig, with good piano accompaniment by David Baker and John Morris. Arrangements are tasteful. Best sides are the broadly humorous "Don't Be a Woman if You Can," and "The Saga of Jenny." The diskery deserves a nod for a fresh and imaginative platter. Liner notes are first-rate and cover is attractive.

DONALD NOVIS65
(1-10")
Mercury (33) MG 25165

Donald Novis, widely-known to the older radio listeners, does eight tunes on this album, stemming from the pop-standard and light concert categories. Included are "Deep Night," "The World Is Waiting for the Sunrise," "Trees," "Charmaine," "Deep Purple," "Molly Malone's Wedding Day," "I Love You" and "You Came Along Out of Nowhere." Arrangements are competent. The performances will appeal to consumers familiar with Novis' straight warbling style.

Hot Jazz

GEORGE WALLINGTON TRIO70
(1-10")
Prestige (33) PRLP 136

It is only recently that George Wallington has become known outside of New York, though he has been part of the jazz scene for more than a decade. On this new slicing the pianist gets a chance to show off some of his original and imaginative 88-ing. Some of the tunes in the set are originals by Wallington, the others being standards like "Tenderly" and "Laura." Whether the ditties are old or new, however, Wallington, supported brightly by Max Roach, Oscar Pettiford and Baron Figus, gives out with a lot of sparkling piano, playing the tunes with the drive and flourish that mark his fresh and striking style. Best sides are the lilting "Love Beat" with Chuck Wayne on mandolin, "Escalating," "Summer Rain" and "When Your Old Wedding Ring Was New." This set should interest a lot of modern jazz fans.

GENE AMMONS TENOR SAX FAVORITES (Volume II)70
Gene Ammons Ork (1-10")
Prestige (33) PRLP 127

This is the second set of Gene Ammons Favorites released to date, and it features the tenor man in some of his best known selections. Best efforts on the set are the exciting "New Blues Up and Down," in which Ammons battles Sonny Stitt on tenor, and both musicians contribute driving solos, "Ammons Boogie" and "Echo Chamber Blues." Ammons also comes thru with some warm sax stylings on the pretty "Blue and Sentimental." Other tunes on the waxing are "Jug," "Sirocco" and "Wow," none of which show off Ammons or the ork at their best. Ammons' fans will be interested in this new disk, as will other progressive jazz aficionados.

MAMBO JAZZ68
Sonny Stitt-Joe Holiday (1-10")
Prestige (33) PRLP 135

This is an interesting and listenable set, a combination of modern jazz with Latin rhythms, the due to the varying performances of the groups on the slicing, not quite up to all the title implies. Sonny Stitt on tenor, with Humberto Morales and Shadow Wilson behind him, comes thru brightly on two swingy mambos "Cool Mambo" and "Blue Mambo." "Pina Colada," a bop-styled Latin effort, receives a driving performance from Kenny Graham's British group. Joe Holiday's best recording is "Donde," an exciting mambo standard, and "Cuban Nightingale" is played in blues style by the group. Holiday's tenor work is effective on both. Liner notes are good, and set should have steady appeal.

ZOOT SIMS ALL STARS (Contemporary Music)65
(1-10")
Prestige (33) PRLP 138

Zoot Sims gets a chance to show off a lot of good tenor work on this new Prestige slicing. The group behind him consists of Art Blakey on drums, George Wallington on piano, Percy Heath on bass, Kai Winding on trombone and A. Cohn sharing solos with Zoot on tenor. The combo swings and both tenor men, who play in the tradition of Pres, turn in some fine solos. The tunes, each of which run from four to five minutes, include the oldie, "Tangerine," Sim's "Red Door" and two on-the-spot improvisations by Sims, "Zootcase" and "Morning Fun." "Fun" is a bright, rhythmic effort. Good jazz for fans of the genre.

JAZZ CONCERT WITH WARDELL GRAY ALL STARS; JAZZ ON SUNSET, KIDDO60
(1-10")
Prestige (33) PRLP 128

This set was waxed in Los Angeles about two years ago at a jazz concert. The members of the All-Star group, in addition to tenor man Wardell Gray, include Dexter Gordon on tenor, Clark Terry on trumpet, Jimmy Bunn on piano, Billy Hadnot on bass, Chuck Thompson on drums, and Sonny Criss on alto. There is only one tune on each side of the waxing, "KidDO" and "Jazz on Sunset," giving each of the musicians a chance to show off his modern wares at length. Wardell Gray stands out on the waxing, especially on his tenor solo on "Jazz on Sunset," the more listenable of the two selections. Nothing especially outstanding about the slicing, but audience applause adds interest.

Jimmy Young Arrives in U. S.

NEW YORK, Jan. 10.—Jimmy Young, British singing star for English Decca and the London Gramophone Company, arrived in this country last Saturday (3) for a two-week holiday. The holiday was soon at an end, however, because he was immediately taken in tow by London execs and squired around New York and Philadelphia to various jockey shows. His current U. S. disk is "This Is Our Night" and "My Heart Is a Kingdom."

Young, who is ranked as the No. 1 singer in his homeland, is one of the rare British artists who consistently outsells American artists in England. In commenting on British disk radio shows, he said that it's so set up that the same disk cannot be replayed within a seven-day period. The British Broadcasting Corporation which is increasing its disk-spinning time this year, still devotes less than 10 per cent of its time to this type of programing. Young, who has his own BBC TV show, is set for a vaudeville tour of the Moss Empire Circuit beginning February 1. The tour will kick off at the Paladium.

Mills' 'Worm' Tops Million

NEW YORK, Jan. 10.—Sales of the Mills Brothers waxing of "Glow Worm" on Decca yesterday topped the million mark. It was the group's third million seller, following their diskings of "Paper Doll" and "You Always Hurt the One You Love" into the select category.

Retail action on "Glow Worm," released four months ago has yet shown no signs of diminishing. The record still heads the re-order list at the diskery and has figured prominently on The Billboard lists of "Best Selling Singles" for the past 17 weeks. The Mills Brothers will be awarded a gold disk to mark their achievement.

Latin American

• Continued from page 42

lovely, smooth performance of a pretty blues effort penned by the orkster. Side could easily go pop as well as L. A. and should pull a lot of spins.
Te Venades....72
Lara sings this slight bolero, which he also penned, effectively, while the band supports him with a rhythmic beat.

BEBO VALDES ORK
Copa No. 277
V 23-5912—Effort features some fine trumpet playing by Daniel Flores above exciting backing by the ork. Arrangement has some arresting gimmicks to spark interest.

El Batanga De Las Viejas....74
The brasses of the Valdes ork blow this one strongly to a penetrating beat by the rhythm section. Good dance wax.

HERMANAS PADILLA
Ni Tu Ni Yo76
V 23-5908—The Padilla Sisters do a pleasant job with a slight waltz item, showing off their smooth harmony over a quiet ork backing. A nice side.

Indigno De Ti....75
A slow tempo ranchera receives a listenable rendition by the girls while the ork lends bright support with a lively arrangement with some talking from the ork men.

CHARRO AVITIA
Por Hay, Por Hay75
V 23-5914—A resonant warble by Avitia of a melodious ranch ditty. Bouncy accompaniment adds to the merriment.

La Rafalita....74
Steady three-quarter-beat opus is sung pleasantly by Avitia.

BANDA GENARO NUNEZ
Toreros Mexicanos71
V 23-5913—The big band turns in a steady-paced reading of a paso doble that recreates the atmosphere of the bull ring.

Cielo Andaluz....70
Another paso doble is effectively read by the band.

Fisher to Plug Army Ditty

NEW YORK, Jan. 10. — Pfc. Eddie Fisher, just returned from a European tour of duty, will introduce the winning Army song, "The Army's Always There," on Jane Froman's U. S. A. Canteen television show, Tuesday (13). The tune, penned by Sammy Stept, was selected this week by the Army Song Board as the best of about 700 songs that were submitted in the Army's search for an official song. It will be published by Sherwin Music.

While Stept's song was adjudged the best of the entries, it will not receive official blessing unless it can prove its acceptance with both the Army personnel and the public.

To give it a fair shake, it will be that service's No. 1 plug tune for the next three months. During that time, it will be featured by Army musicians. The disk industry promised at the outset to co-operate in every way possible by recording the song. What artists will cut the ditty for each company is not yet known.

Cugat Signs Victor Pact

NEW YORK, Jan. 10.—RCA Victor has signed Xavier Cugat to a two-year pact. The orkster, who had been under contract to Mercury Records, bought out the remaining four years of this contract (The Billboard, January 10), for approximately \$25,000.

M-G-M Inks Crane, 9-Year-Old Thrush

NEW YORK, Jan. 10.—Leslie U. Crane, nine-year-old youngster who has been featured on the Arthur Godfrey TV Show and just finished a week at the Apollo here, has been signed by Joe Davis to make waxings for M-G-M Records. First waxings by the youngster, which is intended for the pop and r.&b. kiddie market, are "Percy, the Pale Faced Polar Bear" and "Easter Bunny Day."

Davis has signed the youthful thrush to a personal management contract in addition to her recording pact. First records will be released in about two weeks. The singer is skedded for a week at the Royal Theater, Baltimore, starting January 16.

Music Biz Club Being Formed

NEW YORK, Jan. 10.—A social club for men in the music business is in the process of formation. The organization is tentatively titled The Club. Membership is open to all facets of the business, including artists, managers, agents, contact men, publishers, diskery execs, publicity and promotion men, cleffers, etc. Dues are tentatively set at \$25 annually, with an initiation fee of \$100 payable in installments. Currently, a housing committee is seeking suitable quarters in midtown Manhattan.

Those joining prior and up to February 1 will be designated charter members, with this category closed when the list reaches 150. After February 1, new applicants will be considered for membership when sponsored by four members in good standing.

Members already in the club elected a temporary slate of officers at the last general meeting. They are Henri Rene, RCA Victor, a.&r. exec, president; Ben Selvin, general manager of Southern & Peer International, vice - president; Herb Hendler, head of Hendler-Flanagan, Inc., secretary, and Sal Chianti, Leeds Music exec, treasurer.

Elected to the general council are Al Brackman, Joe Carlton, Hal Cook, Milt Gabler, Jack Lacey, Jack Katz, Harry Meyerson, Bob McCluskey and Arnold Shaw. The membership committee includes Hendler, Dick Linke, Joe Csida, Hal Cook, Jack Lacey, Howie Richmond, Joe Carlton, Mike Conner, Sal Chianti and Hal Webman.

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45-Who Is Mel Kious?-78
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Search for Film Selling Pattern

Continued from page 20

Arch Mayer, Motion Pictures for Television's Cy Weintraub, Ziv's Johnny Sinn, all these and many others have worked long and hard to establish and win the confidence of agency, advertiser and station buyers across the country.

And investigation of the various selling organizations presently operating indicates that no single pattern even comes close to emerging as the final answer. Some organizations feel that as few as four to a half dozen good men, strategically situated and working on the road a good part of the time can service the present market adequately. Others, of course, utilize the services of a dozen or more sales people in various areas of the country. As the number of stations increase, of course, there is no doubt considerable expansion of selling and service organizations will take place.

Presently acknowledged the number one selling organization in the industry is Ziv Television Programs, Inc. But astute observers point to two distinct advantages the Ziv organization has had over most of its TV film competitors. First, of course, the firm has had long experience in selling agencies, advertisers and stations transcribed radio shows. And secondly, and possibly even more important, the Ziv organization has had a number of top

rated shows to present to potential purchasers. With "Boston Blackie" and "Cisco Kid" as a nucleus, Ziv representatives have a pretty good product story to tell. Ziv, nevertheless, is being carefully watched and studied by the industry.

The question of product, of course, must of necessity be of prime importance in the development of any TV film sales organization. It is for this reason that such firms as Motion Pictures for Television, until comparatively recently occupied solely with distribution of theatrical films for TV, have gone into series production. With "Superman" as its first series, the organization plans other series in the future. Many another distributor, too, believes that to develop in the TV film field, a sales organization must have an assurance of a steady flow of good product. With this in mind, distributors are considering as part of their development programs, production of films on their own, or making a financial investment (and thus acquiring partial ownership) in films produced by competent independent producers.

Whatever the future developments, the fact remains that evolving patterns of distribution, sales and service constitute one of the most interesting current phases of the TV film industry.

Showbiz Taxes

Continued from page 26

tax was \$606,819 in November, as compared with \$1,419,846 the previous November. The federal tax on musical instruments yielded \$910,270, an increase of \$105,484 over the previous November. The tax on phonographs, TV sets, radio sets and components yielded \$12,332,956 in November, a decline of \$399,260 from the previous November.

The Federal tax on admissions to theaters and concerts yielded \$25,006,594 in November, a decline of \$6,231,143 from the previous November. The tax on admissions to cabarets and roof gardens yielded \$3,444,806, a drop of \$342,264 from the comparable month of the previous year.

Federal tax on alcohol brought in \$268,538,878 in November, an increase of \$24,282,590 over the previous November. The tobacco tax yielded \$127,175,536, down \$17,594,900 from the previous November. Receipts from the Federal tax on coin-operated amusement devices and gaming devices totaled \$360,285 in November, as compared with \$1,560,714 the previous November.

Turning Tables

Continued from page 26

average op is as yet unaware of the disk jockey's importance in getting people out to a dance. And they also believe that the reason many orks have put on their own advance men to make deejay contacts is because the ballroom operators have failed to do the job.

The operators report to each other on how the bands did, orksters claim that they never talk to them about the engagement. "It's nice to hear we did great," stated one leader, "but we'd also like to know why we do badly, so that we can improve our performance next time. But the ops rarely say a word. If you ask him what type of music he wants, fast sets, slow sets, or what, he'll usually say 'Just play your regular job.' Then we'll find out he wrote in his NBOA report that the band did not please the dancers, playing fast items when they wanted slow tunes. Why couldn't he have mentioned what he wanted in the first place?"

Como Gold Disk

Continued from page 26

association with Chesterfields. When it was found that the disk had gone into seven figures in the middle of the week, it was decided to make the presentation at the party.

"Stars" has been the fastest of all Como gold platter disks to make the grade, hitting the 1,000,000 figure in less than 10 weeks after release. It has been his first 1,000,000-seller since 1949 when he clicked with "Because." Previous to that he scored with "Prisoner of Love," "Till the End of Time," "When You Were Sweet Sixteen" and "A-Hubba Hubba Hubba."

It's interesting to note that Como's return to the top followed directly on a country-wide tour the singer made seeing juke box operators, deejays and dealers and asking what type of tunes they wanted from him. The answer from most was a rhythm side. Two records later came "Stars" and sales of 1,800,000.

Pop, Longhair

Continued from page 26

"1190," aimed at the dealer. For the first three months, dealers ordering the package of 12 Olympian Series LP's get them for the price of 10 for a saving of \$11.90. Included in series are the new Rafael Kubelik releases featuring Chicago Symphony's "Pictures at an Exhibition" by Moussorgsky, "New World Symphony" by Dvorak, Tchaikovsky's Symphonies No. 4 and 6, Brahms's First, Bartok's "Music for Strings" and Block's "Concerto Grosso." Also included are Antal Dorati's conducting the Minneapolis Symphony in "Scherzade," Tchaikovsky's "Fifth," Respighi's "Pines and Fountains of Rome," Mendelsohn's "Italian Symphony," Mozart's No. 40, Brodin's "Symphony No. 2," Stravinsky's "Fire Bird Suite," Berlioz's "Roman Carnival Overture," Ravel's "Pavane Pour Une Infante Defunte" and Debussy's "Three Nocturnes."

Producers of TV Films

Continued from page 22

- United Producers Studios**
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Paul Garrison
- United Television Artists**
5539 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7374
- United World Films**
445 Park Ave., New York, N. Y.
Phone: Plaza 9-8000
Norman Gluck
- Video Drama Productions**
505 Fifth Ave., New York, N. Y.
Phone: Murray Hill 2-0326
- Video Varieties Corp.**
41 E. 50th St., New York 22, N. Y.
Phone: Murray Hill 8-1162
William Deering
- Videopix, Inc.**
Pittsburgh, Pa.
- Vidicam Pictures Corp.**
240 E. 39th St., New York, N. Y.
Phone: Murray Hill 6-3310
- Vitapix, Inc.**
509 Madison Ave., New York, N. Y.
Phone: Plaza 8-3013
Robert Wormhoudt
- Vogue Wright Studios**
Chicago, Ill.
- Adrian Wells Productions**
655 N. Fairfax Ave., Hollywood 36, Calif.
Louis Weiss
- Western Adventure Productions**
120 S. Poplar St., Charlotte, N. C.
J. Francis White
- Wilding Picture Productions, Inc.**
1345 Argyle St., Chicago 40, Ill.
Phone: Longbeach 1-8410
- Wilkins-Gooden Productions**
6331 Hollywood Blvd., Hollywood, Calif.
Phone: Hemstead 7178
- Willard Pictures, Inc.**
45 W. 45th St., New York 19, N. Y.
Phone: Bryant 9-1470
T. W. Willard
- Williams Productions, Inc.**
Goldwyn Studios
1041 N. Formosa, Hollywood, Calif.
Phone: Granite 5111
Rene Williams
- Wink Films Corp.**
625 Madison Ave., New York, N. Y.
Phone: Plaza 3-0684
Leslie Wink
- Frank Wisbar Productions, Inc.**
Eagle-Lion Studio
7324 Santa Monica Blvd., Hollywood 46, Calif.
Phone: Hudson 2-2181
Frank Wisbar

- Woodruff Tele. Productions**
1022 Forbes St., Pittsburgh 19, Pa.
- Weather Television Productions, Inc.**
California Studios, 650 N. Bronson, Hollywood 4, Calif.
Jack Wrather
- Emerson Yorke Studio**
245 W. 55th St., New York 19, N. Y.
Phone: Luxembourg 2-2216-17
Emerson Yorke
- Young America Films, Inc.**
18 E. 41st St., New York 17, N. Y.
Phone: Lexington 2-4111
- Ziv Television Programs**
488 Madison Ave., New York, N. Y.
Phone: Murray Hill 8-4700
John Sinn

OPS Asks Data

Continued from page 25

a regulation which permits the granting of such a blanket order if substantially all dealers had sold its records at list during the OPS base period in 1950. In some quarters the OPS authorization was viewed as strengthening the hand of Cetra in the suit brought by Goody (The Billboard, December 27). If upheld, it would have superseded the cut-price ceilings registered by the outlet, and Goody would have had to market Cetra LP's at the fair trade price.

The latest OPS order to Raxor, dated January 6, states, in part: "In order to obtain such further information and to conduct the investigation, the Director (of OPS) has determined that you (Raxor) be required to file with the OPS a copy of the alphabetical list of the names and addresses of all your retailers in the base period of 1950 from which you selected the names of the retailers making the certifications you filed with your application. "The Director has further determined that in the event you fail to file the aforementioned alphabetical list of your retail customers within seven days of the effective date of this order, an order will forthwith be entered revoking your authorization."

Music—As Written

Continued from page 32

and the tune is being covered by Decca, RCA Victor and Okeh. Tune goes into Gail Music, Gallico's BMI firm.

BILLY WALTERS QUILTS BMI . . .

Billy Walters has resigned from the West Coast office of Broadcast Music, Inc. Walter's duties as head of the professional department have been taken over by Eddie Janis, who will also continue with his other activities. Julie Stearns, general professional manager of the firm, has announced that no replacement is contemplated.

GIBBS TO OPEN AT LA VIE EN ROSE . . .

"Her Nibs" Georgia Gibbs, is set to open at La Vie en Rose here January 26 after she finishes her Capitol Theater stint with Johnnie Ray and the Ray Anthony ork.

The thrush, who came thru with her first smash record in 1952, "Kiss of Fire" on Mercury, played three different theaters here last year, the Paramount, Roxy and the Capitol. Miss Gibbs is skedded for a shot on the Ed Sullivan TV show in February.

WAYNE SELLS MASTER OF 'RACHEL' TO KEM . . .

Singer Artie Wayne sold his VIP master of "Rachel" to Kem Records on the Coast this week. Kem will be shipping the platter in another two weeks. The tune has also been cut by Al Martino for Capitol, after the original Wayne dinking stirred up some action here.

New York

Henry Okun has signed to handle disk promotion for the Douglas Duke Trio, Mercury Artists, who go into Frank Dailey's Meadowbrook, Cedar Grove, N. J., on Friday (16).

Murray Sporn, New York manager of American Music is mourning the death of his father, January 1.

The Tommy Tucker Girl plays for two weeks at Vogue Terrace, McKeesport, Pa., beginning January 25. . . . Billy Eckstine opens at the Fairmont Hotel, San Francisco, on January 26 for two weeks. . . . Bill Kenny, leader of the Ink Spots, sang at the Boy Scouts' traditional Dawn Patrol Breakfast at the Waldorf-Astoria on Thursday (8).

Halasz Named

Continued from page 26

Records has been officially announced by Don Gabor, president of the record firm. In this new capacity, Halasz, who was the founder and for years the director of the New York City Center, will have complete control over artists and repertoire for the low-price indie classical leader. In addition, he has been given full responsibility for the diskery's budget.

In announcing the appointment, which The Billboard forecast two weeks ago, Gabor pointed out that Halasz has carte blanche in throwing out anything from the catalog which he feels is not up to par and make whatever new disks he wishes. In pointing out the free hand Halasz will have, Gabor added, "If he can build the New York City Center without money and with a board of directors, I think, where wouldn't he go without a board of directors and with money?"

Under the new set-up, Gabor will concentrate exclusively on the sales end. Newly-appointed sales manager Thomas Brusk will continue in the capacity. When queried about what specific changes would be wrought under the new organizational frame, Gabor said that these were currently being discussed, and an announcement would be made at a future date.

Mercury Limits

Continued from page 25

madge stated that firm plans to add 10 more Childcraft records to its line by July. This will bring the total in the series to 39 singles on 78, most of which are also coupled on six LP's. Firm is also mapping out an aggressive newspaper and magazine campaign to plug the Childcraft line, as well as mulling a proposal that it bring out a Childcraft record player for the moppet trade.

Firm is also in the midst of altering its distribution set-up. Plans now in the works call for dividing the country into four regions with Arnold Silverman heading the Eastern division, Sales Manager Morrie Price, the Midwest; Dee Kilpatrick, the South and an as yet unselected exec to head the West Coast operation. "Each regional director will be responsible for distributors in his territory as well as the special field disk jockey promotion men who cover stations in their areas," Talmadge said. Over-all direction will continue to come from headquarters here.

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Allentown, Pennsylvania Tel. 3-7405

Old established Music Shop, handling exclusive merchandise: very good stock of phonograph records; operation very profitable in excellent location at San Bernardino, Calif. Address inquiries to P. O. Box 42, Loma Linda, Calif.

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Tico—King of the Mambo Records: also the finest in Rhumbas, Tangos, Sambas and Boleros; all top artists, many instrumentals; finest recording sounds; available on 78, 45 and beautiful long-playing albums; choice territories open for distribution. Write for new catalog. Tico Recording Co., Inc., 143 West 41st St., N.Y.C. LA 4-0457.

Employer-Employee Meeting Place

A & R Assistant, ability to isolate and organize intangibles; highly creative, strong on phonetics, acoustics, arranging, production, listener research. Box M-26, The Billboard, Cincinnati, O.

Salesman for line of LP's and extended play. New York, New Jersey and Conn. Box 828, Billboard, 1564 Broadway, N. Y. C. 36.

Parts—Products Services

Record labels our specialty; LP covers printed, fast service. Progressive Label Co., 137 Manhattan Ave., Brooklyn 6, N. Y. Stagg 2-4799.

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JACK L. CAIDIN, Pres.
Manufacturers of Phonograph Records for the trade; top quality; fast service; lowest prices; overnight emergency jobs. 10" 78 RPM and 33 1/2 RPM; large or small quantities.
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SACramento 2-9171

Recording Tape—Plastic base; new, non-spliced; 3 reels 7". \$5; 3 reels 5", \$3.50
Vogue Tape Co., 118 Bleeker St., New York City 12. OR 4-0688.

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445 N. Lake Shore Dr., Chicago WHitehall 4-3215
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Biggest Selections on all Speeds. Distributed in Chicago by Coral Records, Inc.—161 W. Huron Write for catalog and nearest distributor.
DANA RECORDS
344 North Ave. New Rochelle, N. Y.

For Sale—40,000 good used Records; will take best offer. "Radio" Joe Warrington, Thermopolis, Wyo.

Operators, Dealers—If you need phonograph records, polkas, waltzes or in foreign language, write to us. We are the only record company in the world specializing in languages, write to us. We are the only record with records in 21 different nationalities, in 78, 45 and 33 1/2 RPM. New releases every 6 weeks. Standard Phono Co., 163 West 23rd St., N. Y. C.

ADVERTISING RATES

REGULAR-CLASSIFIED

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word \$.20

3 or more CONSECUTIVE or 26 insertions, per word18

52 CONSECUTIVE insertions, per word16

Minimum \$3

DISPLAY-CLASSIFIED

Any advertisement using display make-up or white space. Figure space between only on ads of 28 lines or more.

Per agate line \$1.00

3 or more CONSECUTIVE or 26 insertions, per agate line95

52 CONSECUTIVE insertions, per agate line90

per agate line90

1 inch equals 14 agate lines.

Hocus-Pocus

By BILL SACHS

THE CONTROVERSY between Charles (Think-a-Drink) Hoffman and Jay Palmer, of Magic Kettle fame, as to who was the first to present a magic bar act in this country still rages, and as it rolls along it becomes more confusing. The original question, as we understood it, was who presented the first drink act in America? Frankly, relying solely on our memory, we don't know the answer. The confusion arises over the statements of the two gentlemen. Palmer, in his latest communication to the Magic Desk, says: "I still say that I was the first in this country to do a magic bar act with my Magic Kettle." It is unlikely that Hoffman would dispute this statement, for in a recent letter to the desk he stated, "I never did a Magic Kettle drink act. As has been proved before, I am the creator of the Think-a-Drink act and this fact was allowed me by the jurisdiction of a court, having passed on the validation of my copyright." Thus, there can be no basis of

argument over who presented his own particular version of the drink magic routine, but it still leaves unanswered the question as to who presented the first drink act in America under any method of presentation. Judging from letters received from both Hoffman and Palmer, they would settle the latter question by sending to the Magic Desk their old press clippings and publicity releases, and letting us make the decision. Frankly, that wouldn't solve anything. It may enable us to determine which of the two first presented a drink magic routine in this country, but it wouldn't eliminate the possibility that some other magician preceded both of them in presenting such an act in this country. We've only been writing about and hobnobbing with magi for 27 years, but our technical background on the art isn't sufficient to permit us to make a decision that might be accepted universally. Our suggestion is that boys keep their clippings in their scrap books and forget about the matter. Or, better still, why not turn the question over to the International Brotherhood of Magicians or the Society of American Magicians, with either or both of the latter organizations appointing a committee to mull the matter and come up with an answer at their conventions late next spring. A committee of experts on magic is certainly better qualified to answer the question than an individual with a limited knowledge of working magic.

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3 Coffee Vendors—Nat. King—200 cup, in original cartons. Cost \$695.00, will sell for \$675.00. One-third deposit, balance C.O.D.

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SCHENECTADY 5, N. Y.

Flamingo Gets ABC 'Annie' Tab

HOLLYWOOD, Jan. 10.—A tab musical set by Bob Phillips of Associated Booking, "Annie, Get Your Gun," will open March 19 for two weeks at the Las Vegas Flamingo.

Phillips has also signed Ben Kamsler and L. K. Brill, co-producers of the Melody Fair, summer alfresco theatrical venture in Toronto. They will set up tab musicals for niteries. The first will feature Earl Covert, Jack Rutherford and several other principals, plus an 18-person line.

Extra Added

Continued from page 24

Kaye bill at the Palace. . . Borrah Minevitch Ratings are recent additions at the Latin Quarter. . . Dubey and Karr wrote the score for the new Copa show. . . Dick Shawn, a mountain comic last summer, is now climbing into the big money. He'll get \$2,500 in Las Vegas. A big husky kid, he was once a White Sox farm hand. . . Joe Tauss, Parade Records' general manager, leaves January 10 for country-wide distributor trip to set up spring promotion. Canadian Music Sales in Toronto has just been signed as Canadian distributor for Parade and its new label, Opus.

Ernie Fast, AGVA topper in San Francisco, moved to Chicago to take charge of AGVA's Chicago office.

Chicago

Al Quodbach, owner of the Granada Cafe, prominent prohibition era nitery, has applied for a gambling and liquor license in Las Vegas. The Windy City spot burned down in 1934. . . Frank York's string ork, which is holding forth in the Hotel Sherman's Porterhouse Room, will provide the dinner music at the top-level reception for Illinois' new governor, William Stratton, in the Governor's Mansion, Springfield.

Wally Griffin, sophisticated pianist who did 16 weeks at the Buttery not long ago, went into the Black Orchid, new Chicago spot, starting Tuesday (13). He replaces Jane Dulow. Staying on for indefinite runs are Josh White and Jeri Southern.

Chi Talent

Continued from page 24

issue. We feel that the action taken by AGVA's Chicago board in refusing to penalize the performers involved, completely vindicates and justifies the position we have taken from the beginning; namely, that AGVA's impetuous action in calling a strike without consultation with the performers, and then refusing to negotiate with the supper club owners, was contrary to the best interests of the members.

"We further feel that the Chicago office of AGVA, as well as its other local offices, should be given local autonomy so that important policies can be established by those most qualified to meet local problems and situations rather than by those who are totally unfamiliar with certain local conditions hundreds of miles away. Furthermore, this independence would represent true democracy in action, with no decision being made without proper representation of those involved.

"We will resist our expulsion from AGVA in every way humanly possible, convinced that should AGVA endeavor to deprive us of our opportunities to earn a living it would be committing an illegal and unwarranted act which would strike a mortal blow against the basic purposes and objectives of our organization.

"Our cause is the cause of variety artists thruout the nation. We are soldiers on the front line waging a membership fight to create and develop within the structure of our organization real democracy, fair play, proper representation and sincere leadership. Only by achieving these ends can AGVA play a proper role in building a better industry for all its members.

"We are deeply grateful and appreciative of The Billboard's honest and unprejudiced presentation of the facts to its readers."

Burlesque Bits

By UNO

Rita Ravell, featured, was brought back for a New Year's opening via a contract of two weeks at Jack Campbell and Johnny Halagan's New Tropics Club, Fresno, Calif. Others on the bill are Danny Richards, Hal Darby, Ginger Lee, Russell Trent, Peggy Drew, Rhea Walker, Vadra and Taps Harris. . . Pearce Bradley, Detroit spotlight man at the Gayety and his wife, Bonnie Boyia, are mourning for their still-born child Christmas morning. . . Bubbles (Dimpled Darlin') Darlene closed four weeks at the Paper Doll nitery, Tampa, and opened December 27 as co-star with Rocky Graziano and Danny Rogers at the Beachcomber, Miami Beach. . . Hudson, Union City, N. J., on New Year's week celebrated with two parties, one on New Year's Eve, provided by the management for the entire personnel, and one on January 3, for which Vicki Welles, the current feature, was the hostess with a roast ham and trimmings of her own cooking. Winnie Garrett comes in as feature, February 15, and Rose LaRose, March 1. . . The Holiday, New York, shuttered New Year's Day after but a week's opening with Sally Rand as feature, due to bad biz, and with Michael Rose, operator; returning to his other project, that of auto selling in Brooklyn. Due

to follow Miss Rand was Sherry Britton. . . Jo Shannon, who is Gloria Seward, of Los Angeles, is a new strip-talker principal on the Hirst circuit. She was a parade girl for five years at the Burbank and Follies in L. A. from where she promoted herself to solo engagements in Chicago niteries. . . Gayety, Detroit, reopened December 26 with Sunny Dare, featured, and Ray Kolb, manager.

Loney Lewis returns to Broadway the latter part of this month after a tour of Hirst houses, this time to fill a role and to understudy David Burns, one of the stars in "Two's Company." During his last few weeks in burly, Lewis wrote and acted a new scene built on one of the topical events in medical history. . . Eddie Yubel and Helen Drake closed in one Hirst unit in Minneapolis and opened in another in Baltimore January 11, with Jess Mack moving back to his executive post in the circuit's headquarters in Philadelphia. . . Eddie Kaplan and Mike Frankel, of the Monarch Central Agency, Miami Beach, have booked the entire package of Gus Van's "Roaring Forties" revue into the Jewel Box there. They have also booked for West Palm Beach, Sheela (The Peeler) Ryan, Louis Angel and Flash Lane into the Gayety Club; Rusty Marsh and Jimmy Day, Harem Club; Honey Lee Walker and Nora Ford, Rainbow Inn; Neptune in her tank, Melody Club, and Don Whyte, Life Bar. Exclusively booked by them are the Paper Doll Club, Tampa, and the Flagler Theater, Miami. . . Jean Bedini, 81, is in the Polyclinic Hospital, New York, for treatment due to a fall on a Canadian street December 23 while en tour with the Gay 90's show. From Canada he was flown to Manhattan by Harland Dixon, who returned to the show. . . Ethel Paul is back at Murray's Inn, Albany, N. Y., for an indefinite stay. Booker Harry Dell is negotiating for Montreal for her next stop. . . Abie L. (St. Louis) Morris, former owner of the Wonder Show of America is vacationing in Miami Beach, a guest of Max Goodman, of the Greystone Hotel. . . Harry (The Great) Szerlip, magician, is a ballgame salesman on the side, as well as a musician.

New Delbridge Agency Line-Up

DETROIT, Jan. 10.—The Delbridge & Gorrell talent office will carry on under the original name following the recent death of Ray Gorrell. The Gorrell family will be represented in the agency by Bill O'Halloran, a son-in-law of Gorrell, who has been office manager for the past two years. Del Delbridge will continue as general manager.

Betty Bryden, who has operated the independent Betty Bryden Agency for 20 years, has also joined the office. Miss Bryden is bringing her own accounts into the D&G organization, while Harry Lee, formerly associated with the Bryden office, is joining the night club department.

Delbridge & Gorrell will also establish a television department under Bob Hawkins and Nat Starr.

Chicago, Chicago

Continued from page 23

there aren't any rib-rockers, Kitzel does earn a steady stream of chuckles which build to good proportions in the second half. He switches from the familiar Kitzel dialect to his own voice and then to several other accents and wails in a desecret hint that dialects are representative of the national make-up.

Closing the show is the comedy dance team of Elsa and Waldo, old favorites here. Their rube hop to the tune of "Over the Waves" is still a knockout and the tricky tapping that comes next is good, altho at one point grotesque staring is held a bit too long.

Openers are the Asia Boys (3), who combine impressive hand balancing with contortion by the understander. They've got a couple of double pass-overs that are impressive acrobatics.

Tom Parkinson.

Empire Room, N.Y.

Continued from page 23

is, the lady was electric in effect, despite reliance on tunes whose gaiety and color could only be imagined, rather than truly understood.

"Mon Homme," "Alouette," a number or two from American operetta, were familiar to American ears. Other items had to do with kittens hiding in ladies' bosoms and various other aspects of French life.

It was a notable opening, with the audience in a happy spirit of ooh-la-la when it was over.

Nat Brandwyr played the show deftly, with Mischa Borr and his orchestra alternating for the dancers. Paul Ackerman.



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Girl Accordionists, Strollers, Organists and Cocktail Combos. Send photos, salaries, etc.

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Improve your floor—makes and keeps floors dust free. Money-back guarantee. Write for prices.

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Hixton, Wisconsin

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in Jacksonville, Fla.

Home of Name Bands and Show People

COMMERCIAL RATES, CREDITS

Ask bands like Tex Beneke and Vaughn Monroe.

NEW SONJA ICER WINS IN HOUSTON

West Coast Route Planned; 2nd Edition Okay in Texas

HOUSTON, Jan. 10.—Sonja Henie's new ice show, playing Texas and the West Coast following the closing of an earlier edition at Washington, D. C., recently, drew sellout business at the Sam Houston Coliseum here for the initial two days of the run.

The show opened the run on

'Pacific' Tops 100G at Houston To Set Record

HOUSTON, Jan. 10.—The Texas tour of "South Pacific," set by Early Maxwell of McElravy-Maxwell Attractions, Memphis, set box office records at San Antonio and Houston.

At City Auditorium here December 29-January 3, "Pacific" grossed \$102,000 thru Friday (2). Still to be added were the grosses of two performances on Saturday (3). The preliminary total topped the previous record of \$100,000 set by "Oklahoma" in the same building six years ago. Houston attendance for "Pacific" exceeded 25,000.

The San Antonio run, December 15-20, netted \$50,200, a new high for stagings there. Two days at Waco and four at Fort Worth brought capacity business for all performances, also.

Scale at Houston was \$1.95 to \$5.20. Pre-holiday advertising suggesting tickets as Christmas gifts paid off, and block ticket sales were good.

Traveling staff with "South Pacific" includes Harold Goldberg, company manager; Al Butler, press; and Lawrence Weiner, advertising representative.

Bailey Minstrel Starts Tour

FORT MYERS, Fla., Jan. 10.—Si Rubens' Bill Bailey Minstrel Show opened here Monday (5). Show will play auditoriums and arenas throughout the U. S. and Canada.

Cast includes Happy Kellems, Slim Williams, Bill Armand, Danny Evans, Claude West, Possum Gill, Colonel Castor, two quartets, eight dancers, 14-piece band, eight-girl line and two girl principals in a company of 50, Rubens said.

Unit will travel by chartered bus, and scenery will be transported by a highly decorated semi-trailer truck. Show will parade daily and will give two shows daily. Performance runs 2 hours 10 minutes.

Scenery was made by Shell Studios, Cleveland. Costumes were made by Lesters, Ltd., Chicago, and parade wardrobe was made by DeMoulin, Greenville, Ill., it was reported.

Gene Autry Opens 47-City Campaign

WICHITA, Kan., Jan. 10.—Gene Autry opens his string of 47 dates with a stand here Wednesday (14). The show will make Des Moines on Friday (16).

Icer in SEP Ad

CHICAGO, Jan. 10.—Shipstads & Johnson's "Ice Follies" personnel this week was featured in a tie-in advertisement with a camera company. The ad was published in the Saturday Evening Post and includes the route of icer.

Auditorium Managers:

Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local sponsor-promoters in your area. Send us the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

Tuesday (6) and will continue thru January 18. The Henie icer played Fort Worth before coming here. Sonja is to open at Albuquerque, N. M., January 20 for six days, and a six-day stand at San Diego, Calif., is to follow. Additional Coast dates are anticipated.

Company Manager Ken Stevens said here that the present show was nearly the same size as the one which closed. It is to play arenas for the most part but some theaters are to be scheduled. Stevens also is emcee.

A year ago, when she first opened her own show, Sonja Henie played Texas to strong business. Her 1951 Houston gross was one of the best scored here by any type of show.

After cancelling her route beyond Washington this fall, Miss Henie played a five-week tour for Tom Gorman in Canada and made a television appearance. Opening of the present show followed.

Amphitheater Fills Schedule Thru Mid-April

CHICAGO, Jan. 10.—Annual string of midget auto race dates started the International Amphitheater here on a schedule which nearly fills the book thru mid-April, Manager M. E. Thayer said here this week.

January 16 is booked for a wrestling show. Then comes the Air Conditioning and Heating and Ventilating expos, January 26-30. The 20th annual Boat Show is booked for February 6-15, and this is to be followed by Frank Hogan's Sports and Outdoor show, February 21 thru March 1. Wrestling is back for March 6.

The Chicago Automobile Show is scheduled for March 14-22. The International Kennel Club's dog show has the building March 28-29. In April there are basketball and wrestling dates before the annual Hot Rod expo April 16-19.

Thayer pointed out that when move-in and move-out time is counted, little open time remains on the Amphitheater schedule.

Dramatic & Musical Routes

Anonymous Lover: (American) St. Louis. Ballet Theater: Spartanburg, S. C., 13; Columbia 14; Savannah, Ga., Augusta 16; Chattanooga, Tenn., 17; Knoxville 19; Nashville 20; Birmingham, Ala., 21. Bat, The: (Locust Street) Philadelphia. Bell, Book and Candle: (Her Majesty's) Montreal.

Call Me Madam: (Ford's) Baltimore. Cornell, Katharine: (Selwyn) Chicago. Country Girl, The: (Cox) Cincinnati. Crucible, The: (Playhouse) Wilmington, Del.

Dial 'M' for Murder: (Wilbur) Boston. Fourposter, The: (National) Washington. Gigg: (Harris) Chicago. Gilbert and Sullivan: (Shubert) Chicago. Good Night, Ladies: (Paramount) Toledo 12-14; (Stambaugh Aud.) Youngstown, O., 15-17.

Guys and Dolls: (Nixon) Philadelphia. Hayes, Helen: (Colonial) Boston 13-17. Hazel Flagg: (Shubert) Philadelphia. I Am a Camera: (Metropolitan) Seattle. Josephine: (Shubert) Washington. Maid of the Ozarks: (Royal Alexandra) Toronto.

Mid Summer: (Plymouth) Boston. Mr. Roberts: (Wainut Street) Philadelphia. Oklahoma: (Memorial Aud.) Fresno, Calif., 12-13; (Bakersfield School Aud.) Bakersfield, Calif., 14; (Fox Arlington) Santa Barbara, Calif., 15; (High School Aud.) Long Beach, Calif., 16-17.

Paint Your Wagon: (Shubert) Boston. Picnic: (Hartman) Columbus, O., 15-17. Point of No Return: (Hanna) Cleveland. Shtrike, The: (Cass) Detroit. Skinner: Cornelia Otis: (Geary) San Francisco.

South Pacific: (Civic) New Orleans. Stalag 17: (Shubert) Detroit. Top Banana: (Great Northern) Chicago.

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 to inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or underwritten. Write Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Hitchner Bows Swank Rollery In Bridgeton

BRIDGETON, N. J., Jan. 10.—Russ' Roller Rink, South Jersey's "largest and most modern skating arena," opened to the public for the first time with the new year. The rink has a skating area 60 by 200 feet. According to figures of the Chicago Skate Company, the floor will accommodate 600 skaters. In addition, there is a practice skating area 20 feet by 60 feet, snack bar, coat room, lockers and rest rooms. Entrance to the building and ticket office is near a huge parking lot.

The rink is owned and operated by Russell Hitchner, Cohansy, N. J., farmer. Regular hours are 7:20 p.m. to 11:15 p.m. daily, except Sunday, when the rink is closed. There is skating on Saturdays from 1 p.m. to 3 p.m.

Exterior of the building is of Waylite blocks with red brick pilasters and two huge show windows on the highway side. Overall size of the building is 210 by 80 feet. Interior is handsomely finished thruout with vertical knotty pine paneling. The entire floor is of first grade Michigan hard maple, more than an inch thick.

Indirect lighting is designed so that it may be adjusted for four different effects. A sound system has been installed with amplifiers set in the ceilings. Otto Beck plays the Hammond electric organ. Recordings also are available.

Ceiling of the rink is of acoustical tile. It is fully insulated. The aluminum roof and ceiling are supported by 14 built-up trusses, each containing 1,500 board feet of lumber. A forced hot air heating system was also installed.

Hitchner said the rink will carry a full line of Chicago skates, skating outfits and accessories. Admission is 60 cents.

Olsen Injured In Auto Crash; Out of Program

ST. LOUIS, Jan. 10.—Ole Olsen of the Olsen & Johnson team suffered fractures of the leg and shoulder in an automobile accident at Greenville, Ill., Monday (5), while en route to St. Louis for an engagement with the Olsen & Johnson "Skating Vanities" roller show.

The show opened Tuesday (6) with Marty May, Olsen's understudy, in his place. The show is to continue at the St. Louis Arena thru Saturday (10).

Olsen remained in a hospital at Highland, Ill.

Spokane Stadium Shows \$7,000 Profit

SPOKANE, Jan. 10.—Spokane's new Memorial stadium will show a profit of about \$7,000 for 1952, according to Dr. J. Fred Bohler, manager. Forty-four events, including stock car races, lilac festival, rodeo and firemen's show, paid in \$39,000 in rents and profit from concessions. Operating costs were about \$32,000. An addition to the press box was constructed at a cost of \$6,000.

Harry R. Teets Dies

SCHENECTADY, N. Y., Jan. 10.—Harry R. Teets, 60 operator of the Palace Roller Rink here for 22 years, died January 4 in Miami.

Skating Shows

Hollywood Ice Revue of 1953: (Madison Square Garden) New York 15-Feb. 4. Ice Capades of 1953: (Auditorium) Providence, R. I., 12-25. Ice Follies of 1953: (Arena) Philadelphia 13; (Gardens) Pittsburgh 14-21; (Arena) Cleveland 22-Feb. 1. Skating Vanities: (Ak-Sar-Ben Aud) Omaha, 13-18; (KRNT Theater) Des Moines 20-25.

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AOW Racing Draws 10,000 in First Round

Florham Park Hits Bonanza as January 1 Speedsters Attract Record Turnout

ELIZABETH, N. J., Jan. 10.—With completion of the first round in the America on Wheels chain's inter-rink racing league, Jack Edwards, director of speed, announced from AOW headquarters here that the contest in the Northern division had drawn more than 10,000 patrons since the beginning of the season. Round 2 begins January 31 and carries contestants to the grand finals, to be held in May between the Northern and Southern divisions.

Latest league member to hit the racing jackpot was the Florham Park (N. J.) Rink, a non-AOW rink which was invited to participate in the Northern division. January 1 contests at Florham Park drew the largest crowd ever to attend the rink, which has been in operation for many years. The date marked the close of entries for the year. Some 200 contestants took part in the meet, which made an early start and overtime necessary to run off the 31 events. New contestants this year in the

North number 75. Each has invested \$15.75 in a uniform. Officials have set up strict rules governing contestants, automatically dropping them from competition if they miss more than three contests during the season.

Next on the calendar is the mid-season North-South meet which will be held January 17 at National Arena, Washington. Over 270 contestants will vie for personal and team points. Officials are looking for a record crowd at these events, which will mark the second round tee-off of racing in the Southern division.

In the North the Paterson (N. J.) Arena continues to dominate competitions, having amassed a total of 436 points. Running a poor second is Mount Vernon (N. Y.) Arena with 199 points, closely followed by Twin City Arena, Elizabeth, 174; Reading (Pa.) Rink, another non-AOW rollery, 158; Boulevard Arena, Bayonne, N. J., 149; Florham Park, 144; Capitol Arena, Trenton, N. J., 77, and Peekskill (N. Y.) Arena, 26.

Growth of AOW racing since its inception in 1946 has made necessary the hiring of a secretary for Edwards. She is Estelle McNamara, an official of the league since 1950, a member of the United States Amateur Roller Skating Association and a former member of the Twin City Skating Club. Miss McNamara took over recently when Edwards was in the West on a vacation. She will also act as secretary to Mr. Selby, assistant league director, who headquarters in Washington.

Hefty Crowds See Springfield All-Star Revue

SPRINGFIELD, Mo., Jan. 10.—The second edition of Betty Hand's All-Star Skaters' Revue was held December 19 at Perry F. Horne's Star Roll Arena here. Over 125 skaters, some as young as four years of age, participated in the 2-hour performance. Capacity crowds attended the three performances. The show was divided into three production numbers featuring: "Down on the Farm," "Melody Girls and Their Escorts" and "Indian Legend." No expense was spared in obtaining costumes and lights to create realistic impressions. All of the settings were painted by talented artists in the cast and many of the intricate feathered headresses were made by the performers. All costumes were designed by Betty Hand and tailored by her and some of the participants' mothers.

Combined in the performance were all forms of skating and staging techniques. Featured skaters included: Christie Benda, Mary Bowser, Ginny Burwell, Marilyn Goodnight, Ileen Goodrich, Jackie Gravens, Bobette Mills, Dorothy Moody, Linda Riddick, Jolene See, John Gailey, Jim Clark, Jim Kidd, Harold Rodgers, Frank Williamson and Betty and Henry Hand. Everyone in Springfield was conscious of the progress made by the skaters since the first edition last year.

At the request of local representatives of the March of Dimes, the entire performance will be given as a benefit on January 19 to help youngsters walk and skate in the future.

The entire production was staged by Betty Hand, former skating director of "Skating Vanities."

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The Final Curtain

Story on Newsreel TV Films

Continued from page 17

is, the Telenews shipping experts know the fastest system to reach each station, and they know the schedule of the plane or train to be used for each station. If the deadline is missed, they must know the next train or plane to be used for each.

When the shipment is ready, the motorcycle fleet again begins rushing out to the airports and stations, and the motorcyclemen must frequently know just which conductor in which car gets the package for a particular station. Telenews does over \$300 worth of shipping a day; charges are collect or added to the station's bill.

Each Story Separate

UP-Movietone delivers each story as a separate film clip, rather than all the stories in the shipment on one reel. This makes it easy for the station to splice up its own local news show as it wants it. Movietone offices key their shipping schedules to the program deadlines of the individual stations. They may make one or they may make three shipments a day to a particular station. Each shipment contains all the film clip-stories ready up to that moment. In all, Movietone sends from 15 to 25 stories to its subscribers per day.

In a day's shipment, in addition to the film and scripts to be used that day, Telenews will occasionally send its stations feature stories to be included in the next day's news program. The scripts for these pre-releases are sent out with the film itself. The other services, of course, also send feature-type stories that may be held by the station a day or perhaps more, as well as hold-for-release shots prepared in anticipation of certain scheduled events.

All subscribing stations are privileged to file any or all of the news film they receive for possible use as background material at any time during the

tenure of their contracts with the news-film service.

Because the editor-producer has such little control over shooting, the amount of footage that goes into the garbage is enormous compared to the wastage in ordinary program production. The unused film may go into thousands of feet a day and exceed the footage actually used many times.

In addition to the mimeographed scripts sent with the film, Movietone teletypes the scripts to the stations in advance via the UP-Movietone News script wire, which operates eight hours a day. At 2 p.m. they notify their stations via this wire what stories are being produced that day. They also keep each station informed as to what film has been sent it and when, so that the station can get up its news show before it even receives the film. Movietone also uses this wire to update scripts after the film has been shipped.

INS, which acts as the sales agent for Telenews Productions, offers Telenews subscribers a similar service in the INS TV wire. NBC is planning to install this same sort of teletype operation too.

UP and INS also offer stations still pictures for use on TV news shows. The pictures are transmitted to the station or a near-by office via telephoto wire.

This, then, is the outline of the daily operation of a TV-news-film service. If the producer-distributor of entertainment TV-films thinks it's not so awfully hectic after all, let him recall that this is only the bare outline, and that it is subject to as much variation as news itself.

Extra Facilities

When an extra special event comes up, such as a national political convention, a presidential inauguration or a speech in Abilene, Kansas, it means the massing of extra crews of cameramen, soundmen and contact men. It often means chartering of special planes and hiring of extra labs, sometimes far off the beaten track, in order to get the coverage to the stations as early as possible. And usually all this is done with the knowledge that it is in hopeless competition with the live network coverage.

Aside from the delivery to stations, there is also service to networks, which calls for extra footage and special scheduling. Telenews services the Columbia Broadcasting System for its nightly "CBS News" show with Douglas Edwards and the American Broadcasting Company for its "All Star News." In addition to its service to its station clients, NBC gives special all-night service to its own early morning "Today" and other NBC network news shows. Moreover, there is special shooting and editing for subscribing stations overseas.

Finally, superimposed on the daily-news operation, is the production of certain weekly shows. NBC picks out about 13 stories each week, which are edited down to about a minute each and scripted and scored for their "Review of the Week." This show is shipped to stations every Friday morning. NBC also produces for the National Association of Manufacturers a 15-minute industrial newsreel completely scored, entitled "Industry on Parade," which is sent without charge to 65 stations. Telenews also picks out top stories of the week for its "Weekly Review," and it also turns out "This Week in Sports."

PLUNKETT'S STAGE SHOW UNDER CANVAS WANTS

For its 29th season, early opening: Young Men and Women, single or teams, who can sing and dance, to do parts (Lee Stuart, answer). Long season, 40 weeks. Also Piano Player, Hillbillies, Novelty Acts and Musicians on all instruments; also a Boss Convasman (Roy Garrett, answer). Write, don't wire; tell it all and lowest salary.

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ASH—Jerome H., 68 former vaudeville magician who later became one of Hollywood's top movie cameramen, January 4 in San Francisco of a heart ailment. Survived by his widow, Jeanne, and a son.

AZA—Bert, 70, London manager for British comedienne Gracie Fields for 36 years, January 1 in London.

BATTERS—Charles J., 38, announcer and sportscaster for the National Broadcasting Company's radio and television stations in Washington, January 6 at Georgetown University Hospital after a long illness. Born in Waterbury, Conn., he graduated from the University of Alabama in 1938.

IN MEMORY OF Joseph Willard Bayley MY BELOVED HUSBAND Billy Bayley

BOTTER—Maude Symmetta, former vaude actress, November 26 in Asbury Park, N. J., where she had conducted the Botta Studio for elocution and dancing since 1918. For 15 years she and her surviving husband, Harry, played the principal vaude circuits. Also surviving are two sisters.

BREEN—Daniel, 64, veteran magician and ventriloquist, known professionally as B. A. (2-10) Daniel, December 30 at Mrs. Stevens' Convalescent Home, Cass City, Mich., after a lengthy illness following a stroke. Surviving is a sister, Mrs. Edward Whitney, of Port Sanilac, Mich. Interment in Port Sanilac.

BRITE—Alsa Stevens (Al), 59, band leader, recently in San Antonio. He was leader of Western dance bands which played in and about the city. His widow, son, daughter, five brothers, six sisters and one grandchild survive.

CREEDON—John J., 26, disk jockey for WHIM, Providence, R. I., known as Jay Creedon, from smoke inhalation in an early morning fire in a storage room in the Rhode Island Auditorium January 6, Creedon, who had been off the air for several weeks due to illness, was occupying the room for the night. Fire officials believe he fell asleep, smoking, and the fire resulted.

DAIKELER—Josef, 51, author and newspaperman who served as a regular panel member of "The Big Idea," weekly television program on WCAU-TV, Philadelphia, December 27 at his home in Bala-Cynwyd, Pa. His widow, Martha, and three children survive. Services December 31 in Narbeth, Pa. Burial in Washington Memorial Cemetery, Whitmarsh, Pa.

ENGEL—George, 75, January 2 in Detroit. He was associated with the late Jerome Remick in establishing the Whitney-Warner Music Publishing Company. Survived by his widow, Alice.

GILBERT—Amela, for more than 35 years identified with the Little Theater in Boston, January 4 in Boston City Hospital from injuries sustained in a fall at her home in Roxbury, Mass. During her years on the stage she was known as Victoria Covington. Her husband, Raymond, founded the Little Theater. Services at the Seasons Funeral Home, Worcester, Mass.

GILBERT—Dean W., 51, radio time salesman, January 5 at his home in Royal Oak, Mich. He was with WJLB, Detroit, and formerly with Station KCLW. Survived by his widow, Rachel. Interment in Oakview Cemetery.

GILMORE—Mrs. Ethel, 58, mother of film and variety star Judy Garland, January 5 of a heart attack at the Santa Monica, Calif., plant of the Douglas Aircraft Company, where she was employed. Also surviving are two other daughters, Mrs. Sue Cathcart, Los Angeles, and Mrs. Johnny Thompson, Dallas.

HARVIE—Noel Robert, 30, Canadian radio announcer known as Bob Harvie, January 3 in Miami. He had left his disk jockey job with Station CJAD, Montreal, about six weeks ago. His widow and daughter survive.

HASKINGS—Frances, 74, former exhibition balloon jumper, January 4 at Grand Rapids, Mich. Her final jump was made in 1936 at Ramona Park, Grand Rapids. She was the widow of Edward Haskings, also a balloon jumper.

HEARLY—Loretta, 69, former Shakespearean actress and wife of Albert S. Howson, director of censorship for Warner Bros. Pictures, January 6 at Horace Harding Hospital, Elmhurst, N. Y. A native of New York City, Mrs. Howson made her theatrical debut at the age of four and later acted with repertory companies under her maiden name. She retired in 1925. Besides her husband, a sister, Mrs. Mary C. Murtha, and a brother, Hubert Hearly, survive.

HIRIGARAY—Jean, 62, baritone who sang many leading roles at the Paris Opera and had toured the U. S. and Egypt, January 2 in Paris. He had appeared in the United States in such French comic operas as "La Mascotte," "La Fille de Mme. Angot," "Girofle-Girofla" and "Les Cloches de Corneville."

HOPKINS—Charles E., 69, veteran actor and theatrical producer, January 1 in New York. As a producer he enjoyed such Broadway successes as "The Devil in the Cheese," "The Ivory Door," "The Unknown Warrior," "The Perfect Alibi," "Ladies Leave," "Mrs. Moonlight" and "Give Me Yesterday." Earlier in Hopkins' career he appeared on the stage in "Jack Straw" in 1908, later appeared with the Gen Greet company in Shakespearean roles and formed his own company in 1911. In 1914 Hopkins built a theater on West 49th Street, first known as the Punch and Judy, then named after him and now called the World film house. Here he produced and acted in "Treasure Island," "At 9:45" and many other shows. Hopkins also founded summer theaters and was a director of the New Jersey Federal Theater project. His widow, son and daughter survive.

JOHNSON—Osa, 58, who won fame with her late husband as a jungle explorer, wrote more than 12 books on their explorations and produced a number of films based on the explorations, unexpectedly of a heart ailment January 7 in her New York Hotel.

KERKER—Leo F., father of Ken and Don Kerker, operators of Coliseum Ballroom, Davenport, Ia., January 5 after a year's illness. He managed the Coliseum from 1925 until his retirement in 1945. He was vice-president and treasurer of the Iowa Coliseum Company since 1913 when the ballroom was built. He was also a charter member and one of the founders of the National Ballroom Operators' Association.

KHATTAR—Joseph, 73, Canadian film exhibitor and former wrestler on carnivals, recently in Sydney, N. S. Surviving are five sons and one daughter.

KINGSLEY—Herbert, 49, suddenly at Rochester, N. Y., on January 4. A graduate of the Eastman School of Music, Rochester, one of his first professional engagements was as accompanist to Mildred Harris. Chaplin later he toured the U. S., England and Paris with Fannie Ward and her husband, Jack Dean. He composed Negro spiritual and folk songs, many of which are used by prominent singers today; also the incidental music to the Lunt-Fontanne musical, "The Pirates." For five years he had been a regular pianist at Spivy's Roof, New York night club. A brother, Rev. Alfred J. Krahmer, Wagner College, Staten Island, N. Y., and his father of Rochester, survive.

IN LOVING MEMORY Of My Dear Wife MARIE M. KLING

Who passed away January 14, 1952
BENNIE

LAMBERT—Mrs. Sally, 54, mother of Gretchen Landon, professional manager of Hill & Range Songs, in San Bernardino, Calif., January 3.

LATHROP—Robert E., 64, entertainer and member of the San Diego Troupers' Club, recently in San Diego. He was well known in that city as a magician, ventriloquist and actor. Lathrop began as a dramatic actor in New York in 1899 and later joined the Clark Street Dime Museum in Chicago as magician and ventriloquist. In 1904 he played the Sullivan and Conside vaude circuit. A tour of Alaska followed, and in 1905 he played the Keith circuit and later appeared in stock and repertory. In 1947 he had his own tent show. Survived by his widow, Maye, and a son. Body was cremated.

LaVAN—Amy, 81, widow of Harry V. Green, who was known professionally as Harry V. LaVan, a member of the old Flying LaVans circus act, January 5 in Brookway Hospital, Bloomington, Ill. She was the sister-in-law of Fred and Howard Green, who are said to have formed the first passing act in the 1860's. Her husband entered the act when Howard retired, and Mr. and Mrs. Green later served as managers of the act. She was born in Philadelphia August 17, 1871. Her husband died in March, 1952. Services January 6 and burial in Bloomington Cemetery.

LEUTE—William H., 36, former manager of the Edge Moor Theater, Wilmington, Del., January 5 at Delaware Hospital, Wilmington, of a heart ailment. He had managed the house for the past five years, having moved to Wilmington from Philadelphia.

LILIENTHIN—Heinrich, 73, well-known German playwright and author, recently in Weimar, Germany (Eastern Zone).

LOBDELL—J. Leslie, January 5 in Detroit. He was the founder of Lobdell Movie Sign Service, supplying signs and specializing in banners for Detroit theaters. Survived by his widow, Selma, and three children, Donald, Mrs. William Schuits, and Edgar. The latter was in partnership with him in the business.

LOCKWOOD—Henry E., 53, assistant manager of the recording department of WOR, January 4 in White Plains, N. Y. His widow, two sons and a brother survive.

LOWE—Thomas S., 57, vaude veteran of 40 years, December 31 in New London, N. H. He had played theaters in the U. S., Canada and South America as a partner in the Monroe and Grant act and held a record for the longest stay at Radio City Music Hall. His widow, two sons, a daughter, two brothers, a sister and four grandchildren survive. Burial in Sutton, N. H.

McGAHEY—John F., 64, Detroit orchestra leader, December 30. He was known professionally as Jack McGay and had fronted dance bands in the Detroit area for over 25 years. Survived by his widow, Marion. Interment in Mount Olivet Cemetery, Detroit.

McGILL—William, 90, father of Hugh McGill, well-known circus fan, in Los Angeles following an extended illness. Survived by his son. Services in that city January 5.

McQUADE—Mrs. Leita, 50, Broadway performer known to the stage as Leita Randall, January 5 in Stuart, Fla. Her husband, Dr. Edwin McQuade, survives.

MILLER—LeRoy, 39, disk jockey on WPIL, Philadelphia, December 28 in St. Joseph's Hospital, Lancaster, Pa. He had been in Philadelphia radio for 15 years, starting as an announcer on WPIL after leaving WKYC, Lancaster, Pa., where he started in 1932. His widow, Mary, a son, daughter, three sisters and a brother survive. Services January 1 in Elizabethtown, Pa. Burial in Mount Tunnel Cemetery there.

MODOVA—Jeanne, 79, once a noted concert cellist and a founder member of the Women's Symphony Orchestra in Philadelphia, at her home in that city January 5. She made numerous concert appearances in Europe, appearing with the late Enrico Caruso. Mlle. Modova was also a member of the Matinee Musical Club's string ensemble in Philadelphia. A brother survives.

ROSS—Harry Cable, 37, carnival show operator, formerly with Floyd E. Gooding, World of Pleasure, Cavalcade of Amusements and other carnival organizations, January 6 in Polyclinic Hospital, Cleveland, following an operation for a blood clot on his heart. He had been ill only two days. Services January 9, with interment in Highland Park Cemetery, Cleveland. Surviving are his widow, Rosemary; his mother, Mrs. Lottie Speaks; five brothers, James, Kenneth, Eugene, Carl and Frank, and two sisters, Mrs. Ruth Gump and Mrs. Betty Armstrong.

ROSE—Shannon, 62, concessionaire, December 9 in Columbia, S. C. Survived by his widow, Beatrice, who is secretary to Billy Arnte.

SMITH—Charles O., 72, in Westport, Conn., December 27. He was a retired lithograph artist and worked for many amusement organizations until retirement 10 years ago. Survived by a son and sister. Burial in Westhampton, N. Y., December 30.

STAR—Mrs. Blanche, 72, stage and moving picture character actress known as Blanche Rose, January 5 in Los Angeles. Her career ran from Broadway appearances at the turn of the century to her latest film, "The Paradine Case," a few years ago.

WOODWARD—Ann, radio singer and actress known professionally as Ann Lorange, December 30 in Mount Carmel Hospital, Detroit. She started about 1923 with the Red Apple Club on WMBE, Detroit, billed as "Detroit's Sweet-Voiced Soprano." When that station changed to WJR she played a dramatic role in a Seth Parker show. She retired professionally in 1940. Survived by her husband, Roscoe, and two sons. Interment in Woodmere Cemetery, Detroit.

ZEITZ—Chris, 77, former elephant trainer with Ringling, Sells-Floto, John Robinson and other circuses until 1924, at Klammer, Fla., Monday 5. (Details in Circus Section.)

Paris Peek

Continued from page 2
But with those festivals over, Europe is again planning its film festivals. So far four major ones, Cannes, Berlin, Locarno and Venice, are in the plotting stage, with a couple of minor ones such as a kiddies festival for Paris and an agricultural deal for Rome.

Jean Louis Barrault, back from New York in triumph, has brought with him Tennessee Williams' "Summer and Smoke" as a possibility for the coming Paris season. Suzy Prim and Jacques Clancy in as stars of "General Frederic" for the Theater Studio des Champs Elysees. . . . Come Sunday (11) "Angel's Cooking" celebrates its 400th performance, the actors of the company have written a fourth act, using all the personages of the play, dead or alive, to show the author what would happen one year later if the play was allowed to go on.

Five or six dance troupes are already on the Paris boards, with the London Festival Ballet, the Basque Ballets of Oldarra, Carmen Miranda and a small troupe and Roland Petite on the Schedules. The success of the Empire, which operates on ballet policy, has another possibility for the theater this summer in Sugar Ray Robinson, who may double between his proposed Lido stint and a musical built around his new-found dancing.

Roadshow Rep

LEONARD ROSE is promoting hobby shows in New Hampshire. He's working out of Littleton. . . . Dr. H. H. Rentgen advises from Heber, Utah, that he has had fair results with his lectures since leaving Seattle three months ago. He says that the weather has been cold and stormy but adds that his patrons report that it is nothing like they have had in other years. . . . "I've been doing some school dates in this area," letters A. J. McClean from Beresford, S. D., "after working all the way West from

Toronto. Business has been okay. I played some outside dates on the way and did all right. This area goes more for silent acts than does the East. Luckily I have three performing dogs who have helped. The people are good here but it's difficult to get them out because of the cold weather. Plan to work towards the South before returning to Ontario in the spring." . . . Leon Long reports from Memphis that Bilbo Brown's Brown Skin Follies have completed plans to open in Texas after which they will tour the Pacific Coast.

MINN. STATE FAIR EARNNS \$101,645

R. S. Thornton Re-Elected '53 President; Rename Carnes, Moore, McCann, Baldwin

MINNEAPOLIS, Jan. 10.—The 1952 Minnesota State Fair made a net profit of \$101,645.36, Douglas K. Baldwin, secretary, told the annual meeting of the Minnesota State Agricultural Society in Radisson Hotel here Tuesday (6).

The meeting, the 94th annual, was held in conjunction with the annual session of the Minnesota Federation of County Fairs Monday thru Wednesday (5-7).

R. S. Thornton of Alexandria was elected for his second one-year term as society president. Others named were Norris K. Carnes of St. Paul, re-elected first vice-president for a two-year term; C. A. Moore of Hutchinson, renamed second district manager, and J. J. McCann of Hibbing, re-elected eighth district manager, both for terms of three years.

Baldwin was renamed secretary and R. C. Sorenson of Minneapolis, was re-elected treasurer of the State society.

Among the resolutions adopted by the society was one urging that the 20 per cent tax on grandstand admissions be lifted by the federal government.

In his report to the society, Baldwin declared that the 1952 fair attendance of 819,015 for 10 days would have been considerably larger had it not been for the polio epidemic which was at its height at the time, five days of rainy weather and cancellation of the swine show because of hog disease.

Polio, he said, played havoc with attendance. "Despite all these difficulties,"

Baldwin declared, "the cash balance of the State Fair at the close of the fiscal year November 30, 1952, was \$397,748.90 or \$62,939.90 more than the estimated 1952 cash balance set up in the budget of the fair last January."

He told the annual meeting that the new modernistic illuminated entrance at the Commonwealth Avenue gate proved so satisfactory that it is the plan of the fair board to erect similar entrances at other vehicle gates this year.

Modernization of several old industrial buildings and erection of a new police headquarters and new sanitation department headquarters last year cost \$90,906.79. Baldwin reported that the old Administration Building and Cavalcade Building, which had been used to house government defense exhibits, plus three smaller buildings on the fair grounds were torn down in 1952 because of damage by a storm the previous year.

The fair's operating statement for 1952 showed a total income of

(Continued on page 65)

Detroit Fair Seeks Million For Buildings

Plan to Include Fine Arts, Sheep, 4-H Structures

LANSING, Mich., Jan. 10.—Plans for presentation of a \$1,268,500 budget for new construction at the Michigan State Fairgrounds, were announced here Wednesday (7) by the Michigan Department of Agriculture which has general jurisdiction over the plant.

Principal items proposed are a home arts building to cost \$200,000; sheep and swine exhibit hall, \$300,000, and a new 4-H Center at a cost of \$400,000. A new parking lot would also be constructed on the racetrack infield.

The budget, to be given the current session of the Legislature, will also include an item of \$142,058 for special maintenance. The request for funds is entirely apart from the operating funds, which are handled by the board of managers.

Ray Speer, Vet P.A., Heads Clinic Panel

Minn. Fair Publicity Chief Takes Role In The Billboard's Ad-Promotion Confab

CHICAGO, Jan. 10.—Ray Speer, publicity director of the Minnesota State Fair and the St. Paul Winter Carnival and a veteran press agent for many other entertainment enterprises, will be one of the key participants in the fair advertising-publicity-promotion clinic to be sponsored by The Billboard in the Hotel Sherman here February 23-24.

Speer informed The Billboard this week that he would be on hand for the meeting and would lead a discussion on "Organizing a Publicity Campaign." The clinic will be a workshop for press chiefs, with the two-day program covering all phases of fair advertising, publicity and promotions to enable leaders in the field to exchange ideas.

The confabs will be informal and outstanding publicity men in the fair field will head up each division of the programs on both days. Displays will be included, embracing outstanding newspaper advertisements, mailing pieces, press and radio releases and other material that have proven space getters. The Billboard will bear all expense of the clinic.

Speer has been a professional publicity man for many years, a good share of them in publicizing outdoor-type entertainment. In recent years he and his son, his partner in the business, have confined their efforts to the two jobs, the Minnesota State Fair in the late spring and summer and the St. Paul Winter Carnival in the fall and early winter.

Speer started his newspaper work after being graduated from

the University of Wisconsin school of journalism in 1910. The first two years he was night editor of The Eau Claire (Wis.) Daily Leader, coming to the Twin Cities in 1911 as a reporter for the old Minneapolis Journal. He quit in 1912 and enrolled at the Minnesota College of Agriculture to prepare himself for farm paper work, and was graduated in 1914. While attending college he worked as editorial and feature writer for the old Farmer's Dispatch, issued twice a week in St. Paul.

Following graduation, Speer was offered the job of publicity director of the Minnesota State Fair. That was in 1914. He accepted the post and stayed with

(Continued on page 65)

Map Plans For '53 Expo In Evansville

To Include Midway, Grandstand Show, Harness Racing

EVANSVILLE, Ind., Jan. 10.—Tri-State Agricultural and Industrial Exposition will be held at Dade Park, Ky., in September, under sponsorship of Courier Charities, Inc., The Evansville Courier announced here this week. Dates of the new expo will be announced later, The Courier said.

Dade Park, across the river from Evansville, is being made available to the newspaper by the Dade Park Jockey Club and plans are to have all types of agricultural competition, harness races, stags shows and a midway. One day will be children's day.

Proceeds from the fair will be used by Courier Charities in its work among underprivileged children. The organization, a non-profit corporation, has spent more than \$60,000 on the youngsters since 1944.

Tax Problem Gets Emphasis In Congress

WASHINGTON, Jan. 10.—The variety of tax legislation presented at the opening of Congress far outweighed all other types of measures. Among the major tax bills was Rep. Daniel Reed's (D., N. Y.) bill to reduce individual income taxes and advance from January 1, 1954, to July 1, 1953, the date upon which reductions are effective.

Establishment of a temporary bipartisan national commission on intergovernmental relations to submit to Congress specific recommendations for ending duplication of taxes on federal, State and national levels was proposed by Rep. Clare Hoffman (R., Mich.). Another proposal would extend exemptions from \$800 to \$1,000 per person, and still another would reimburse States for loss of tax revenue on property used by the armed forces for recreational and welfare purposes.

Amusement excise taxes would be restored to 1939 levels if a bill placed in the hopper by Rep. John D. Dingell (D., Mich.) is enacted (The Billboard, December 27, January 3). Movies, presumably coming off second best in competition with TV-films, were also given a boost up by Rep. O. C. Fisher (D., Tex.), who would end post-Korea excises on movie admissions, and by Rep. Victor Wickersham (D., Okla.), who would terminate excises on all theater admissions.

Hamid Denies Aim Is 'Union Busting'

Continued from page 24

gave as the New Jersey law reference: 1948, Chapter 318; RS 43; 21-19, Paragraph 7, sub-paragraph M as amended. A U. S. Supreme Court decision which labeled band leaders independent contractors also covered the act field, Hamid said.

Hamid disclaimed any union busting tactics, and said the allegation by Irving "is not truthful and is hateful." At the time of Irving's appointment to the national administrative post, Hamid said he sought out an appointment and at the time an amicable settlement seemed to be at hand.

The solution he offered at that time was still in order, Hamid said. He suggested a meeting among representative of three groups, the agents who are creating work, the acts themselves and union officials in an effort to hit upon a "live and let live" formula. He said the pact he thought he was in agreement on with Georgie Price, immediate past president, could still hold. It called for operators to contribute \$1 per act per week to the AGVA welfare fund with the union taking care of the insurance plan, if there was to be one.

Tough Selling Job

"Some union officials are obviously laboring under the impression that I control fairs," Hamid said. "Quite the contrary is true. There has been a tendency so far this season for fairs to curtail the number of acts they will use. For the next month I will be attending Eastern fair meetings and doing my utmost to create work for acts with the biggest job being to retain the gains we have made."

"Union officials should keep in mind the fact that both the International Association of Fairs and Expositions and the National Association of Amusement Parks, Pools and Beaches are on record as opposing AGVA's insurance and welfare plans. Members of these units form by far the biggest outdoor talent market. They could get along without many, or even all, of the acts they now use. There is a continuing trend to incorporate more and more local and amateur talent. The union should aid the bookers who are trying to build work weeks for acts, instead of trying to tear down the efforts of more than 40 years."

Hamid said that many union officials "obviously are not aware of the dangers in attempting to have fairs and parks designated as the employers of acts." He said that consideration of the problem should include the top level and expressed the desire that Bob

Hope, new AGVA president, would familiarize himself with the problems involved.

No "Perfect" Peace

Hamid said that while "it is foolish for anyone to seek to destroy a union, it was equally futile to expect perfect peace at all times." He said that while much of the opposition had been attributed to him as an individual, the same situation would prevail tomorrow if he were to quit the business. The "resistance to unfair union demands" provided weekly subject matter for the editorial columns of The Billboard, he said.

Urging union brass to be "honest with its membership instead of relying upon propaganda and a dictatorial approach," Hamid said that the offer of the Steel Pier as a site for a mammoth welfare show still stands. He added that the staging of such a show might well earn more than many other endeavors would earn in as many as five years.

San Antonio Contracts Rex Allen

SAN ANTONIO, Jan. 10.—Rex Allen, Republic cowboy star, has been signed to appear at the San Antonio Livestock Exposition in the Bexar County Coliseum, February 20-March 1.

Allen will appear at the 14 night performances of Everett Colborn's World Championship Rodeo, and at matinees Saturdays and Sunday.

Tickets for the event were scaled at \$3.60 for boxes, \$3 for dress circle seats, \$2.40 lower balcony and \$1.50 upper balcony.

Hunt Unit Prepares For April 13 Bow

NEW YORK, Jan. 10.—Considerable headway has been made in planning an entirely new program for Hunt Bros.' Circus, Harry T. Hunt reported this week. The show is scheduled to open April 13. While the site was not announced, it is believed that the showing is set for the Washington area, the usual jump-off spot for this organization.

The contracting of dates has already extended into the month of August, and only a few gaps remain to be filled, Hunt said. The route is again expected to cover Eastern territory, including the New England States, New York, New Jersey, Pennsylvania, Delaware and Maryland.

The show quarters at Burlington, N. J., have been particularly busy this winter. The new ring barn is busy with Capt. Roy Bush, assisted by Shorty Sharp, working the elephant herd for its many television appearances, while Lew Barton trains the palomino Liberty act and breaks in a new spotted pony drill.

Hunt reported that Bob Mills will head up the band, Bob Dickman the billing crew and Ed Schuester will be contracting agent. The Side Show will again

be handled by William J. English.

Plenty of Publicity

The show has benefited publicity-wise thruout the winter. This week colored photos were being taken for future issues of a Newark, N. J., paper, and the New York Journal-American. Marsha Hunt and her baby elephant have made several appearances on television and been the subject of an Associated Press illustrated feature. Charles T. Hunt, the head of the circus operating clan, was recently interviewed on WCAU-TV, Philadelphia.

Winter quarters were decorated with more than 1,500 colored lights thruout the holiday season and traffic was slowed on Route 25 as sightseers flocked to view the display.

Harry and Eddie Hunt recently purchased new automobiles and Charles T. a new house trailer. The Hunts will leave shortly for their annual Miami vacation. Harry will put off his vacation until their return so that he can supervise winter quarters in addition to handling the booking.

About 40 guests attended the annual Christmas dinner at quarters.

Dancing Water Spectacle Set For Music Hall

Continued from page 1

Shayon will be general manager.

Hopefully heralded by its promoters as a feature that may rival the initial impact of the famed Rockettes, "Dancing Waters" has some 4,000 stationary and whirling jets crammed into a mechanism approximately 48 feet long. Some 38 tons of water held in a trough are forced thru the nozzles by 19 50-horsepower motors. Innumerable separate and elaborate formations result, reflecting every color of the rainbow, and changing shape, intensity and height to the accompaniment of specially orchestrated music.

All Media Considered

While the Music Hall booking is considered the ideal initial showcase, spokesman Steinman said the presentation possibilities are unlimited. Fairs arenas, ball-parks, amusement parks, theaters, all will be considered, he said.

The unit, Steinman said, can be presented in a tent, a building, or outdoors with equal ease, since the mechanism is portable and can be fully erected in as little as five hours. The water, which will shoot some 30 feet into the air at the Music Hall, can be made to go as high as 50 feet.

No definite booking formula has yet been decided. The spectacle was first tried out last summer at the West German Industrial Exhibition in the Allied Zone of Berlin where it reportedly played to 300,000 people in 10 days.

Ferguson-Kurtz Rep White Horses

CHICAGO, Jan. 10.—WLS Artists Bureau here has been granted booking privileges for Cal and Ruth Thompson's White Horse Troupe, fair grandstand attraction, George Ferguson, who with Earl Kurtz, heads up the office, announced. The troupe for '53 is being prepped at the White Horse Ranch in Nebraska.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$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, 75¢; Wood Calling Numbers, \$1; Printed Tally Cards, 15¢; Colored Heavy Cards, 23, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50

- LIGHT WEIGHT BINGO CARDS**
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.
- Set Numbered Ping Pong Balls, \$12.00
Replacements, Numbered Balls, ea. .30
3,000 Jack Pot Slips (strips of 7 numbers), Per 100 1.25
Middleweight Cards, 5 1/2 x 7 1/2; White Green, Red, Salmon, Yellow, Per 100 2.00
3,000 Small Thin "Bingo" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M 2.50
Scalloped Edge, Green only, M 2.50
Smaller Size, 3/4" diam., Red or Green Plastics, M 1.50
Adv. Display Posters, size 24x36, Ea. .15
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, M 75
Ter Board; 3-piece layout for, 15.00
Thin, Transparent Plastic Markers, Brown, 3/4-inch Per M 1.00
Featherweight Thin Bingo Sheets, Size 5 1/2 x 8, very large numerals 5 colors, loose, not labbers, M 2.25
Round white N.J. Cardboard Markers, 2 sizes; 1/2 inch diam., 1800 to lb. larger size, 3/4 diam., 1000 to lb. Either size, lb. .45
Capital Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, weight 100#.
Send for illustrated circular for 140.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
525 S. Dearborn St. Chicago 5, Illinois

Edmonton Ex Nets \$162,165 on '52 Run

EDMONTON, Alta., Jan. 10.—The Edmonton Exhibition rang up a net profit of \$162,165 on its '52 fair, compared with \$117,357 in '51, shareholders were told at the annual meeting of the organization.

Year-round operations for the fiscal year ending October 31, 1952, resulted in a \$176,458 profit but depreciation and other fixed assets brought the net profit to \$24,488. This compares with a net loss of \$2,235 in the 1950-'51 fiscal period, when the provision for depreciation was \$151,190.

The financial statement shows current and fixed assets of \$1,341,497. Surplus account as of October 31 was \$490,269, compared with \$455,780 the year before. Increase in the surplus account was made up of the \$24,488 net profit and a \$10,000 grant received from the Department of Agriculture toward capital expenditures.

Expenditures for the year totaled \$283,914 and included \$84,047 toward the write-off on the grandstand, \$32,915 on the extension to the Edmonton Gardens and \$32,699 on the sales pavilion. Other expenditures included administration and sundry expenses, \$67,200; grounds maintenance, \$35,751; loss on hockey team operations, \$14,218, and insurance on buildings, \$8,976.

Other Profits

Other profits included \$31,900 on operations in the Gardens; \$21,550 on the Gardens concessions; \$13,617 from grounds rentals; \$9,511 from the sales pavilion concession; \$7,882 from sales pavilion operations; \$2,703 on the rodeo; \$2,104 on the harness race meet; \$1,794 from interest on government bonds; \$700 from race track rentals and \$591 on the spring cattle show and sale.

The fall livestock show and sale resulted in a \$1,570 loss, compared with a \$2,101 deficit the year before.

The rodeo, which netted profit when held in the Gardens in 1952 for the first time, showed a \$7,898 deficit in 1951, first year of operation.

In the first year of professional hockey, the exhibition-sponsored Edmonton Flyers, in the 1950-'51 season, showed a deficit of \$14,218. Expenditures totaled \$111,413 against revenue of \$97,194. The team's 60 per cent of the net gate receipts at League games last season amounted to \$103,486. Deducted from this was the team's share of the League pool, totaling \$9,893. Hockey expenditures included \$69,750 for

salaries and bonuses; \$20,601 in traveling expenses and a \$4,609 tab for training camp expenses. A \$15,000 reserve for the hockey club was set up out of the operating account of the Gardens.

Summer fair expenditures totaled \$135,898, compared with revenue of \$354,292. Major expenses included: Attractions and bands, \$30,875; wages, \$22,560; exhibition prizes, \$19,027; advertising, \$11,505; improvements to buildings and equipment, \$10,482.

Top revenue was derived from grandstand receipts, \$112,217 (\$84,963, evening performances, and \$27,154 from race attendance); pari-mutuels \$89,379 after the deduction of \$51,513 in provincial tax; gate receipts, \$57,670; concessions, \$48,390; midway, \$31,173, after \$1,002 federal tax; and \$10,779 in grants and donations, including \$5,000 from R. James Speers Racing Corporation and \$3,300 from the provincial government.

"Our progress and achievements are not altogether measured in monetary terms, altho the year has been successful in that regard," said Lawrence Rye, president of the association, in his annual address to the shareholders.

"We also made progress and achieved considerable success in the educational aspects of our work."

During the year, Rye observed, the street behind the grandstand had been paved and curbed and 2,000 loads of dirt were hauled into the concession area, conditioned and covered with fine gravel. The central portion of the midway area was hard-topped, while the west side of the grandstand was widened to facilitate the large crowds. In addition, the road from the main gate past the Gardens and sales pavilion was rebuilt.

Attendance at the summer fair was 316,890, an increase of 16,834 over the previous year, he reported, while gate receipts increased \$2,803 and grandstand receipts \$18,945.

Rye noted that the racetrack had been resurfaced and reconditioned. "We feel it is now among the best on the continent," he said.

The bull and fat stock show last spring and the fall show and sale of livestock were both regarded as successful. Rye reminded that the 1953 summer fair would mark the 75th anniversary of the exhibition.

Directors re-elected for two-year terms were J. W. Hosford, Gordon A. MacDonald, H.W.J. Maddison, Rye and Lee S. Williams. A new director is Reg. C. Easton.

Zemater Inks Wis. Fair Loop For 4th Year

MILWAUKEE, Jan. 10.—For the fourth straight year, Charles Zemater Theatrical Agency, Chicago, will provide the night grandstand show at the nine member annuals of the Northern Wisconsin Fair Circuit. The contract, which was renewed here this week at the annual convention of the Wisconsin Association of Fairs, was sought by seven other booking offices.

Member fairs and their dates include Mondovi, July 30-August 2; Neillsville, August 6-8 and possibly 9; Wausaukee, August 14-16; Merrill, August 17-20; Antigo, August 21-23; Ladysmith, 28-30; Baraboo, August 31-September 3; Shawano, September 4-7, and Weyauwega, September 10-12.

Chuck Zemater Jr., repped the firm in presenting the show. Others here were Mr. and Mrs. Charles Zemater Sr., Mrs. Chuck Zemater Jr., Jack Zemater and Art Peets.

Sunny Bernet, of the Boyle Woolfolk Agency, Chicago, reported a busy session with his "South of the Border Fiesta," which features Armida. Bernet set the show into three Wisconsin fairs, Jefferson, Rhinelander and Wausau, and also disclosed the Corydon, Ind., fair had signed for one performance. Also on hand from the Woolfolk office were Boyle Woolfolk, and George B. Flint.

Aut Swenson, top man in the thrill show bearing his name, flew in from the Minneapolis meeting, and signed one Wisconsin annual new to his route. This was the Marshfield fair. He also closed for one performance each at Elkhorn and Darlington, Wis. Swenson reported that he will also give two shows at the Jackson, Minn., annual and will play his third year at the Hutchinson, Minn., water carnival.

Ernie Young of the Chicago booking office bearing his name announced he had closed to produce the night show at the Marshfield, Wis., annual. Program as signed with William (Tiny) Uthmier, fair manager, will include the Dorothy Dorben dancers and six acts.

Barnes-Carruthers Theatrical Enterprises, repped here by Sam J. Levy Sr., Randolph Avery and Stu McClellan, kept busy during the week and reported their usual long list of fair bookings.

WLS Attractions signed two fairs new to the office, according to George Ferguson, on hand for the Chicago organization. The fairs are at Wausau and Chilton.

Al Sweeney, on hand for National Speedways, Inc., closed to run one race meet at the Manitowoc annual and two at the Wausau annual.

Other attraction reps and suppliers on hand included:

- T. P. and E. T. Eichelsdorfer and Kurt Kuehn, Regalia Manufacturing Company; Ed Kesty, U. S. Seating Company; Louis Frank, Cyclone Speedways; M. T. Gordon, Gordon Amusements; Mel Hummelsch, Mel's Theatrical Productions; Roman Janik, R. Lanack Company; Kenneth Lee, Fair Publishing House; S. J. Murphy, chariot races; Earl Newberry, Tournament of Thrills; Maggie and Scottie Swan, Radio Station WEAU; Austin Trull, clown.
- Ty Tyson, Williams and Lee Attractions; L. N. Fleckles, Fleckles and Associates; Mr. and Mrs. Buck Steele and Cyril Pheby, Gus Sun-Irvin Grossman Booking Agency; Tommy Sacco, Tommy Sacco Agency; Mr. and Mrs. Clinton Spielbaur, Spielbaur Fireworks Company; Mr. and Mrs. A. Hart Sutton, R. B. Powers Company; B. Ward Beam, Congress of Auto Daredevils; Fony Baron, Mel's Theatrical Productions; Landy Scott and A. T. Brecher, Badger Midget Auto Racing; Albert Colleen, Star Fireworks Manufacturing Company; Earl Drebenstadt, Hal Garven Company, and Jack Duffield, Thearle-Duffield Fireworks, Inc.

Mrs. de L'horbe Ill

DAYTON, O., Jan. 10.—William de L'horbe Jr. said here today he expected to return to his office in about 10 days. He said his wife was to enter a hospital here for surgery Saturday (10). Mrs. de L'horbe has been seriously ill since December and has been recuperating following an earlier operation.



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The TILT-A-WHIRL Ride
"Best Buy in Rides Today"

- * Very Popular and Profitable
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Then be sure you get the new WHIRLWIND, the only vibrationless Cotton Candy machine made. All floss machine headaches are eliminated with the Whirlwind—there is no other machine even close to it when it comes to production, ease of operation and freedom from breakdowns. You will buy the Whirlwind some day, so why not buy it first and save money. Remember—it is guaranteed to please you or you get your money back.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

New Jim Crow Bill Hoppered

WASHINGTON, Jan. 10.—A new measure to end Jim Crow in theaters, motion picture houses, concert halls, resorts, hotels, amusement parks, and eating and drinking spots in the nation's capital was introduced on the first day of the 83d Congress by Rep. Adam Clayton Powell (D., N. Y.).

Under the bill the proprietor of a public entertainment or amusement spot who bars a customer because of race, color or creed or discourages his patronage in advertisements would be liable to penalties of from \$100 to \$500, a sum which would be recoverable by the "aggrieved" person in court action here. If the violator further is found guilty of a misdemeanor, he would be subject to fines ranging from \$10 to \$100 and faces up to 100 days in jail. District commissioners would be authorized to revoke his operating license if he violated the act two or more times in a year, tho no license would be issued for a period of 60 days following revocation.

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120 Pages, 2 Sets Numbers, Clearing and
Policy, 120 Dreams, Bound in Heavy
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Paper, sample 20¢
HOW TO WIN AT ANY KIND OF SPECU-
LATION, 24-p. Well bound, 8 1/2 x 11 . . . 25¢
PACK OF 79 EGYPTIAN F.Y. CARDS.
Answers All Questions, Lucky Num-
bers, etc. 60¢
Signs Cards, Illustrated, Pack of 36 . . . 15¢
Graph Charts, 9x17, Sample 5¢. Per M \$7.50
MENTAL TELEPATHY, Booklet of 21 p. 25¢
Shipments Made to Your Customers Under
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Deposit. Our name or ads do not appear
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Chicago's Big Tent House Since 1870
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Phone: Ringling 5-5263

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FOR SALE—RIDES
For sale Scooter round end,
40x70 foot building, 14 Lusse
Cars with or without trans-
portation. Good condition. Jet
Ride, 20 passengers, used as
demonstrator eight weeks. Late
model Chairplane, Smith &
Smith; used Trailers and Trac-
tors.
TAMPA MFG. CO.
2105 E. Chelsea, Tampa, Fla.

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Jimmy Lamot, veteran trainer
of cockatoos and macaws, infos
that 1953 will mark his last turn
in show business. Lamont is
currently in Tampa following a
circus tour for the Ashland Oil
Company and plans to make
several Florida fairs this winter.
He has also signed for 12 weeks
of fairs during the summer and
fall and will then head for
California and retirement.

Zoppe-Zavatas, riding and un-
supported ladders; Arwoods, dogs
and the Ballentines, musical act,
have signed to play '53 fairs with
the Charles Zemater Chicago
office. Zemater will again supply
talent for Pontchartrain Beach,
New Orleans, and State Fair Park,
Dallas, this year.

Aerial Solts, trapeze, recently
finished a three-week tour with
Owens and Lloyd Super Circus
and have been resting in Penn.,
Ind. The troupe will leave soon
for eight weeks in Florida and
then a four-week engagement in
Richmond, Va.

Acts set for the Sunday (18)
"Super Circus" TV program in
Chicago include the Ivanovs,
casting bars; Six Eriksons, acro;
Three Morales Sisters, aerial iron
jaw, and Linderman's Dogs. Vic
Brown set the acts.

Irah Watkins and his chimps
will open their '53 outdoor season
at the Florida State Fair, Tampa,
February 3-14. Irah infos that
he recently caught one of his

chimpanzee flickers at a movie
house in Evansville, Ind. The
film was made in July 1952.

Ernie Young, head of the Chi
booking office bearing his name,
has signed the following acts for
his '53 outdoor trek: Toscanelli,
juggler; Will Hill's elephants,
dogs and ponies; Dorothy Dorben
dancers; Berg's Movieland Seals;
Ted Miller and Smiley, comedy
songs; St. Leon-Marcus Troupe,
juggling, teeter board, trampoline
and plate spin; Sky Devils, aerial,
and Smetona, high act.

Jay Jaxon, stilt walker, worked
the Hotel Schroeder lobby for
Charles Zemater during the Wis-
consin convention of fair
managers, Tuesday (7).

Ben S. Allen, of Posters, Inc.,
reports that Ruth Hampton, a
former model used by his firm in
the creation of outdoor posters, is
now a Hollywood starlet. Ben is
attending the various Eastern fair
meetings.

Featured acts with the Bertram
Mills Christmas Circus at the
Olympia, London, included the
Bob Gery Troupe, high wire;
Knie's sea lions and penguins;
Edouardo, juggler; Coco, the man
of motley; Gautier's Educated
Dogs and Knie's Baby Elephants.
All were featured on December
20 in "Ferrier's Searchlight,"
weekly cartoon of theatrical do-
ings appearing in Everybody's
Weekly.

Ray Speer Heads Clinic Panel

Continued from page 63

it thru the 1930 fair. In 1917, he
originated and developed a poster
and newspaper advertising
service for State fairs and expo-
sitions. That year he also became
official representative of the
American Association of Fairs
and Expositions in Washington,
working out plans for the Fed-
eral Food Administration, head-
ed by Herbert Hoover, to permit
the nation's leading State fairs
to co-operate with the govern-
ment in furthering America's
role in World War I.

Speer was out of fair work
from 1930 until 1944. He oper-
ated as a free lance publicity
director for the first three years.
In 1934 he became head copy-
writer for the Stack-Goble Ad-
vertising Agency, Chicago, then
one of the 10 largest in the
country. He was placed in
charge of institutional advertising
for Swift & Company, one of the
agency's largest accounts. Tiring
of this work in 1939, he returned

to Minneapolis and publicity
work.

During his first two years back,
Speer was associated with the
Fadell Publicity Bureau and in
1940-41 was in charge of the pub-
licity campaign for the Minne-
apolis Aquatennial summer festi-
val. In 1941 he became publicity
director of the Minneapolis Arena
where he remained until 1945.
There he was in charge of pub-
licity and promotion for the Ship-
stads and Johnson "Ice Follies"
for four seasons as well as Min-
neapolis Millers hockey promo-
tion. Among his other tasks was
publicizing the "Skating Vanities"
at the Arena and the annual
competitions of the U. S. Figure
Skating Association.

As a side venture in June, 1944,
Speer joined in publicizing the
visit of the Dionne quintuplets
to Superior, Wis., for the launch-
ing of five ships built by the
Butler Ship Building Company.

Minn. State Earns \$101,645

Continued from page 63

\$1,083,665.69, with exposition
ticket sales accounting for
\$653,288.74 and space rentals for
\$190,424.17. Total expense was
\$982,019.33, leaving the operating
gain of \$101,646.36 which Baldwin
cited in his report.

Sorenson, in his treasurer's
report, showed a cash balance as
of November 30, 1952, of
\$397,971.18, of which all but
\$1,000 was on deposit with the
State treasurer and the balance
in the Midway National Bank,
St. Paul, as a contingent fund.

In his annual report to the
society, President Thornton re-
viewed the history of the or-
ganization, pointing out that it
was as old as the State of
Minnesota itself, with initial ef-
forts of organization begun in
1852.

After citing the growth of the
society, listing the U. S. presidents
who appeared and other achieve-
ments of the exposition, President
Thornton concluded:

"As our great State Fair has
increased and grown, there is
a great necessity for some other
buildings to house important
activities. We badly need a
building devoted to the sheep
industry, together with its aux-
iliary activities. We need a new
dairy building, and that badly.
We need a new Administration
building.

"The Minnesota State Fair
today is acknowledged as the
greatest exposition of its kind
in the world. The society co-
operates with every industry in
the State in the work of

improvement, of progress, of
going farther and wider and
higher in development of our
great State."

Carnival Routes

Send to
2160 Patterson St
Cincinnati 22, O.

(Routes are for current week when no
dates are given. In some instances,
possible mailing points are listed.)
Great Southern Expo.: Edcouch, Tex.;
Pharr 18-31.
State Expo: Jay, Fla.
Tassell, Barney: (Fair) Avon Park, Fla.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Harris & Rowe: Clarksville, Tenn., 12-17;
Bowling Green, Ky., 19-24.
Polack Bros. Western: (IMA Aud.) Flint,
Mich., 18-24.

Misc. Routes

Miller's Irvin C. Brown-Skin Models: (Na-
tional Baptist Aud.) Hot Springs 13;
(Rex) Tulsa, Okla., 15; (Aldridge) Okla-
homa City 16; (Carver) Wichita Falls,
Tex., 21; (Gem) Waco 23; (Dunbar)
Temple 24; (Melba) Corpus Christi 25-26.
Spike Jones Musical Depreciation Revue:
(Aud) Vernon, Tex., 13; (High School
Aud.) Midland 14; (Rose Field House)
Abilene 15; (Aud) Wichita Falls 16;
(Aud.) Dallas 17; (Will Rogers Aud.)
Fort Worth 18; (Municipal Aud.) Okla-
homa City, Okla., 19; (Arcadia) Wichita,
Kan., 20; (Moose Club) Wichita 21-22.

Out in the Open

Sunny Bernet, veteran outdoor
booker, is taking it easy at home
after suffering a slight stroke
Friday (2) in Chicago. Despite his
illness Bernet was on hand at the
meeting of Wisconsin fair execu-
tives in Milwaukee, Monday
thru Wednesday (5-7).

Bernie Mendelson, of O. Henry
Tent & Awning Company, Chi-
cago, was released from Billings
Hospital following surgery, and
is convalescing at his home.
Art Briese, of Thearle-Duffield
Fireworks, Inc., Chicago, was the
subject of a feature story with
photos in the December 30 edi-
tion of The Miami Daily News.
Briese fires the pyro display at
the annual Orange Bowl cele-
bration Friday (2).

MAKE \$100.00 A DAY

On Candy Floss



Our new Super
Deluxe new style
head, bowl,
brushes, holders,
spindles. Smooth
running Heater
rheostat and
FREE parts. Wonderful
opportunity to start
your own business—big
money. Write for litera-
ture TODAY. Old cus-
tomers—send your
machine in now for check-up.

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Five Sizes Boxes — Complete
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Marvel Candy Floss Machine—
Snowflake Snow Cones — All
Makes Ice Shavers—Star Pop-
corn Machines — Cotton Candy
Cones — Candy Apples Equip-
ment & Supplies — Fresh
Roasted Peanuts — Attractive
Circus Bags — Candy Floss
Supplies. SEND FOR FREE
CATALOGUE!

CHUNK-E-NUT PRODUCTS CO.

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231 N. Second St. 2908-14 Smallman St. 1261-63 E. Sixth St.
Philadelphia 6, Pa. Pittsburgh 1, Pa. Los Angeles 21, Calif.

Multiplex Faucet Co. Serving the Trade 47 Years

a 3 1/2¢ Profit on a 5¢ Sale! with a Multiplex

ROOT BEER BARREL

FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL.
SIZES:
Advertises Ice Cold Root Beer to attract a large
volume of sales at an exceptionally large profit.
Capture volume business and profits with Multiplex.

Exclusive! Draws any size drink con-
tinuously without turning
lever off—10 to 15 drinks per minute. Draws
delicious solid drink with slight amount of foam
when handle is turned to one side and a creamy
drink when turned to other side.
Also 17, 45 and 60 Gal. Barrels with Two Faucets
for two different drinks.
Other Dispensers for COCA-COLA, ORANGE,
GRAPE, DR. PEPPER, GINGER-ALE, PEPSI-COLA,
VERMORS and Root Beer for HIRE, RICHARDSON,
ROCHESTER, BUCKEYE, DAD'S, LYONS, CANADA
DRY, TRIPLE AAA, MENLO, BOWLEYS, HUNTER, NESBITTS.
Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave.
St. Louis 10, Mo.



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Machines, new. All makes rebuilt. Phone calls nights, Sat. and Sun.: Ringling 2-8511.
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USED DRAMATIC TOP

50' with three 20' middles, round front and square back end, with proscenium, 30'
marquee, seat maskings, lots of inside trim, used three seasons, no poles or stakes,
\$800.00 F.O.B. Fremont. Manufacturers of all kinds of Show Canvas, Concession Tops,
Hoods, Ride Tops, Show Tops; send specifications for prices. Used Show Tops from
10'x10' to 80'x160'.
ROGERS TENT & AWNING CO.
FREMONT, NEBRASKA

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Occupation



PINK HORSES INCLUDED

Rocks' Spot Adding Decorative Frills

NEW YORK, Jan. 10. — Under the direction of Herman Huseby, art director of Rockaways' Playland, a giant 30-foot-high life size spectacular is being constructed in the center of the Whip on the midway. The display, a replica of a Dutch country scene, will contain an actual windmill with a water wheel and a Dutch milkmaid posed in the foreground.

A new stage, 26 feet long and 20 feet high, equipped with footlights and spotlights, a light control board and an automatic revolving turntable, believed to be the only outdoor revolving stage in the country, will be constructed on the former site of the contest platform in the center of the midway. Beauty pageants staged at Playland will be enhanced by winding gilded stairways, down which the bathing beauties will walk, and a Grecian fountain spraying water thru seven nozzles.

The Circus Bar and Restaurant, at the north end of the midway, is getting a complete outdoor face-lifting. A 300-foot mural depicting the pageantry of the circus, replete with 25 different animals done in three dimensions, will decorate the facade of the building. Rhinestones, mirrorings and mosaic, all applied to masonite cut-outs, will be utilized in the project, and several of the settings will be animated as well as three dimensional.

Pink and White M-G-R

This year the Merry-Go-Round will be in white with pink trimmings. The funhouse will have an invisible movie screen upon which will be projected onrushing herds of cattle, gorillas and bears in three dimensions, which will be activated by an electric eye when the cars hit rail circuits.

The story of Hiawatha's marriage of Minnehaha will be rendered by artist Huseby in the kiddie park at the south end. The wedding ceremony will be depicted in a three-dimensional setting 40 feet long by 15 feet deep.

All three dimensional displays are created by using Celestic, which Huseby claims has the texture of cloth but hardens like sheet metal when meshed with a solution of acetone. By using Celestic, a plastic material, minutest details can be rendered in the settings, Huseby says. All new constructions and decorations will have a life expectancy of 20 years. Colors utilized in the reconditioning program are blended to give Playland a light and clean looking appearance. Thruout the winter overhaul process the park's rides have remained open on holidays and week-ends.

Huedepohl Due Back Monday; To See Gurtler

CHICAGO, Jan. 10.—Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, was expected back here Monday (12) following a vacation at Portland, Ore. Mrs. Huedepohl accompanied him on the trip.

This week they were in Los Angeles and Huedepohl expected to stop in Denver to confer with Bud Gurtler, chairman of the program committee for the 1953 NAAPPB convention.

At the NAAPPB office here, work was progressing on the mailing of 1953 manuals and the preparation of the 1952 convention registration list. Mailing of both was expected to be completed next week.

There was no recent report here regarding sales of the Mangels book about park history; however, a copy of a review from the New York Times book section was received from the publishers.

Blackpool Gains Over '51 With Net of 425G

LONDON, Jan. 10.—England's top-ranking coast resort, Blackpool, had a profitable season last summer, with major operators there reporting larger net profits for 1952 than for the preceding year.

The Blackpool Tower and Winter Gardens companies, operators of the big Tower Circus and other cinemas, theaters and jallrooms, report net profits of \$425,224.80 for the fiscal year ending October 31, 1952, as compared with a net of \$304,964.80 during 1951. Total dividends for the year will be 35 per cent. The firm's capital was expanded during the year thru the issuing of \$127,050 of bonus shares—at a ratio of a \$2.80 share for every block of 10 shares (\$28) held. Taxes took a bite of \$603,187.20, and \$126,000 was earmarked for renovations and replacements. Annual meeting of the stockholders will be held at the Blackpool Opera House January 23.

Blackpool Pier Company, operator of the North Pier, reports the 1952 season showed a slightly higher net profit than 1951. Dividend was maintained at last year's level, 20 per cent. A total of \$33,600 was expended on maintenance during 1952 and a sum of \$16,800 was transferred from the season's profits to the improvement fund.

Holst Loses 36G; Quits Danish Park

COPENHAGEN, Denmark, Jan. 10.—Oscar Holst, who since 1935 has annually produced and operated the Circus Revue in Dyrehavsbakken Park here, lost approximately \$36,250 on the show last summer and has been obliged to liquidate his interest in the suburban spot.

Holst's revue, presented in a big tent, employed top revue talent and good vaude numbers, plus excellent production and music. The show got off to a bad start last summer and had to be revamped, after which it did okay, but rainy week-ends during Dyrehavsbakken's short season—May 1-August 17—prevented the revised revue from doing sufficient business to overcome the late start.

Holst retains possession of the Circus-Revue title, but his interest in the Dyrehavsbakken spot has been acquired by the popular comedian, Ib Schonberg, who in association with Henning Karmak will produce a tent revue under the title of Circus Ib.

Tothill Buys at Olcott

OLCOTT, N. Y. Jan. 10.—Idlewild Park here has been bought by C. H. Tothill. The spot has six rides, 10 concessions, picnic facilities and two refreshment stands. It has a free gate and free parking policy.

\$300,000 BLAZE RAZES NANTASKET FUN UNITS

HULL, Mass., Jan. 10.—A \$300,000 fire threatened the entire Nantasket Beach front and Paragon Park in a spectacular blaze early Saturday (3) which wrecked the Nantasket Bowladrome and Sammy's Amusement Center and destroyed an entire block of buildings on the Boardwalk.

Three explosions rained flaming debris over a wide area and damaged concessionaires' stands, among them Joe and Nemo's Hot Dog Palace. Blazing bowling pins

flew hundreds of feet and windows of a large number of beachfront stores and homes were smashed by the explosions.

The fire scene was a scant 300 yards from Paragon Park, famed South Shore amusement center. Fire officials said the blaze originated in the Bowladrome. Sammy's Amusement Center, next door to the Bowladrome, contained a Merry-Go-Round and a Penny Arcade. The two amusement spots were destroyed, along with Angelo's Spaghetti House and four homes on Atherton Road.

Fire fighters from five surrounding towns battled the flames which threatened to spread along the entire beachfront. Paragon Park units escaped unscathed.

State and local officials began an immediate investigation of the blaze. Fire Chief Adrian P. Dowd said he believed it would take several days of combing thru the ruins and interrogating witnesses before the cause of the fire could be determined.

N. Y. State Parks to Hike Parking Fees

ALBANY, N. Y., Jan. 10.—Governor Dewey proposed a hike in fees for parking at State parks and beaches from 35 cents to 50 cents in 1953 in his annual message to the Legislature Wednesday (7). If his proposal is adopted, the total fee for parking at Jones Beach will be 95 cents.

The parking fee at most State facilities was raised from 25 cents to 35 cents last year. That increase, together with the proposed hike, would bring the total charge in line with those in effect at most private parks which charge for parking and have the price advantage that some recreation seekers apparently found attractive.

Parking fees are now being charged at 78 centers that come under the jurisdiction of the State Council of Parks. About 40 additional units, principally camp sites, do not charge for parking.

The 1952 income from parking and other fees was \$2,270,000. The Legislature appropriated \$6,164,000 for the parks last year.

N. J. Resort Org Would Amend Luxury Tax Act

ATLANTIC CITY, Jan. 10.—An amendment to the municipal luxury tax enabling act was urged this week by the New Jersey Resort Association to permit additional cities to adopt the levy.

During a bi-monthly meeting at the Penn-Atlantic Hotel, the association urged the act to be extended to include all municipalities now eligible to receive beach erosion funds from the State. The money raised from the tax on hotel rooms, amusements, liquor and tobacco products would be used as the municipality's share of beach protection projects in cases where part of the cost is paid by the State.

Ford Museum Tabs Attendance Mark

DETROIT, Jan. 10. — Greenfield Village, established in suburban Dearborn by the late Henry Ford, hit an all-time high attendance record of 661,994 people during 1952, according to announcement by Executive Director A. K. Mills. This was 22 per cent over 1951, and 30,000 over the previous high set in 1940.

The village, operated quietly as a museum type of project for many years, has been given an aggressive promotion in the past couple of years. This takes such forms as the showing of special old-time motion pictures, changing bills weekly, and using newspaper and other publicity like a theater.

Miniature Train Co. Names Mich. Reps

RENSELAER, Ind., Jan. 10.—Art Geisler and Jim Hodgson have been named exclusive sales agents for Miniature Trains in Michigan, it was announced here this week by Dick Robertson, vice-president of the Miniature Train Company. Hodgson and Geisler recently spent time at the company's plant here to study mechanical features.

SKEE-BALL

Reg. U. S. Pat. Off.

America's Favorite Skill Game for PARKS - RESORTS & ARCADES

PLANS—CARS—EQUIPMENT for

COASTERS—MILL CHUTES

New STUNTS for your DARK RIDE & FUN HOUSE

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL ST., PHILA. 44, PA. Amusement Devices Since 1904

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.

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Work 6 months and rest 6 months. Lakeside amusement and picnic park for sale. It has Kiddie Rides, Merry-Go-Round, Dance Hall, Roller Rink, Arcade, Shooting Gallery, Restaurant, Bar (serving both liquor and beer) and many other things. 26 acres of land, which include a gravel pit, 1800 feet of lake frontage. Net better than \$30,000 last year. \$60,000 down payment, balance on very favorable terms. Owner retiring.

Write or wire Box D268, c/o Billboard, Cincinnati 22, O.

FOR SALE

Lusse Water Ride (19 boats and buildings)
Lusse Scooter Ride (25 cars and building)

Established long time in large Eastern Coast Amusement Park, Savin Rock, West Haven, Conn. Doing good business but due to death of one officer, owners cannot give proper attention to these Rides. Company has other interests. Cash or terms. Will sell outright or half interest. Address:

JOSEPH GUILIANO

191 Wooster St.

New Haven, Conn.

PARKS, RESORTS, POOLS

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 BETTER'N A CRYSTAL BALL
 NO MIRRORS TO BREAK
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 GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.
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KIDDY RIDES WANTED
 For all year-round park. Will operate or can furnish trailer space. Write
Speedway Kiddyland
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ANY SIZE ANY CAPACITY
MINIATURE TRAIN CO.
 RENSELAER, INDIANA

KIDDIE RIDE AND MINIATURE GOLF PARTS
 Electric Machine Guns, Steering Wheels and Semi-Pneumatic Tires and Wheels. Special: 24-Passenger Kiddie Boat Rides and Bicycle Boats. Write or phone for Price List.
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KIDDIE RIDE MECHANIC WANTED
 For new Kiddieland opening on North-west Side of Chicago. Must be capable of handling all types of rides. Permanent position for a reliable, sober person.
 Box 596, The Billboard Pub. Co.
 188 W. Randolph Chicago 1, Ill.

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 inquiries from your territory to you.
 —Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph Chicago 1, Ill.

GOLF-IN-A-PACKAGE
 A new Holmes Cook creation for 15,000 sq. ft. area. Low cost includes all pre-cut lumber for basic 18 holes, supervision, staking out and leveling, water hole bridge, plans for future development. Look ahead. Inquire now.
HOLMES COOK MINIATURE GOLF CO.
 Box 1463, New London, Conn.

Chris Zeitz, Bull Man, Dies

KISSIMMEE, Fla., Jan. 10.—Chris Zeitz, 77, former elephant trainer and superintendent, died in a hospital here Monday (5). He was with circuses most of the time from 1896 until 1924, when he retired to his citrus grove near here.

Zeitz joined Ringling Bros. in Wisconsin and from 1897 thru 1904 was in the Ringling elephant crew. He moved to Sells-Floto for 1905-1909 and the following year was with the Norris & Rowe Circus for its brief tour. He went with Mugivan and Bowers shows, including Howe's Great London, Famous Robinson and John Robinson, from 1911 thru 1922. For about a year he managed a Peru, Ind., hotel and then returned to the American Circus Corporation for 1924.

12--PHONEMEN--12

Am operating 3-4 towns at a time this year for Hagen-Wallace Bros. Circus—new owner, Frank J. Martin. Need PHONEMEN, CREW MANAGERS for steady all-season work. NO LOST TIME BETWEEN DEALS. 25% to Crew Managers—20% to Phonemen. PAY DAILY. Towns carded and shuffled out to men. Open Jan. 12th, Lions' Club, Riviera Beach, West Palm Beach. Work where it's warm. Only the best towns, sponsors. If you can produce, are honest and dependable, you'll get towns and crew. If you worked for me in past, come on; wire you're coming. Quit jumping deal to deal. Apply, NO COLLECTS, by wire, phone, letter.

LIONS' CLUB CIRCUS HEADQUARTERS, P. O. Box 504
Phone: Riviera Beach, Fla., 3-4366
EDDIE DeBOLD

FIVE SOLID WEEKS

For Circus Acts

Open Jan. 26—Shrine & Police Auspices. To enlarge present show need one Shetland Pony Drill, two-people Wire Act; Double Trapeze, prefer two ladies, must double web or ladder for aerial ballet; Girl Singer, prima donna type; one sober Phone Man, work clean and as told; too faos, phones in and working.

NOBLE BROS.' CIRCUS

Suite 206, Vail Hotel, Pueblo, Colo. R. L. (Red) Bishop, promotional director; Luther Fuller, equestrian dir.; Larry Nolan, gen. agt.; Pop Corn, Cotton Candy and Novelties open on P.C. only. (Ben Bluestein, call me.)

FOR SALE

1946 Chevrolet Bus, 5 doors, large luggage carrier, two heaters, radio; spot, back-up and fog lights. Could be used for any purpose, including conveying animals. Excellent condition. Cost \$4,000 new without extras; first \$1,500 takes it. Also 1951 GMC 1-Ton Package Delivery Truck, all metal body, only 8,000 miles; with 1-wheel luggage trailer, extra windows, extra gas tank, heater, inside light. Perfect condition. Cost \$2,850 without extras. Will sacrifice for \$2,000. Write or wire

SPILLER'S SEALS

c/o Zoological Garden Cincinnati, Ohio

30 WEEKS PHONEMEN 30 WEEKS

WANT experienced, sober and capable Phonemen for Jewish Orphanage and Welfare Fund, for Year Book and Show Tickets. Lots of good deals to follow. Pay 25% on ads, 20% on tickets. If you know your business you will make big money. Write or wire

TOM HASSON

Etz Hayim Congregation
29 West Sixth St., Jacksonville 8, Fla.
Phone: 3-6129

WANT DRUMMER

IMMEDIATELY

For Shrine Indoor Circus. Year's engagement. Open January 18. Report January 17. Wire, stating salary expected, age and experience.

B. CARSEY

Shrine Circus Office Flint, Michigan

PHONEMEN

Lead Phonemen. Able to finance self and take over their own crews as soon as familiar with deal. I have the contracts.

J. S. Shafer

Phone 27770
400 Adams Bldg., Norfolk, Va.

PHONE MEN—TWO

Tickets and Advertising For GROTTO CEREBRAL PALSY BENEFIT SHOW. Another hot deal to follow.

HARRY F. KEHOE

3039 Main St., Kansas City 8, Mo.

PHONEMEN

U.P.C. and Banners, block ticket sales. Plenty of tags from last year. Just starting. If you can keep it up, come on in. If not, stay away. Work up until Nov. 15, 1953. Three big towns to follow.

W. G. PHILLIPS

Memorial Bldg., East Broad St., Columbus, Ohio
You pay yours, I pay mine.

Under the Marquee

The British trade paper, World's Fair, stated recently it expected English clowns would reply to Earl Shipley's statement in The Billboard that foreign clowns rarely have clicked here. The paper also reported Jack Mills was on his way to London.

Bette Leonard, circus historian and former trouper, entered Wesley Hospital, Wichita, Kan., for surgery this week. She reports that the Circus Historical Society convention, scheduled for Norfolk, would be held August 14-16. Harold Dunn opens his miniature circus Saturday (10) at a Wichita department store.

Recently added to the staff of the Barnum Festival, annual Bridgeport, Conn., event, were Vernon C. Behn, Harold D. Dow, Edward G. Burstein and Joseph H. Lederer.

Harry Chipman, circus press man, was connected with "Affairs of State," legit show, and late this month will be with "Life With Mother." He's also working on a sequel to his father's book, "Hey, Rube," and with Wilbur Sparrow he is framing a proposed movie script. The Chipmans visited recently with Louis
(Continued on page 78)

R-B Cuban Run Ends Sunday

HAVANA, Cuba, Jan. 10.—Ringling Bros. and Barnum & Bailey Circus is scheduled to close its unit here Sunday (11). The performing personnel includes:

Oscar Konyot, animals; Miss Mara, trap; Haslevs, trampoline; Los Palacios, flying; Linares, hand balancing; Czeslau Mroczkowski and Roberto de Vasconcellos, horses; Fenis-Ferrari, rolla-bolla; Unus, finger stand; Arky Scott, elephants; Dieter Tasso, wire and juggling; Mistin Junior, musical act; Klausers' Bears; Rigettis, ladder; Six Frielanis, cycles; Freddi Troupe; Camilo Mayer, high wire; Merle Evans, band; Emmett Kelly and Otto Griebing, clowns.

Billposters Union Mulls Pension Plan

DETROIT, Jan. 10.—A pension plan on a national scale is under study by the International Alliance of Billposters, Michael Noch, fourth vice-president, said this week. The executive board is making a study of possible plans to fit the nature of the business. Preservation of local autonomy would be an important consideration, Noch indicated, and the International's action would probably recommend to each local that the pension plan be included in its contracts.

Mills to Arrive In States Jan. 12

PARIS, Jan. 10.—Jack Mills, co-owner of Mills Bros.' Circus, and his family left here Sunday (4) for London. Mills said they expected to arrive back in the States on Monday (12). He has been scouting talent at circuses in major cities of Europe and North Africa.

3 Telephone Salesmen

Powerful deal. Third Annual Iron Lung Deal for Lansing, Michigan.

Call J. A. Rackley

Phone 3320 Jackson, Michigan
Deal opens Monday, January 12.

SHRINE CIRCUS

OMAHA, NEB.

Week April 6th-11th inclusive. Acts, contact

RINK WRIGHT

P.O. BOX 384 STANTON, NEB.

EXPERIENCED

PHONE MEN

Immediate Scholarship Deal. Have other deals available for entire year. Phone Prepaid.

LUDLOW 6223

Columbus, Ohio

Ben Davenport, Albina Beatty To Troupe Wallace-Beatty

Changes Name to Harriet A. Beatty; Diano Sets Meeting; Moore Is GA

GONZALES, Tex., Jan. 10.—Albina Beatty, step-daughter of Clyde Beatty, has changed her name to Harriet Albina Beatty Jr., and joined with Ben Davenport to put out the Wallace Bros. & Harriet Beatty Combined Circus.

Miss Beatty, whose mother was the late Harriet Beatty, will have a percentage in the show and will present a riding tiger and elephant act similar to that which her mother worked on the Clyde Beatty Circus. She may also work other acts, she stated here this week.

A court order granting her the change in name was handed down by a District Court at Dallas on December 31. Final arrangements for the new title were worked out at the show's quarters here Tuesday (6) by Miss Beatty, Davenport and Bill Moore.

Dressing Room Gossip

Atayde Bros.

The show is now in its second week of the Mexico City date and business has been strong. Newspaper reviews have said the program is one of the best. Thru the Christmas holidays there were many parties for the United States acts in the homes of the Aurelio and Andres Atayde families.

Andres Atayde Jr. and Maria Luisa Pacheca, formerly of the Del Moral perch act, were married January 3. More than 400 performers and theatrical people attended the wedding and reception. The couple is honeymooning in Havana.

Nana Woolford gave a Chihuahua dog to Aurelio Atayde. Fred Woolford has returned by air to New Jersey. Pat Knight's son, Adrian Nicholas, celebrated his fourth birthday with a party for all the children.

Mickey and Bonnie Rodriguez of the Clyde St. Leon Troupe have a son who was born on Christmas Day here. Leo Grund, of the Hamid-Morton office, caught the show and is visiting for several days. Landon's Midgets and Mr. and Mrs. Landon caught the show. Weather has been good.—MONTY KNIGHT.

PHONE MEN

Book and U.P.C. Collect and pay standard commissions daily. V.F.W. deal. Contact

T. C. TERRELL

Richford Hotel Erie, Pa.

BEN YEARTY WANTS

For California 2 experienced Phonemen. Third Annual Scouts (Masonic) Charity Show. Office open and phones in. Contact me at SCOUTS SHOW OFFICES 1527 19th St., Bakersfield, Calif. Phone: 3-8645

3—PHONEMEN—3

—FIRST IN— Int'l Championship Motorcycle Beach Race Circus Date. U.P.C., Banners, Program, Farrell, Africa, Riordon, Ailman, White, contact. Office ready now. Pay daily. Sorry, no collects. JACK CLARK, Shorewood Hotel, Daytona Beach, Fla. Phone: 2-2515 or 7744.

PHONEMEN

Phones in, office ready. Year round work, book and U.P.C.

Promotion Manager

Meridian, Mississippi Phone 20198 No collects.

WANTED

FOR ELKS' INDOOR CIRCUS

Feature Ground Acts doing two or more. Chimp or Seal Act. Roy Bible and Grover O'Day, write me. Two high-class Phone Men who can work without pressure. All answer: L. F. STOLTZ, care Elks' Indoor Circus, Hot Springs, Ark.

Moore, who for the past few seasons has been general agent of the Clyde Beatty Circus, confirmed that he would be agent in 1953 for the Wallace-Beatty show. This show's title last season was Wallace Bros. and Moore is understood to have had an interest in it. He said he would have an interest in the 1953 circus and that it would use auspices.

Diano Coming; Plan Parade Davenport, who conferred recently with Tony Diano at Canton, O., said Diano was scheduled to be in Gonzales late this week to discuss a possibility of putting Diano's menagerie on the Wallace-Beatty show. It stressed that no definite commitments or agreements had been made between Diano and Davenport.

Davenport also stated that his show was planning a street parade as a daily feature in 1953 and said he would bring the Parker & Watts steam calliope out of storage at Gonzales. He also said he was having several small cages built.

Next week, Davenport will go to Mexico to arrange for importing several acts from a circus there. He said these would be used on Tom Buchanan's indoor circus, which opens soon at Albuquerque, N. M. The indoor show is scheduled to troupe until late March, when the Wallace-Beatty show is to open.

Moore said that he would route the show into the East and that he was "not sure" whether its route was likely to cross that of the Clyde Beatty Circus.

A title similar to that of Davenport's new one, trouped eight years ago. This was the Clyde Beatty - Wallace Bros. show, a combination owned by Beatty and the late Ray Rogers. Davenport and Moore bought the Wallace name a year ago from the Rogers estate.

The new set-up also recalls Davenport's 1949 season, when he had Dailey Bros.' Circus with Doug Autry, brother of Gene Autry.

RINGLING BROS. and BARNUM & BAILEY ALL-NEW 1953 SIDE SHOW

WANTS

Top Feature Attractions, including Bagpipes and Sword Dancer, three or four Performing Midgets, Novelty Juggler, Knife Thrower, outstanding Strange People and the best of other Side Show allurements. Ticket Sellers who can make good openings and Inside Men. Write immediately, giving details and sensible salary figure and enclosing recent photos.

DICK SLAYTON, Side Show Manager

Ringling Bros. and Barnum & Bailey Circus, Sarasota, Fla.

TWO CAPABLE PROMOTIONAL DIRECTORS

Top Committees—Large Cities

You must be capable, sober and able to finance yourself. Can use Phone Men.

CAN PLACE CAPABLE PRESS AGENT NOW

Must be strong story man, sober and able to join immediately.

Address Marshall L. Green, Gen. Mgr.

BILL BAILEY'S ALL STAR MINSTRELS

Permanent Address: Box 869 or wire Ft. Myers, Fla.

TWO PROMOTIONAL MANAGERS

★ ★ FOR MILLS BROS.' CIRCUS ★ ★

Must be proven capable men. ★ Must have crews and be able to handle them. ★ Must be of caliber to work with and satisfy auspice. ★ Must be able to start NOW. ★ If you cannot obey orders, don't bother to apply. Write or phone

JACK MILLS

2669 EUCLID HTS. BLVD., CLEVELAND HEIGHTS, O. FAirmont 1-0700

AL G. KELLY & MILLER BROS.' CIRCUS

WANTS FOR THE COMING SEASON

Good Calliope Player (union), also other Musicians; write Charlie Cuthbert. Need two more Clowns. All Big Show Acts contracted. Can use Boss Prop Man. Want SIDE SHOW ACTS, TICKET SELLER who can make second opening. Colored Band Men and Entertainers. HAMBONE NELSON, answer. Can use Side Show Boss Canvas Man.

Al G. Kelly & Miller Bros.' Circus, Hugo, Okla.

HUNT BROS.' CIRCUS WANTS FOR BIG SHOW

Circus Acts in all lines, especially Troupe of 4 or more people to feature. Clowns with specialties preferred. Side Show Acts and Novelties. Team for Punch, Magic and Second Sight, Sword Swallower, Fire Acts, Colored Band, Lady Acts preferred. Advance, sober, reliable Combination Billers. For Cook House, sober, reliable First and Second Cooks who can stand regular pay days. Would also consider Steward to take full charge. Want Boss Canvasman for 100 with 3 40's; also Boss Canvasman for Side Show 50 with 2 30's. Show opens APRIL 13. State full particulars and lowest salary in first letter. Side Show People, address WILLIAM J. ENGLISH, 1217 No. 13th St., Reading, Pa.; all others, Burlington, New Jersey.

WANTED AT ONCE!

10—PROMOTIONAL MANAGERS—10

With large or small crews. Have phones set and ready to go now. We pay 35% daily. U.P.C., Banners and Book. Longest Route and Season of any Show in the United States. Contact at once by WIRE only if you are ready to go to work. Presson, Hackman, Hartung, Franklin, answer.

THE TOMMY SCOTT SHOW

JAMES ALLEN WINTERS, Mgr.

Marietta, Jan. 14; Macon, 15 & 16; Dublin, 17; all Georgia

WANT ALL STAR CIRCUS WANT

Capable Phonemen who are sober and producers. Albuquerque office now open, others ready to open. Want Circus Acts; Smetona, Reo and Irma, Mel Hall, contact please.

TOM or PAT BUCHANAN—ALL STAR CIRCUS, Box 1576, Albuquerque, N. M.

PHONEMEN . . . IMMEDIATELY

AMERICA'S GREATEST WESTERN SHOW

JIMMY CANOVA'S "HOLLYWOOD COWBOY CIRCUS"

BIGGEST STARS IN HOLLYWOOD GUESTS EVERY SHOW

Paying 25% Book, U.P.C., Tickets. Also bonus to better than average producers. Pay daily. 35 WEEKS OF BIG CITIES, TOP COMMITTEES, PHONE JIMMY CANOVA . . . 5-4109, or Jim Burns, Office Manager, Knoxville, Tenn.

Wis. Execs Laud Annual's Ag Role

Fred Manning Elected '53 President; Harlan Seyforth Named to Veep Post

By CHARLIE BYRNES

MILWAUKEE, Jan. 10.—The important role fairs are playing in the agricultural development of Wisconsin was outlined by several speakers at the annual convention of the Wisconsin Association of Fairs, held Monday thru Wednesday (5-7) in the Schroeder Hotel. Attendance was large and all business sessions

were jammed with reps from the various annuals.

Ira V. Goodell, '52 president of the association, in his annual address said the education rural youngsters are getting by competing at fairs is paying off in better farms. W. H. Eldridge, association secretary-treasurer told the fair men that the education programs of youths thru 4-H clubs, Future Farmers and other groups have been vital factors in higher quality cattle, swine, sheep, poultry and other exhibits of recent years at fairs. Archie Putnam, manager of the Northern Wisconsin Fair, Chippewa Falls, also spoke on the subject and pointed out the importance of even bettering the youth programs.

Fred Manning, secretary of the Rusk County Fair, Ladysmith, was elected president of the association for this year, succeeding Goodell. Harlan Seyforth, Ellsworth, was named vice-president and Eldridge was again elected secretary-treasurer. Forest Knaup, Beaver Dam, was named to the board of directors to take the place of Taylor G. Brown, Oshkosh.

Also on the board are Dr. H. W. Carey, Lancaster; Douglas J. Curran, Black River Falls; Eldridge, who is from Plymouth; Goodell, Manning and Seyforth. William (Tiny) Uthmeier, Marshfield, is sergeant at arms.

Other session speakers included R. C. Salisbury, director of the safety division of the State's motor vehicle department, whose address was not only interesting but interspersed with a great deal of show business know-how. Doug Curran presided at a panel on concession problems, assisted by Archie Putnam, H. R. Seyforth, John Miles and George Reichert. (Continued on page 77)

Gov. Heads Speaker List At Pa. Confab

READING, Pa., Jan. 10.—Pennsylvania Gov. John S. Fine will be principal banquet speaker at the 41st annual convention of the Pennsylvania State Association of County Fairs in the Penn Harris Hotel, Harrisburg, Thursday night (22). The three-day convention opens Wednesday (21).

Charles W. Swoyer, secretary of the State association, said here the roster of convention speakers will include Edward F. Hackett, attorney for the U. S. Trotting Association; Al Ahrens, field man for the trotting group; Frank H. Kingman, secretary-treasurer of the International Association of Fairs and Expositions; Art Lewis, general manager of the Marks Shows; Miles Horst, Pennsylvania secretary of agriculture; Dr. H. S. Brunner, director of agriculture education at Pennsylvania State College; A. L. Baker, 4-H Club leader at Pennsylvania State College, and W. F. Johnstone, extension specialist in agricultural economics at Pennsylvania State College.

A forum on fair problems will be conducted by John S. Giles, president of the Reading Fair, and a member of the state fair association executive committee.

Trotting Confab

Meeting of two trotting horse groups will be held on opening day. Secretaries of member tracks in the Central Fair Circuit will convene in the afternoon and the annual meeting of the Central Fair Circuit will be held at night to elect new officers and allocate racing dates for 1953.

One change was announced by Swoyer. The annual meeting of District No. 8 directors of the U. S. Trotting Association, formerly held at the Pennsylvania convention, will take place at the Emerson Hotel, Baltimore, Saturday (24).

WFA Shifts '53 Meeting

SACRAMENTO, Jan. 10.—Dates for the annual Western Fairs Association convention have been moved back a week with the new date beginning November 18 for four days. W. C. Woxberg, chairman of the WFA convention, said. The gathering will be held at the Hotel del Coronado in Coronado at San Diego.

The switch was made to avoid conflict with member fair dates. The dates were changed following a cancellation of a later convention.

Plans are being made to develop the 1953 convention into a "Fair Man's Fair" and to hold bus tours to and from the convention, Woxberg stated.

Reed City, Mich., Sets Free Gate

REED CITY, Mich., Jan. 10.—Osceola County 4-H FFA Fair will take all admission charges off its front gate this year, Francis Godbold, president, announced. Dates are August 26-28. Arthur Gronlund is secretary.

Dayton, O., Nets \$15,225

DAYTON, O., Jan. 10.—Montgomery County Fair wound up its activities, both fair and non-fair, with a profit of \$15,225, Goldie V. Scheible, secretary-manager, reported. The board now has a total of \$219,226.95 in its bank balance, of which \$134,790 is invested in government bonds.

Admissions and auto parking during the four-day fair brought in \$33,516.25, privilege fees \$18,880.79, and ground and building rentals \$21,021.50.

A total of \$22,465.74 was expended in speed purses and premiums. Repairs, improvements and equipment cost \$12,622.15 while labor and grounds upkeep totaled \$10,052.45.

Herbert K. Rainey was re-elected president for '53; James B. Fleagle, treasurer, and Miss Scheible, secretary-manager. Irvin Gebhart was elected vice-president to succeed Clarence Miller deceased. Two new members of the board are Edward T. Weakley and Richard Boeck.

The '53 fair, which will be the centennial run, will be held September 7-10, with special anniversary features planned.

Allegan, Mich., Nets \$17,000

ALLEGAN, Mich., Jan. 17.—Allegan County Fair wound up its '52 centennial run with a profit of nearly \$17,000, James Snow, secretary, announced. The earnings came from receipts of \$87,860 and total expenses of \$65,069.

Of the receipts \$58,065 came from gate and grandstand admissions and auto stickers. Expenses included \$16,467 for attractions, \$11,706 in premiums, \$15,450 in speed purses and \$6,598 for advertising.

THRILL SHOW OP MAKES 3 MEETS

INDIANAPOLIS, Jan. 10.—Aut Swenson, owner-manager of the Swenson Thrillcade, whose booking chores were tossed into left field by the overlapping of Midwest fair meetings this week, lays some kind of claim for showing up at the winter confabs. He started out Monday (5) at the Minneapolis meeting, flew to Milwaukee for Tuesday and, altho held up somewhat by bad weather, was able to train into Indianapolis in time to catch the tail-end of the banquet there Wednesday night.

Fire Livens Ind. Meeting; Hold Banquet

Joe Quinn Elected President for 1953; Rimmel Named V.-P.

INDIANAPOLIS, Jan. 10.—Fire that destroyed a five-story warehouse adjacent to the Severin Hotel, scene of the annual three-day convention of the Indiana Association of County and District Fairs here this week, almost canceled out the association's banquet on the closing night Wednesday (7).

Shortly before the banquet on the roof garden was scheduled to start, the blaze broke out. Flames leaped as high as the 12th story (Continued on page 39)

Bad Axe, Mich., Reaps \$6,105

BAD AXE, Mich., Jan. 10.—William E. Logan, manager of the Huron County Fair, reports a \$6,105 surplus from last year's run, based on receipts of \$45,399 and expenses of \$39,293.

Receipts included outside gate admissions, \$10,333; grandstand, \$7,817; auto parking, \$1,713, and \$5,382 from the State for premiums and harness race purses.

Officers this year are Joseph L. Ruth, president; Herbert Haist, vice-president, and Bert Watterworth, Caseville.

MINN. '52 ANNUALS TOP MILLION \$ MARK

Federation Names Earl Huber President; Asks Elimination of Grandstand Tax

MINNEAPOLIS, Jan. 10.—Minnesota's county and district fairs were more than a million dollar business in 1952, the annual meeting of the Minnesota Federation of County Fairs in the Radisson Hotel was told Monday (5).

Harold C. Pederson of Minneapolis, federation secretary, said the State's 96 fairs grossed \$1,284,453 in 1952, spending \$1,028,761, including \$174,488 received from the State Legislature.

Earl E. Huber, of Wheaton, was elected federation president to succeed Allen J. Doran of Grand Rapids. Huber was federation treasurer seven years and vice-president two years.

C. A. Anderson, of Littlefork, was elected vice-president and Clyde E. Kelsey of Wadena, renamed treasurer. Pederson was re-elected secretary.

New members named to the board of directors were Robert Wells of Clinton, district 7; George Rerat of Minneapolis, district 6, and C. W. Bray of Northome, district 8. Re-elected directors were Murray Jessen of St. Charles, district 1; Fred S. Lammers of Stillwater, district 3; O. M. Mattson of Warren, district 9.

According to Pederson's report, the Crow Wing Agricultural Society which conducted a fair at Pequot Lakes disbanded during 1952. The Blue Earth Fair at Mankato and the Yellow Medicine County Fair at Canby were canceled in 1952, he said.

He said the county fairs paid a federal admissions tax of \$31,863, spent \$299,199 for premiums, with 4-H exhibitors getting the biggest receipts, \$108,218.

Largest county fair receipts were at the Albert Lea fair of the Freeborn County Society, totaling \$35,961. Brown County Fair at New Ulm took in \$36,360; Steele County Fair receipts were \$33,986 and McLeod County Fair at Hutchinson \$32,736.

The federation adopted a resolution asking the federal government to lift the 20 per cent admissions tax on grandstand tickets.

Among federation meeting speakers were Mayor Eric G. Noyer, of Minneapolis, and Myron W. Clark, State commissioner of agriculture.

Tuesday night (6) Federation members joined with the Min-

nesota State Agricultural Society in the annual banquet and funfest in the Radisson Hotel ballroom. Dr. J. O. Christianson, director of agricultural short courses at the University of Minnesota, was banquet speaker.

The stagershow, arranged by Hal Garvin, independent booker of Minneapolis, included the Five Quigleys, acro; The Nygrens, juvenile dance team; Jimmy Ray, acro dancer; Jack Shirley, emcee and comic, with Wally Olson and his eight-piece orchestra furnishing the music.

60 Turn Out For N. Y. Meet

SYRACUSE, Jan. 10.—Some 60 members of the Central New York Fair Association turned out for the organization's annual meeting here Monday (5) in the Hotel Syracuse. John Myers, Palmyra, presided at the sessions, which covered revenue, insurance, grandstand shows and mid-way attractions.

Attraction firms represented here included the James Cole Circus, Ernie Young Attractions, Wallace Associates, George Hamid & Son, Doug Johnson Associates.

Jim Carry represented the New York State Agriculture Department and invited the delegates to attend the State meeting in Albany, February 2-3. Bligh A. Dodds, manager of the Governor Fair, led the afternoon discussions. Harry Turner, Elmira, is association secretary.

Re-Elect Giles At Reading

READING, Pa., Jan. 10.—John S. Giles, Reading florist and former city police commissioner, was re-elected to his 20th term as president of the Agricultural and Horticultural Association of Berks County, operating body of the Reading Fair, at the annual meeting held Saturday (3).

Five other officers and 18 directors were re-elected to one-year terms. Officers are Chester W. Brumbach, first vice-president; Harry J. Schad, second vice-president; Charles W. Swoyer, secretary; Paul H. Esterly, assistant treasurer, and Albert L. Swoyer, treasurer. All officers were re-elected directors.

Other directors who retained their seats on the board are Heber Ermentrout, Newton W. Geiss, Alvin F. Kemp, C. Paul Lied, Jacob H. Mays, Horace W. Miller, W. Arthur Morris, Russell M. Moyer, George L. Roller, Dr. H. B. Roshon, George W. Schuler and J. George Zerr.

Thomas H. Merkel, master of the Berks County Pomona Grange, was the only new director named.

Hamid, Martin Set Mass. Fairs Show

BOSTON, Jan. 10.—Both the Al Martin Agency of this city and the George A. Hamid & Son Agency of New York and Boston will supply talent for the floor show at the annual meeting of the Massachusetts Association of Fairs, January 20-21, the Hotel Kimball, Springfield, Mass.

It had previously been reported that the Hamid agency would present the entire show, whereas it will actually be a dual effort.

Vulcan, Alta., Cancels '53 Run

VULCAN, Alta., Jan. 10.—The Vulcan Lions club, which has successfully sponsored the annual County Fair at Vulcan for the past two years, has decided that the fair is too big for one service club to organize and run effectively. As a result there will be no fair at Vulcan in 1953.

FAIR ASSN. MEETINGS

Kansas Fairs Association, Jaynawk Hotel, Topeka, January 13-14 Everett E. Erhart Stafford, secretary

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15 Roy E. Symons, Skowhegan, secretary

Ohio Fair Managers Association, Deshler-Wallick Hotel, Columbus, January 14-15 Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 15-16 Mrs. Clyde Kendall, Greensboro Fair, secretary

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 15-16 Rollo E. Singleton, State Office Building, Jefferson City, secretary

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20 Harry B. Kelley, Hillsdale, secretary

Virginia Association of Fairs, Richmond, January 18-20 C. B. Ralston, P. O. Box 482, Staunton, secretary

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20 Clifford C. Hunter, Taylorville, secretary

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 19-21 H. C. McClellan, Arlington, secretary

South Carolina Association of Fairs, Jefferson Hotel, Columbia,

January 14. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 19-21.

Massachusetts Agricultural Fairs Association, Hotel Kimball, Springfield, January 20-21. Edward J. Carroll Agawam, Mass., president.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 21-23. Charles W. Swoyer, 522 Court Street Reading, secretary

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-24. G. A. Ottinger, Jamestown, secretary

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-26. Adolph Netter Donaldsonville, secretary

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26. Vera McQuilkin, P. O. Box 974 Oklahoma City, secretary

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, Mont., secretary

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. William C. Lynn, 1 West State Street, Trenton, secretary

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, January 29-31 Ted Overbey, (Continued on page 78)

Fire Livens Indiana Meeting

Continued from page 68

of the Severin and smoke poured into rooms of many delegates, forcing some to flee, but the hotel escaped fire damage. When the blaze was put under control, the banquet was held.

Hoover Presides

Actually, the fire was the only real excitement the county fair delegates had. The formal sessions were short and without fireworks.

Floy Hoover, of Kentland, presided, pinch-hitting for Robert M. Morse, of La Porte, the association president, whose mother had died Saturday (3). Hoover did a yeoman job and provided probably the high spot of the discussions in the fair directors' school when he spoke on "New Ideas for Old Fairs."

Joe Quinn, Terre Haute, was elected association president. Clinton Rimmel, Kendallville, was named vice-president and William H. Clark, Franklin, was re-elected secretary-treasurer.

Set Year Term

Named as directors were Dr. L. B. Wolfe, Corydon, for four years; Henry Butler, Warsaw, three years; Hoover for two years, and Curtis W. Russell, Vernon, one year.

The association voted that hereafter a president serve for only one year and that automatically each year the vice-president be elevated to president.

Carnival representatives, attraction bookers, fair suppliers and showmen in attendance included the following:

Mr. and Mrs. Bob Shaw, Glen Jacobs, Gus Sun Jr., Gus Sun Agency; Billy Senior, Barnes-Carruthers Theatrical Enterprises; Jimmie Hetzer, Jim (Red) Bicknell, Hetzer's Agency; Mr. and Mrs. Earl Kurtz, WLS Attractions; Ken Smith, Earl Haupt, WLW Promotions; Boyle Woolfolk, Jack Lindahl, Boyle Woolfolk Agency; Dorothy

Allen, Anne Donley, Allen-Franke Associates; Mike Raiff, Charles Mays, Mike Raiff Entertainment Bureau. Earl Newberry, Tournament of Thrills; Mr. and Mrs. Irish Horan, Irish Horan's Hell Drivers; Jack Kochman, Art Hoard, Kochman's Hell Drivers; Ward Beam, thrill show; Lucky Lott, thrill show; Bill Reed, Jimmie Lynch's Death Dodgers; Mr. and Mrs. Jinks Hoaglan, Hoaglan's Cavalcade; Al Jones, Jones and Decker Rodeo; F. A. Conway, Atlas Fireworks; A. Michele, Hudson Fireworks; Lee Holt, Interstate Fireworks; Joe Caccavello, Columbus Fireworks.

Floyd Gooding, Hal Eifort, John Enright, Gooding Amusement Company; Issy Cellin, Al Dorso, Cellin & Wilson Shows; R. C. McCarter and Bobby Mack, Metropolitan Shows; Al Wagner, Bobby Kline, Cavalcade of Amusements; Louis Berger, Amusement Company of America; Bob Parker, Royal Crown Shows; Roxie and Bill Harris, Royal Midway Shows; W. R. Geren, Pappy Snyder, Mighty Hoosier State Shows; James H. Drew, James H. Drew Shows.

Mr. and Mrs. C. C. (Specs) Groscurth, Blue Grass Shows; Glen Wade Sr., Glen Wade Jr., W. G. Wade Shows; Mr. and Mrs. Leroy Crandell, Leo Schuitz, Joe Frederick, Motor State Shows; Tom Hickey, Gem City Shows; Paul Drago, Drago Amusements; C. S. and Robert Peck, Richard Kern, Peck Amusements; Tom Hickey, Mr. and Mrs. Bob Stewart, Gem City Shows; Sam Menchin, Menchin Amusement Company; Paul T. Robertson, Ideal Rides; Lloyd I. Thomas, James Chickrell, Ross Reed, Claude Henricks, Sam Geraldo, Thomas Joyland Shows; Buff Hottle, Buff Hottle Shows; Tom L. Baker, Ernie Allen, Baker United Shows; Mr. and Mrs. Lee Becht, Carl Becht, Becht Amusements; Jimmie Chanos, Chanos Shows.

Roy Jones, Pepsi-Cola; Johnny Anderson, Mr. and Mrs. Earl Coburn, Enquirer Printing Company; Emil C. Guidzenopf Sr., Harry S. Wigdon, Regalia Manufacturing Company; Lou Rosenberg, Triangle Poster Printing Company; Frank Prystas and Carl Mitchell, Fair Publishing Company; Julius Kuenel, bleachers; Mrs. H. Smith, R. B. Powers Company; W. S. Myers, concessions; Nick Carter, Red Luxemburg, Carter's concessions.

Morris Lipsky, Ralph Lockett, John Galagan, John Lempart, Harvey T. Wilson, Edgar (Red) Hear, Henry A. Theodore, Charlie W. Jessop, Mike T. Clark, E. G. Glessenger and Arnold Mall.

Paris, Tex., Names Execs

PARIS, Tex., Jan. 10.—Claude Ribble and Ben Marable have been named to head the commercial and industrial exhibits of the 1953 Red River Valley Exposition, according to Harris Wilson, president.

The exposition is an outgrowth and enlargement of the Lamar District Fair and 10 counties in this section of Texas and Oklahoma have been asked to take part in the event in September.

Estevan, Sask., Re-Elects Execs, Increases Assets

ESTEVAN, Sask., Jan. 10. — E. P. Rae was re-elected president of the Estevan Agricultural Society at its annual meeting. Also re-elected unanimously were Walter Gates, Don Gates and Ron Galloway, vice-presidents.

Buildings owned by the society are valued at \$27,425, and amount to more than half of the org's total assets, the financial statement showed. These assets were increased by more than \$1,200 over the past year.

Other assets are 55 acres of land, valued at \$1,000, a \$9,700 interest in some buildings owned jointly with the town of Estevan, and a building at Estevan airport purchased by the society several years ago and valued at \$8,500.

The statement showed the society to be free of liabilities. The fair still has about \$2,000 to spend to reach the \$36,000 improvement plan started several years ago, President Rae reported.

Receipts for the year totaled \$15,051, with gate and grandstand receipts of the two-day fair accounting for slightly more than half of that amount. Expenditures were \$16,358. Prize money totaled slightly more than \$4,000.

Humboldt, Sask., Promotes Schenn

HUMBOLDT, Sask., Jan. 10.—Secretary of the Humboldt Agricultural Society since 1949, Carl Schenn was elected president at the annual meeting to succeed A. Kilcher, who died during 1952 after having headed the org for eight years. Vice-presidents are A. Hoffman and J. Lees.

Total receipts for the year were \$14,648 and expenditures totaled \$13,836. Gate admissions at the fair amounted to \$4,522, while \$3,720 was taken in at the four grandstand performances. After considerable discussion, it was decided to retain harness racing at next year's show.

Doc Cassidy Named Prexy Of Ky. Assn.

LOUISVILLE, Jan. 10. — L. (Doc) Cassidy, press-publicity director of the Kentucky State Fair, Friday (9) was elected 1953 president of the Kentucky Association of Fairs and Horse Shows as the association closed its annual two-day convention at the Brown Hotel here. Ray P. Weller, Shelbyville, was elected vice-president, and Harry Berge, Carrollton, was named secretary-treasurer. J. B. Messer, Nelson Breeze, Frank C. Rapier, Grover Gilpin, Willis Stouray and A. E. Cetengell were renamed directors.

Light attendance, attributed to bad travelling conditions, marked the sessions. Delegates discussed at considerable length State aid given for the first time in 1952 to member fairs.

The association now is in its fourth year, and execs look for accelerated growth as a result of its success in obtaining State aid.

State fair officials were heartened on the eve of the convention's opening with the disclosure that federal approval had been granted for materials needed to build the fair's new multi-million dollar plant. General expectations are that the new plant will be ready before 1955.

During the two-day session here, Hal Eifort, representing the Gooding Amusement Company, formally signed the midway contract for the 1953 Kentucky State Fair, with J. Dan Baldwin, secretary-manager, signing on behalf of the fair. Gladstone Expositions, repped by Forrest Poole, owner-manager, and Jack Oliver, general agent, closed midway contracts with fairs at Russellville and New Castle.

Carnival owners and agents, attraction reps, fair suppliers and showmen in attendance included the following:

Hal Eifort, Gooding Amusement Company; Ernie Farrow, Wallace Bros.' Shows; Mr. and Mrs. Bob Stewart, Gem City Shows; Eddie Young, Mac House, Sterling Crown Shows; Forrest Poole, Jack Oliver, Gladstone Exposition Shows; Johnny Keef, V. L. Collier, Capital City Shows; W. E. (Shotgun) Page, Page Bros.' Shows; William O. Hammontree, Mighty Hammontree Shows; Roxie Harris, Bill Harris, Royal Midwest Shows; Jimmie Hetzer, Bill (Red) Bicknell, Hetzer's Agency; Billy Senior, Barnes-Carruthers; Bill Reed, Jimmie Lynch's Death Dodgers; A. D. Michele, Hudson Fireworks Company; Johnny Anderson, Enquirer Printing Company; Lou Rosenberg, Triangle Poster Printing Company; Roy Jones, Pepsi-Cola; Bernie Shapiro, Southern Poster Company; Ralph Lockett, Mr. and Mrs. F. A. Thumberg Sr. and Mr. and Mrs. F. A. Thumberg Jr.

Hudsonville, Mich., Names Wierenga Prez

HUDSONVILLE, Mich., Jan. 10. —Edward Wierenga was elected president of the Hudsonville Fair and Fred DeHaan was named to the post of vice-president. Robert Van Noord is secretary-manager and Raymond Gerrits, treasurer. Dates this year are September 2-4.

Blackwell Is Named Indianapolis Mgr.

Succeeds Tyner Due to Change in State Administration; to Take Over April 1

INDIANAPOLIS, Jan. 10.—Kenneth F. Blackwell, Republican of Franklin, has been named secretary-manager of Indiana State Fair to succeed Carl Tyner, Democrat of Tipton.

Blackwell was picked Thursday (8) by the fair board. A State representative and a former president of the State Fair Board, Blackwell will remain in the Legislature until he assumes his new post April 1.

Meanwhile, John Schermerhorn and Gilman Stewart, president and vice-president, respectively, of the fair board, will share managerial duties.

Replacement of Tyner stemmed directly from the election last November of a Republican governor to replace a Democrat. The fair board decided to hew to past policy. The change in fair manager is in line with the switch in the State administration, but there was considerable sentiment among board members for the retention of Tyner.

Blackwell will receive \$475 per month salary plus housing in the one-time model home, and he will also have his utilities paid.

Shortly after being named, Blackwell said that he is dissatisfied with the present operation of the Coliseum, now operated from October to May by the Indianapolis Coliseum Corporation. He said he believes the fair board could make more money if it had sole control of the building.

Lease Ends in '54

Dick Miller, president of the Coliseum Corporation, in reply was quoted as admitting revenue has been down the last two years, but said that this reflected the nationwide trend, rather than poor operation by his company. The corporation, it was pointed out, has a lease on the building that will run until the end of May, 1954.

Indiana's new governor, George N. Draig, in a statement this week expressed the hope that sufficient money could be made available for construction of a new administration building on the fairgrounds. The present one, he pointed out, is badly in need of replacement.

At its meeting Thursday (8) the fair board renamed Jesse De Vault, Tipton, as superintendent of grounds. De Vault receives \$440 monthly, plus housing and utilities. Besides President Schermerhorn

and Vice-President Stewart, the fair's new executive committee consists of Treasurer W. E. Struckman, Homer E. Schuman and John A. Craft.

The board deferred action on scheduling auto racing for the first time at the fair, naming a committee consisting of three members, Francis Overstreet, P. L. White and Roger Wolcott, to investigate the cost of erecting needed guard rails and other safety devices.

Plans under consideration call for a 100-mile AAA championship big car race.

The board made two attraction contract awards, again signing the Cetlin & Wilson Shows for the midway and Irish Horan's thrill show for two performances.

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Winter Fairs

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- Arizona**
Mesa—Maricopa Co Fair Feb 21-March 1
Marcel Delporte 5111 N 10th St. Phoenix
- California**
Imperial—California Mid-Winter Fair Feb 28-March 8 D V Stewart
Indio—Riverside Co Fair & Nat'l Date Festival Feb 18-23 R M C Pullen-wider
- San Bernardino**—National Orange Show March 19-29 Earl E Bule
- Florida**
Bowling Green—Hardee Co. Strawberry Festival Jan. 19-24 G. W. Glendinning
Dade City—Pasco Co Fair Jan 22-24 J P Higgins
Daytona Beach—Haltax Fair Second week in March Turner Scott
Delray Beach—S Fla Gladioli Festival & Fair Feb 23-28 R C Lawson
Eustis—Lake Co Fair March 16-21 Karl Lehmann, Courthouse, Tavares, Fla.
Fort Lauderdale—Broward Co Fair March 3-7 B E Lawton
Fort Myers—Scutswest Fla Fair Feb 2-7 Jack D Hughes
Fort Pierce—St. Lucy Co. Fair, Feb. 9-14
Indian Town—Martin Co. Fair Jan 16-17 M Johnson, Stuart, Fla
Inverness—Citrus Co. Fair, Jan. 27-31. Quentin Media
Largo—Pinellas Co Fair Feb 17-21 J H Logan
Orlando—Central Fla Expo Feb 23-28 Crawford T Bickford
Palmetto—Manatee River Fair Jan 24-31 Hoke S. Hughes
Plant City—Florida Strawberry Festival Feb 23-28 G R Patten
Punta Gorda—Charlotte Co Fair Jan 19-24 Harry Jack
Sanford—Seminole Co. Fair, March 9-14
Sarasota—Sarasota Co Fair Jan 19-24 George W. Potter
- Tampa**—Florida State Fair & Gasparilla Assn Feb 3-14 P T Strieder
- Titusville**—Brevard Co. Fair, Feb. 2-7
West Palm Beach—Palm Beach Co Expo March 6-14 Lamar Allen
Winter Haven—Florida Citrus Exposition Feb 16-21 Phil E Lucey
- Louisiana**
Lafayette—South 's Mid-Winter Fair Jan 22-25 Dr T J Arceneaux
Saint Francisville—West Feliciana Fair Feb 27-28 C L Flowers
- Montana**
Bozeman—Montana Winter Fair March 21-27 George T Sims
- Texas**
Fort Worth—Southwest Expo & Fat Stock Show Jan. 10-Feb. 8 W R Watt
Houston—Houston Fat Stock Show Feb 4-15 Berman Engel
Laredo—Washington Birthday Celebration, Feb. 18-March 1. J. George Loos, Box 455
Mercedes—Rio Grande Valley Livestock Show March 5-9. Carl A. Blasig
San Antonio—San Antonio Livestock Expo Feb 20-March 1 W L Jones

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157 NEW MEMBERS

NSA Ladies Stage Lavish 15th Installation Banquet

By JIM McHUGH

NEW YORK, Jan. 10.—An overflow crowd of 200 attended the 15th annual installation dinner and banquet of the Ladies' Auxiliary of the National Showmen's Association staged in the Colonial Room of the Hotel McAlpin Monday night (5). The colorful event included lavish installation ceremonies, a bountiful meal, entertainment and dancing.

Dolly McCormick, new president, and her fellow officers and Bess M. Hamid, retiring head of the organization, were the recipients of many honors. Mrs. Vincent M. Impellitteri, wife of the mayor of New York, was guest of honor.

Other officers elected to serve this year are Ruth Gottlieb, first vice-president; Veronica Zucchi, second vice-president; Lydia Nall, recording secretary; Claire Priddy, corresponding secretary; Celia Forman, treasurer; Lillian Swanson, assistant treasurer; Blanche Zassow, chaplain; Jean Gray Torres, auxiliary hostess; Ethel Shapiro, chairman, board of governors, and Magnolia Hamid, vice-chairman, board of governors.

The ladies rededicated themselves to their principal effort, that of aiding underprivileged children. Last summer 100 children, including 20 who are blind, were sent to summer camps. The Christmas party, sponsored by the auxiliary for many years, was discontinued because of the vast number of affairs of this kind available to children during the holiday season and the money allotted for this purpose was added to the summer camp fund.

157 New Members

With nearly 500 members, including 157 recruits last year, the auxiliary is a thriving organization.

Grace Merkle Installed as PCSA Fem Prez

LOS ANGELES, Jan. 10.—Mrs. Grace Merkle, new president, and her fellow officers took over the administration of the Ladies' Auxiliary of the Pacific Coast Showmen's Association at the annual installation ceremonies held here Monday (5) in the Statler Hotel.

Others on the slate included Mrs. Peggy Steinberg, first vice-president; Mrs. Berta Harris, second vice-president; Mrs. Ruby Kirkendall, third vice-president; Mrs. Madison Hopes, secretary, and Mrs. Trudi Di Santi, treasurer.

Mrs. Blanche M. Henderson presided, with Mrs. Gladys (Continued on page 74)

Buck Unit Awarded Westchester Event

NEW YORK, Jan. 10.—O. C. Buck-Model Shows this week were awarded the 1953 midway contract by Westchester County Fair. Allan Travers, general agent, and E. D. Kelmans, fair president, signed the contract.

Kelmans said the fair this year would include Labor Day and operate for six days, September 6-12. Last year the event also included Labor Day, but ran for nine days. The more lengthy run had already been decided against prior to cementing the contract with the midway organization.

Travers said the shows would come into the Westchester event, located at Peekskill, from the Rhinebeck (N. Y.) Fair. Following Westchester it will play the Norfolk fair.

Sunday Preem

Kelmans and Travers discussed

tion. Five members were responsible for bringing in a total of 128 new members and their efforts were recognized and rewarded at the banquet. Patricia Hamid re-



DOLLY McCORMICK

ceived the Dorothy Packman award for securing 27 new members. Mabel Strates was second with 26 new members, and Marion

Hickey Pacts Valdosta, Albany, Ga.

QUINCY, Ill., Jan. 10.—Thomas D. Hickey, owner of Gem City Shows, has signed to provide the midway at the Southern Georgia State Fair, Albany, and the Southwest Georgia State Fair, Valdosta. For the past several years these fairs have been played by railroad shows.

These two additions bring the total fair contracts to 10, according to Hickey. The show owner announced the two pacts before leaving for the Indianapolis fair meeting.

CRACK CURTAIN

German Show Owner Gives Reds the Slip

BERLIN, Jan. 10.—Gustave Loeck, 41-year old German carnival owner, recently slipped from the Soviet zone into West Berlin, according to an Associated Press story. And Loeck brought with him his family of three, two wagons full of midway equipment, a Merry-Go-Round and his house trailer.

Upon his arrival here, the org-

owner said that show business for the private enterprise is finished in the Russian zone. Loeck admitted he ate well in the East but step-by-step the Communist State squeezed his roadside operations until he faced the choice of eventually doing too little business to survive or get out.

The traditional German carnival is looked upon with disfavor in the Soviet area, he said, and kids aren't supposed to scratch around for a few pfennigs to buy their way onto a Merry-Go-Round.

"Show people are often refused permission even to set up their Merry-Go-Rounds and other amusement equipment," Loeck declared. "Often we were without the chance to work for months," (Continued on page 74)

W. H. Schaffer Org Inks Wis. Circuit

Bodart's Blue Ribbon Adds Two New Fairs; Ernie Farrow Pacts Janesville Annual

MILWAUKEE, Jan. 10.—W. H. (Junior) Schaffer's Just For Fun Shows, in its first invasion of Wisconsin territory, this week was contracted to provide the '53 midway attractions at the nine fairs that comprise the Northern Wisconsin Fair Circuit. The contract, which drew spirited bidding from five shows, was awarded Schaffer at the annual convention of the Wisconsin Association of Fairs here in the Schroeder Hotel, Monday thru Wednesday (5-7).

In addition to Schaffer, John Frances, org's general agent was on hand. Others who bid for the loop included John Robinson, Dobson United, Badger State and Tip-Top shows.

Fairs in the circuit include Mondovi, July 30 - August 2; Neillsville, August 6-8 and possibly 9; Wausaukee, August 14-16; Merrill, August 17-20; Antigo, August 21-23; Ladysmith 28-30; Baraboo, August 31-September 3; Shawano, September 4-7 and Weyauwega, September 10-12.

E. A. Bodart's Blue Ribbon

Indianapolis Fair To C-W 7th Time

Gooding-Metropolitan Tie-Up Provides Spirited Contention for Hoosier Midway

By HERB DOTTE

INDIANAPOLIS, Jan. 10.—Unexpected and strong contention for the midway contract of the 1953 Indiana State Fair was given the Cetlin & Wilson Shows here Wednesday (7) but when votes of fair board members were tallied the Issy Cetlin-Jack Wilson aggregation had bagged the fair for the seventh straight year.

A surprise development—the teaming up for this occasion only of Floyd E. Gooding, Ohio ride biggie, and Shirley and Sam Levy, who are to bring out a new railroad show under the Metropolitan

Shows banner—injected a powerful joint bid that produced spirited contention.

Cavalcade Bids

Contributing, too, was a bid by the Cavalcade of Amusements, represented by Al Wagner and Bobby Kline.

Last year, in marked contrast, Cetlin & Wilson were unchallenged in bidding for the contract, and in several previous years there was but token opposition.

R. C. McCarter, serving Metropolitan as general agent, dreamed up the idea for the tie-up with Gooding and approached Gooding on it barely 36 hours before bids were to be presented. Under the terms worked out, Gooding committed himself to supply about 25 rides and shows with these plus the Metropolitan line-up to be submitted.

Gooding went even further. He appeared, along with McCarter, before the fair board.

Issy Cetlin, accompanied by Concessioner Al Dorso, made the presentation for the Cetlin-Wilson organization.

Parker Inks Anderson

The scramble for the State fair contract dominated proceedings at the convention of the Indiana Association of County and District Fairs and of the State fair board's (Continued on page 74)

RAS Sets New 5-Year Pact At Tampa Fair

CHICAGO, Jan. 10.—Royal American Shows has signed a contract to provide the midway attractions at the Florida State Fair, Tampa, for another five year, Carl J. Sedlmayr Sr., owner of the railroad show, disclosed here this week.

Sedlmayr, who was in Chicago following the annual meeting of the Minnesota State Fair Board in Minneapolis this week, said the new contract includes all the space outside the fairground buildings. The new pact will stretch thru 1958 which will make 25 consecutive years that RAS will have played the Florida annual. The show has provided the midway there since 1933.

Sedlmayr was accompanied here by Robert L. (Bob) Lohmar, RAS general agent, and was lining up attractions before going to the annual meeting of the Western Canada Association of Exhibitions January 19-21 in Winnipeg.

27G COST

MSA Okays Purchase of Building Site

MIAMI, Jan. 10.—The board of governors of the Miami Showmen's Association has okayed a plan to purchase a clubhouse site for \$27,500 and authorized a \$5,000 down payment on the contract.

Clif Wilson, chairman of the building committee, reported that the property consists of two parcels located between 28th and 29th streets on N. W. 19th Avenue. One lot measures 121 by 150 feet and the other 125 by 150 feet. A path separates the two lots.

Phil Cook, executive secretary, said that plans call for the erection of a building 100 by 110 feet on one of the lots. The other will be used for parking. Specifications are being submitted to architects and contractors.

The new site is about a 10-minute ride from the present quarters.

MSA Members Honor Bistany Retiring Prexy

MIAMI, Jan. 10.—Approximately 100 persons attended a testimonial dinner honoring Leo M. Bistany, retiring president of the Miami Showmen's Association, at the Bonfire Restaurant Monday night (5). A wardrobe trunk was presented to Bistany on behalf of member of the association by Phil Cook, executive secretary.

Tributes were paid to the retiring president by Patty Finnerty, Oscar C. Buck, Sam Prell, Dave Endy, Louis (Stretch) Rice, Hymie Stone, Tobey Turbin, Harry Weiss, (Continued on page 74)

E. O. Douglas To Sell Out

KENT, Wash., Jan. 10.—Because of recent illness, Earl O. Douglas is putting his Douglas Greater shows up for sale. The showman said that his health had not been good for the past four years and it was difficult to handle the operation.

The show, one of the leading organizations in the Northwest, includes trucks and trailers, Diesel generators for light plant, eight major rides, and front entrance with complete lighting.

Douglas has not yet set a price on the equipment. He declared, however, that the show was nearly booked completely for this season.

The show has wintered in the Seattle area for many years. Playing entirely in the Northwest, outstanding dates include the Western Washington Fair in Puyallup, a contract Douglas has held for years.

Prell Set for Florida Bow

KISSIMMEE, Fla., Jan. 10.—Final touches were being added to the equipment of Prell's Broadway Shows at winter quarters here this week prior to opening at Sarasota, its first winter date, Monday (19). Nine Florida fairs will follow the Sarasota showing.

Owner Sam E. Prell reported that booming winter business in Florida indicated that the fairs would be good. Concessionaires apparently feel the same way since interest in booking space is growing rapidly.

Midway Confab

The unique double hotel at Shreveport, La., the Washington-Youree, has been divided into separate operations, with the west side retaining the former name and the east side being called the Captain Shreve. Both are being renovated.

George Schimberg, chief electrician on Down River Shows, has purchased a farm near Holt, Mich., and is spending the winter redecorating the house. Schimberg and Harley Mason were recent visitors at the Down River winter base in River Rouge... Francis (Frenchy) Dionne, second man on the Down River Merry-Go-Round last season, enlisted in the Army Monday (5)... Victor R. Ferguson, assistant manager of Down River, info from Poplarville, Miss., that he plans to drive to Detroit for the January 18-20 meeting of fair managers.

Ray Oakes info from his Lyons, Ill., game factory, that he is busy working on seven new devices that will be introduced this spring.

Mr. and Mrs. Art Craner of San Francisco accompanied by their son and daughter-in-law, Mrs. and Mrs. Lloyd McConaughy of Portland, Ore., were recent holiday visitors in Los Angeles and vicinity. Craner returned to San Francisco to attend the opening sessions of the California State Legislature in Sacramento. He also attended the New Year's functions at the San Francisco city hall. For many years, Craner was a member of the California

State Senate and continues to attend the sessions as a legislative representative. He has appeared before various committees on matters that pertain to the amusement business. This year the activities of the groups seeking to legalize certain forms of games will occupy his attention. He will, he declared, devote special attention to the legalizing of bingo, raffles and merchandise wheels.

A. Hymes, concessionaire, who operated a toy store in New York during the holidays, will have his agents peddling novelties at the presidential inauguration in Washington on the 20th and at the Mardi Gras in New Orleans. Hymes also intends to attend the meeting of Virginia fairs at Richmond. A busy schedule makes it impossible for him to attend other Eastern fair meetings.

Dolly McCormick, who was installed as president of the Ladies' Auxiliary of the National Showmen's Association Monday night (5), was busy Tuesday (6) distributing approximately a truck load of flowers to churches and hospitals. Anna Halpin, a past president of the organization, was unable to attend the installation banquet because of the illness of her mother in Florida. Her husband, Arthur, was on hand, however, acting as official escort for Mrs. Vincent Impellitteri, wife of the mayor of New York.

Jack McCormick, operator of a novelty and magic store in Times Square and units at Asbury Park, N. J., and concession manager of New Jersey State Fair, reports that the year just past was good. Bad weather curtailed the expected big crowd in Times Square on New Year's Eve, but those who did show up were big spenders, Jack says.

Frankie Shafer, manager of the All Fair Shows, has the org playing Houston lots while Owner R. J. Brewer is making a business trip. Ray Coffey joined with his Siamese Twins and Unborn Show and is doing satisfactory business. Albert Harris is lot man and electrician.

Show folks wintering in Ocean Springs, Miss., staged a party recently in the Bay Bridge restaurant for all celebrating a birthday in December. Honored guests at the shrimp dinner were Sam Spangle, Tim and Jeanette Waters, George Wiegart, Nick Morris, and Barbara Jean, June and Danny Lechner. Entertainment was offered by the Lechner sisters, singing and dancing, and Wiegart, high jumping. Others attending included Opal Spangle, Mr. and Mrs. Andrew Lechner, Keetie and Harry Losch, Katherine and Don Martin, Pop Smith, Nick Morris, Mary Holland and Charlie Kelly. Dixie Dee, the Waters' Dalmatian, recently had eight pups.

Le-Ola will have four shows on the Ross Manning Shows in 1953, her second season with the Manning outfit. She is wintering at her home in Portsmouth, O. A Christmas gift from her mother was a Spartan Manor trailer.

Mr. and Mrs. Scottie LaBroke motored from Jacksonville Beach, Fla., to Saranac Lake, N. Y., to spend a few days with Mrs. LaBroke's parents. Mrs. LaBroke reported skiing good in the 28-inch snow.

Beatrice Rose, whose husband, Shannon, died December 9, would like to hear from friends. She is located at 808 Hampton Street, Columbia, S. C.

Earl Purtle is setting plans to again operate his motordromes at Palisades (N. J.) Park and on the Cetlin & Wilson Shows. The February issue of Stag magazine contains an article on Purtle's operations. He and his wife, Ethel, are spending the winter at their Richmond, Va., home... Frank Bergen, general manager of the World of Mirth Shows, will make the Eastern fair meetings accompanied by Bernard (Bucky) Allen, concession manager... Allen Travers, general agent of the James E. Strates Shows and the O. C. Buck Model Shows, was a New York visitor last week.

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WE ALREADY HAVE 12 MAJOR TOP FAIRS CONTRACTED. Have a few open weeks in June and July, and the weeks of Aug. 24-29 and Aug. 31-Sept. 5. Contact us concerning this open time during the Illinois meeting.

Contact Thomas D. Hickey, Gen. Mgr.; Robert Stewart, Gen. Agent, or Don and Sam Greco, Concession Managers at the St. Nicholas Hotel, Jan. 18-20.

NOTICE — WATCH FOR OUR BIG AD IN "THE BILLBOARD" LISTING FAIRS, WANTS, PERSONNEL, ETC., NEXT WEEK.

GEM CITY SHOWS, INC.

809 JEFFERSON ST., QUINCY, ILL.

(PHONE: 7090)

ROYAL

Exposition Shows

Opening at MANATEE COUNTY FAIR, Palmetto, Florida, January 24th to January 31st inclusive, 2 Saturdays.

Opening day, Saturday, Jan. 24th, is Negro Day and should be BIG. (We only have Shows and Rides at this fair, so contact Fair Secretary for Concessions.)

February 2nd to 7th, SARASOTA COUNTY NEGRO FAIR, Sarasota, Fla. This is the first annual Negro Fair for Sarasota. February 9th to 14th, LAKE WALES V.F.W. FAIR, Lake Wales, Fla.

February 16 to 21, ARCADIA AMERICAN LEGION FAIR, Arcadia, Fla. First Fair in several years.

February 23rd to 28th, OKEECHOBEE AMERICAN LEGION FAIR, Okeechobee, Florida. (1st Annual Fair.)

PAHOKEE FAIR, March 2nd to 7th, Pahokee, Fla.

AUBURNDALE FAIR, Auburndale, Fla., March 9th to 14th.

WILLISTON LIONS FAIR, Williston, Fla., March 16th to 21st, with perhaps one or two more to follow.

Now booking Shows, Rides and Concessions. What have you? All correspondence and wires to

J. P. BOLT, ROYAL EXPOSITION SHOWS

c/o Palamar Trailer Park, Orlando, Fla., until January 20th; then Palmetto, Fla., and as per route above.

West Coast Shows, Inc.

WANT FOR

WEST COAST SHOWS AND WEST COAST EXPOSITION SHOWS

be placed for longest season in the West, opening early April and closing Armistice Day.

SHOWS
Side Show with strong feature attraction. We have top and complete banner line including transportation. Want Manager with Performers for Posing Show and high-type Girl Show. We have tops, illuminated fronts and transportation. Bill Holt, contact us. Can place Manager with company of performers for Jig Show. Frankie Tezzano, please note. No Jig Show on our route in over ten years. Have necessary equipment, including transportation. Have opening for Fun House, Illusion Show (we will furnish top and transportation for same), Snakes, Mickey Mouse, Wild Life, Glass House or any other Grind Show of merit. Can

CONCESSIONS
Derby, Stock Wheels, Hanky Panks, Jewelry, Photos and what have you; contact us NOW for '53 bookings.

RIDE HELP
Our Madera, California, winter quarters open for full-scale operations March 1st. Can use useful people in all departments, with truck drivers given preference.

ATTENTION, ALL SHOW PEOPLE

OUR 1953 ROUTE IS THE STRONGEST EVER PUT TOGETHER INCLUDING THE GREAT COUNTY FAIRS AT PORTLAND, ORE.; SAN JOSE AND BAKERSFIELD, CALIF., PLUS 26 OUTSTANDING WEEKS OF BONA FIDE FAIRS AND CELEBRATIONS. THESE ARE NOT PROMOTIONAL STILL DATES. ALL REPLIES

MIKE KREKOS, General Manager

General Offices: 500 Clement Street

San Francisco, California

MIGHTY HAMMONTREE MIDWAY

NOW BOOKING FOR THE 1953 SEASON

Opening CHATTANOOGA, TENN., Saturday, April 18, and playing 30 weeks of proven Still Dates, Celebrations and Fairs in Georgia, Alabama, Tennessee, Kentucky and Ohio.

CONCESSIONS Want legitimate Concessions of all kinds. Everything open except Cookhouse and Popcorn. Good opportunity for nice flashy Bingo. Want Custard, Snow Balls, Candy Floss, Novelties, Jewelry, Age and Scales, Glass Pitch, Penny Pitch, Ball Games, Fish Ponds, Lead Gallery, Cork Gallery, American Mitt Camp, Hanky Panks of all kinds. (Bob Gordon and Glendinning, answer.)

RIDES All office-owned Rides, have 10.
SHOWS Will book for small percentage Glass House, Motor Drome, Penny Arcade, Fat Lady or any Grind Show not conflicting. Must have own equipment and transportation.

HELP Want Foremen for Merry-Co-Round, Octopus, Chairplane, Loop-o-Plane, Kiddie Rides. Want Second Men on all Rides. Top salary to men who drive. Want A-1 Truck Mechanic with own tools. Want Electrician for both Diesel and Transformer. Want Billposter and Sound Truck (Morgan Roland, answer). Manager for Athletic Show. Lewy Duchene wants Girls for Girl Show. All wires and replies to

WILLIAM O. HAMMONTREE or BOB SICKELS or HENRY WILSON

General Manager

Asst. Mgr.

Bus. Mgr.

1313 E. 30th Street

Chattanooga, Tennessee

WANTED

To sponsor good Circus or Carnival early this summer. City of 25,000 population. Write

BLUE & WHITE NONPAREIL CLUB
P. O. Box 158 East Liverpool, Ohio

BARNEY TASSELL UNIT SHOWS

Want for the next 6 weeks in and around Miami, Fla., then working north up to my territory. RIDES not conflicting, SHOWS of merit and strictly legitimate CONCESSIONS of all kinds. Get on the bandwagon with this big, little show and don't let size of towns fool you. Wire this week, Colored Fair, Avon Park, Fla.

HANKY PANKS

There will be more money for Hanky Pank Operators in 1953 if they, too, remember, Everyone Loves to Win! We are now testing some new games. The following games are now ready for immediate delivery!

HEXAGON 3 BALL MECHANICAL BUCKET
Sweetest action you ever saw Most beautiful Bucket ever made.

SIX CATS
Most successful operators use our Six Cats. Poika Dots and Cadillac style.

PUNKS for PUNK RACKS
15 various beautiful 3-tone colors. This is the hit of '53 and will continue. Some of our punk rack operators now ride in Cadillacs.

WE MAKE 49 OTHER STYLES OF HANKY PANKS

We have Weighted Ducks for Duck Ponds, Balls for Ball Games, Darts for Dart Games, Milk Bottles, Milk Bottle Stands.

7 various kinds of Hoop Games.

5 various types of Roll Downs.

2 types of Addem Up Dart Games.

Any type of Merchandise Wheel and Lay Downs. This is the year for you to get your Cadillac... Buy from Ray Oakes. Let us help make 1953 a "Red One" for you. Send for our Free Catalog... If you buy from us we will give you the plans and all the know how. "Remember, Everyone Loves to Win!"

RAY OAKES & SONS
7731 OGDEN AVE. LYONS, ILL.
Day Phone: Lyons 3-4632
Nite Phone: Brookfield 8860

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

America's Finest Show Canva

TENTS—SIDESHOW BANNERS

CONCESSION TENTS

Immediate Delivery

FLAMEFOIL FABRIC

Available in all colors

All dyed colors also available

Bernie Mendelson—Charles Dri

WANT DROME RIDERS

Men or Women. Best equipment and top salary for Palisades Amusement Park and Cetlin & Wilson Shows. Contact

EARL PURTLE

7612 Sweet Briar Rd.

Richmond, Va.

REWARD

Will be paid for information regarding present location of 1942 Lincoln Convertible, motor #9EH-030653, yellow in color with black top. Write or phone

KARL MEANS

431 Main St., Cincinnati, Ohio

Phone: Parkway 8280

NEW! Firebrite
LUMINOUS COLORS
Amazing!
NOW AVAILABLE - AT HALF SCREEN PRICES
POSTERS
CARDS - CIRCULARS - FIBRE - BANNERS
Sketch designs for all occasions. Cities - Carnivals - Commercial.
WRITE FOR SAMPLES, PRICES, DATA BOOK.
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Startling!

W.G. WADE SHOWS
Now Contracting
RIDES • SHOWS
• CONCESSIONS •
For our 1953 Season
C. P. O. Box 1488
Detroit 31, Michigan

FOR SALE
G.E. Searchlight, 60 inch, and Generator, mounted on rubber, two units, mechanically perfect. Good rubber, spare parts, 18 cans of carbon, 100 ft. cable, color—white enamel.
WANT TO BUY
Gas Train, standard make, must be in good working order. Will sell and book on show small Cookhouse; Bingo Top, push pole, 14x28, royal blue, used six times. Four-Way Center 12x12 Top and Frame.
STANDARD SHOWS
Box 537 Powell, Wyo.

WANT TO BUY
Kiddie Rides, playground specialties, lighting unit for stock car track; also carnival dates and one good circus, May to October.
AIRPORT AMUSEMENT CO.
Box 15, Kewanee, Ill.

WANT CARNIVAL
For Port Huron, Mich.
The Blue Water Festival
F. B. WALTERS
Fort Shelby Hotel, Detroit, Jan. 18, or 1625 Mansfield St., Port Huron, Mich.

WANT TO BOOK
Complete Circus with Carnival. Advise route, number of major rides, size of unit needed, etc. State all in first letter.
E. H. NIPPER
Suite #240, 6651 Enright Ave. St. Louis 5, Mo.

WANT TO BUY
One Tilt-a-Whirl Tub, must be metal type or 1937 model or later. Also want 8-Tub, Octopus; must be in good shape and price right for cash. State all details and price in first letter or wire. Address:
P. O. BOX 399
Dothan, Ala.

REWARD
For information leading to whereabouts of 1948 Ford, one ton, red Vanette truck. License number NY 664,557. Address:
MIGHTY MITE
7225 S. W. 16th Terrace Miami, Fla.

WANT A CARNIVAL
For Our Celebration, August 10-15
RALPH SANTELLI
221 French St. Hammonton, N. J.

ROYAL CROWN SHOWS
WANT
For Florida Fairs Starting Jan. 19, Bowling Green, Florida
Five Weeks of Outstanding Florida Fairs and for 1953 Season
RIDES—Octopus, Rolloplane, or any new Major Ride. No Kiddie Rides.
SHOWS—Motordrome with own equipment. For all of Florida Fairs. Any worthwhile Grind Show with equipment. Must meet our high-class standard.
CONCESSIONS—Will sell exclusive, Bingo, Novelties, Custard. Will book Long Range, Short Range, Jewelry, any Prize-Every-Time Concession.
All answers **DOLLY YOUNG, Mgr., ROYAL CROWN SHOWS, Tarpon Springs, Fla.,** Phones: 2-27491, 2-2474, until Jan. 17, then Bowling Green, Fla.

NOTICE—ALL CARNIVAL PEOPLE—NOTICE
I will take a Ten-Ride Show to Utah, Idaho and Montana this coming season, opening early, playing Rupert, Idaho, July 4 on the sheets. Will book all Concessions, including Bingo, Cookhouse, other Concessions. Showmen, will book what you have, including Girl Shows. Can cash Ride Help. Want First and Second Men on all Rides. **WANT TO BUY** for cash or terms, or will book, Tilt, Octopus, Roll-o-Plane.
FOR SALE—Smith Mix-Up, cheap. Also have new cast aluminum Merry-Go-Round Horses for sale.
Write C. A. GOREE, P. O. Box 27, Azle, Tex.

W. T. Collins Inks 23 Fairs For Two Units

MINNEAPOLIS, Jan. 10. — William T. (Bill) Collins, owner of the shows bearing his name, announced this week that he had wound up most of the bookings for his two units which will be operated this year under the Collins' banner. The two orgs will play a total of 23 fairs before merging for the Belleville, Kan., and Lincoln, Neb., annuals and several others to follow.

Following the meeting of Minnesota fair executives here this week, Collins left for the South to take delivery on a Merry-Go-Round and Spitfire for the second unit. He recently took delivery of a Rock-o-Plane and Caterpillar here at winter quarters, which makes a total of 23 office-owned rides. In addition, Collins booked four kid rides here this week for the second show.

Activity has already begun at the winter base here. New show fronts are being built for a hill-billy back-end unit and a midget show. And Collins expects to tour 10 shows this season.

In addition to Collins, the org was repped here by Gus Pappas and Ed Buzzey, manager and general agent respectively of the No. 2 unit, and E. W. (Slim) Wells, general agent for the No. 1 unit.

K. C. Ladies Install Slate

KANSAS CITY, Mo., Jan. 10.—Bobby Coy was installed as president of the Ladies' Auxiliary of the Heart of America Showman's Club, at the installation and open house held here recently. Jess Nathan took over duties as first vice-president; Leola Campbell, second vice-president; Jennie Farrell, third vice-president; Ruth Gordon, secretary, and Hattie Howk, treasurer.

Chaplain Nellie Weber served as installing officer, Dorothy Hugo was warder and Mae Wilson provided the piano music. Refreshments followed the ceremonies.

Some 49 members turned out for the annual luncheon of the auxiliary with Jess Nathan as femsee. The regular round table talks were heard, 10 candles were lighted for sister clubs and a number of congratulatory letters and telegrams were read. A tacky party that evening wound up the day's festivities.

Down River Inks Crosswell, Mich.

DETROIT, Jan. 10. — Down River Amusement Company has signed to provide the midway attractions at the Crosswell (Mich.) Agricultural Fair for the fifth straight year, Severin Hilo, org's owner, announced.

Show, which will confine its activities to Southern Michigan, expects to expand considerably, Hilo said. Current plans are to carry 2 rides, 4 shows and close to 40 concessions.

SALLY RAND, BRYDON SPLIT

NEW YORK, Jan. 10.—Sally Rand this week announced that she and Ray Marsh Brydon had amicably severed their partnership. The fan dancer and impresario formed a potent midway combination at many of the nation's major fairs. According to Sally, who closed at the Holiday Theater on Broadway here last week after a short run, she and Brydon will continue to sell their talents individually to fairs and other outdoor events.

Gem City Org Inks 12 Fairs

ST. LOUIS, Jan. 10.—Gem City Shows have already signed 12 fairs for the '53 season and several more are pending, Don Greco of Greco Brothers, concession managers on the org, announced here this week.

Fairs listed include Springfield, Bethany and Caruthersville, Mo.; Goshen, Ind.; Belleville, Ill.; Trenton and Fayetteville, Tenn.; Fort Payne, Alexander City, Anniston and Albany, Ga., and Valdosta, Ga.

Greco said the show will open the first week in April in Alabama and still-date in Georgia, Tennessee, Kentucky and Illinois before going into its fairs. Plans are to carry 10 shows, 12 major rides, 6 kiddie rides and approximately 50 concessions. The Sky Kings, high act, will be the free attraction thruout the season.

Wendell Pierce, show's assistant manager, is in charge of work at the Phenix City, Ala., winter quarters where work is already under way. Heavy Pine, assistant concessions manager, is assisting Pierce.

Staff of the show lists Thomas D. Hickey, president-general manager; Don and Sam Greco, concessions managers; Robert (Bob) Stewart, general agent; Harry Thomas, secretary; John Reed, business manager; George Leonard, press agent, and Ray Marsh Brydon, producer of shows and attractions.

Speedy Babbs Injured in Fall

CAMDEN, N. J., Jan. 10.—Louis W. (Speedy) Babbs, veteran thrill motorcyclist, was injured seriously in Convention Hall here this morning while erecting his rigging for a performance on today's "Big Top" TV network show.

At Cooper Hospital, where Babbs was taken after his assistant summoned help, officials said the performer suffered possible internal injuries, head injuries and a possible fractured arm.

Babbs, who cycles down an inclined cable attached to a 30-foot pole, which he had erected, hurtled to the floor when the cable snapped as it was being drawn taut.

Carl Bohn Org Returns to Road After Off Season

ARANSAS PASS, Tex., Jan. 10.—Bohn's United Shows will again go on tour this year after being off the road in '52 when the org's rides were booked into several amusement parks. Show will hit the road the latter part of February in Southern Texas and will make its way thru New Mexico, Colorado, Wyoming and Kansas.

N. L. (Whitie) Dixon, veteran general agent, and Bohn are owner-operators of the show. Rides and fronts are currently being repaired and repainted here in winter quarters and considerable new equipment will be added in time for the opening.

Dixon was for many years general agent and business manager on various Texas shows, while Bohn has operated the show bearing his name the last six years.

In 1950 the two were partners in the operation of Funland Park, Leesville, La.

Miami Group Elects Cowan Slate for '53

MIAMI, Jan. 10.—The regular ticket of the Miami Showmen's Association was elected without opposition to serve in 1953 at the meeting held December 30.

William Cowan was named president; William B. Moore, first vice-president; Samuel E. Prell, second vice-president; Oscar C. Buck, third vice-president; Cliff Wilson, secretary; Lloyd I. Thomas, assistant secretary, and Mel Dodson, treasurer.

Named to the board of directors were Irving Sherman, Raymond (Shep) Blumberg, Martin M. Weiss, Harry (Buster) Westbrook, Ep Glosser, Ray Marsh Brydon, Claude Sechrest, Sam Gordon, Clifford C. Groscurth, John V. Vona, Jack Gilbert, Max Sharp, Ralph N. Endy, William C. Bryant, H. William Jones, Mark (Curley) Graham, Louis A. Rice, Frank Miller, Jack Wilson, S. Tommy Carson, Cortez Lorow, James E. Strates, John Applebaum, Ben Weiss, J. D. (Eddie) Edwards, David E. Fineman, Roland Page, Max Goodman, William J. Tucker, Andy Markham, Danny Del Grosso, Lew L. Lange, Lloyd Serfass, Harry Weiss, Lyman Truesdale, C. J. Sedlmayr Jr., P. J. Finnerty, William Page, William Tara, Mose (Rip) Weinkle, Michael Roman, John Marks, Al Roseman, Harry Modele and Sam Solomon.

The trustees are Robert K. Parker, Carl J. Sedlmayr, George A. Golden, Cliff Wilson and Leo M. Bistany.

Bob Hammond Pacts First Kansas Fair

HOUSTON, Jan. 10.—Bob Hammond, owner of the shows bearing his name, announced this week that the org would play Kansas this year for the first time. Hammond returned from a booking trip recently after closing to play the Cherokee County-American Legion Fair, Columbus, Kan. Show will also play the American Indian Exposition, Andarko, Okla., for the third consecutive year.

A new Miller Coaster has been ordered and is expected to be delivered the latter part of February. A new kid ride is also on order as are three semi-trailers and five tractors. Additional rides will bring the org's line-up to 12. Considerable new canvas is also being purchased.

Good weather here has helped to facilitate work in winter quarters for the February 4 opening at the Houston Stock Show. All rebuilding, repairs and painting are to be completed by January 20.

Miller Carlson, wife of Jimmie Carlson, concession manager, has returned home after being struck by illness here. Other show personnel living in or near the winter base include Mr. and Mrs. Glenn Hyder, Mr. and Mrs. Jack Barnes, Henry Jensen, Reuben Sims, Perry Cochran, Roy McWilliams and Gordon Simpson. The Hammonds held open house for the crew both Thanksgiving and Christmas.

Recent visitors here included Mr. and Mrs. Jim Schneck, Jack Ruback, Martin and Clarence Russell, Mr. and Mrs. Bob Young, Mrs. Roy Gray, Mrs. Fred Miller, Mr. and Mrs. Hermen Helton and Slim Rainbolt.

Harris Signs Miss. Fair

FINDLAY, O., Jan. 10.—Royal Midwest Shows have signed to provide the midway attractions at the Yazoo County Negro Fair, Yazoo City, Miss., Bill Harris, org's general manager announced here at winter quarters. The fair will be held October 12-17.

Harris represented the show in signing the contract while the fair was repped by T. J. Huddleston Jr., president. Free acts are scheduled to be used during the fair's run.

Harry Lamon Joins Ruback As Gen. Agent

SAN ANTONIO, Jan. 10.—Harry Lamon, veteran showman, has been engaged as general agent for Alamo Exposition Shows, Jack Ruback, org's general manager, announced here at the show's winter base.

Lamon had been working for the Ruback organization and had signed to provide the midway attractions at the Cherryvale, Kan., reunion; the Cassville, Mo., reunion and the Duncan, Okla., fair.

Ruback also announced that he had signed the Art Spencer Motordrome as a '53 attraction. Spencer's unit, in addition to cycles, carries several lions as an added flash.

Work is proceeding in winter quarters here. Herman Reynolds, chief electrician and mechanic, is busy overhauling the Diesel plants and trucks. Bill Williams is supervising carpenter work. Jack Oliver, who is in charge of the Tilt-a-Whirl and Octopus, and his wife, Irene, recently returned here after a visit to their home in Parsons, Kan.

J. J. Palmer Org Inks Va., N.C. Fairs

ALBERMARLE, N. C., Jan. 10.—Palmer Shows has been signed to play five fairs in Virginia and North Carolina, according to J. J. Palmer, org's owner, who recently returned to his winter base here after a booking tour. In addition, he closed for several still dates in those States.

Expansion plans this year include the addition of three new rides to bring the show's total line-up to eight. Five back-end shows are planned, Palmer said. Three carpenters are keeping busy here getting equipment in shape for the season's opener.

FOR SALE
10x22 Cookhouse, food frame, canvas fair, 3-way awning, steam table, butane stove, coffee urn, 3 Coleman gas burners and tank, \$125.00; 14x14 Hoop-La Frame, large and small blocks, table, hanging flash and slum rack, some flash (Ollie Hurley outfit), 4-way awning top, food for pattern, been in hail, \$50.00; new 8x8 Cypress Frame, metal panels, almost new Anchor blue top, 4-way awnings, ideal for foot-long dogs, \$100.00; Big Tom and Table, \$20.00; 22 new Punks, \$22.00; 400 Amp. Square D Switch Box, almost new, \$50.00. We are not quitting, just motorizing our Cookhouse and passing along some bargains.
LEE R. LARSEN
Box 67, Arma, Kan.

BLUE GRASS SHOWS
NOW CONTRACTING
SHOWS—RIDES—CONCESSIONS
P. O. Box 621 Owensboro, Ky.
Phone 35321

FOR SALE
12-Car Whip Ride to responsible operator. Same to remain in operation where now installed at Ocean Park Amusement Pier. Communicate with
Roy C. Troeger, Gen. Mgr.
P. O. Box C Ocean Park, Calif.

FOR SALE
MINIATURE R. R. TRAIN
1/5 scale, all steel streamliner—3 engines, 9 cars, 102 adult capacities—3400 ft. track, 18 in. 12 lb. with switches and equipment, including buildings. Sell all or part for cash. Best deal.
J. KISSANE
1123 Grant Ave. Venice, Calif.
Phone: Exbrook 9-4387

BILL CHALKIAS WANTS
Side Show People—Must be able to stand prosperity. Wages every week. Must have good wardrobe. Have 16 Fairs. Open First of April. Write Box 155, Tarpon Springs, Fla. Contact immediately. Gypsy Pete, contact me.

FITZJOHN BUS
Newly converted into a Mobile Home. Complete bath, modern kitchen with electric refrigerator, gas range and hot water heater. Sleeps six. A complete home and always ready to roll. \$4,750.00.
RIMER TRAILER SALES
Box 403, Taylors, S. C. 3 Miles North of Greenville, Highway 29. Dial 2-2800.

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 inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Miami Showmen's Association

233 W. Flagler St., Miami

MIAMI, Jan. 10.—The regular ticket, headed by William Cowan, was elected to serve in 1953 at the meeting held December 30. President Leo Bistany presided. On the dais were President-Elect Cowan; William Moore, third vice-president; Mel Dodson, treasurer; Oscar Buck, secretary, and Carl Hanson, assistant secretary. Invited to sit on the dais were Phil Isser, president, National Showmen's Association; Jack Gallagher, past president, Michigan Showmen's Association, and Robert K. Parker, MSA past president.

The board of governors approved a plan to purchase a building site on N. W. 18th Avenue. William C. Bryant, acting chaplain, officiated. Claude Sechrest, chairman of the membership committee, reported that there are now 1,042 paid up members. Patty Finnerty reported that a good show has been lined up for the annual banquet and ball which will be held Monday (12) at the Beachcomber, Miami Beach night club.

Phil Cook, executive secretary, in his annual report said that the membership had been more than doubled during the past year. The financial resources have been increased and the year book has been doubled. All of these things made 1952 the biggest year in the history of the club, Cook said.

Speakers at the meeting included Bob Parker, Phil Isser, Jack Gallagher, Harry Finkelstein, Marty Saul, Irving Sherman, Sam Solomon, Don Donnini, Lou Meyers, Kenny Meyers, Charles Travers, Ben Levine, Danny Dell and Bob Allen.

A testimonial dinner was staged for Leo Bistany, retiring president, Monday (5) at the Bonfire Restaurant.

Membership applications approved included those of Sam Sobel, Edward L. Halman, Judson Schleifer, Harry Bass, Harry Weiner, George Hurley, Tauno Hendrickson, Merle A. Beam, Harry Flanagan, Morton H. (Sarge) Suber, Ralph H. Senn, Henry Levin and Thomas F. Sharkey.

Visitors included Pete Norman, Ep Glosser, Eddie Edwards, Eddie Hackett, Frenchy Schwacha, Lew Lange, William L. Miller, Jackie Davis, Sammy Taylor, Dukie Giffen, John Lash, Maxie Glynn, Pud Hartman, Dutch Saltus, Fred Conti, Harry Schreiber, Moe Winneman, Frank Blatsky, Maxie Herman, Richard R. Gravely, Seymour Klein, Charles Sabott, Sam Palitz, Blinkey Bernstein, Durham Brownie, Dick Anderson, Louis (Peanuts) Baker, Jimmy Stabile, Abe Zukerman, Hom Zolum, Charles Travers, Frankie Hamilton, John Vivona, George Lewis, Beef Sobel, Whitey Tara, Eddie Savis, Mickey Gallo, Frank Blyden, George F. Lewis, Harry Tilner, Al Edwards, Bennie Herman, Harry Newfield, Louis Condell, Bennie Glass, Dutch Rosenberg, Harry Modele, Charles Wright, Hymie Stone, Tobey Turbin, Eddie Seremba, Sheldon Klein, Harry Weiss, Harry Edwards, Al Palitz, Charles Baldwin, Eddie Horowitz, Al Lytton, Spotsie Motola, Slim Wolfe, Russell Erdell, Tubba Heiman, Dixie Malanga, Maxwell Kane, Peasy Hoffman, and Joe, the Grinder.

Ladies' Auxiliary

The January 5 meeting was called to order by President Mae Levine. On the rostrum were Ruth Schreiber, first vice-president; Sydney Thomas, second vice-president; Ada Cowan, third vice-president; Lillian Tucker, treasurer; Alberta Mack, recording secretary, and Ann Whitehead, corresponding secretary. Invocation was delivered by Edna Lockhart, followed by the pledge of allegiance to the flag.

The following new members were welcomed to their first meeting: Frances LaVelle, Emma Seiber, Jean Schafer, Helen Peterson and Ann Harris. Welcomed to their first meeting of the year were Frances Blumberg, Peggy Biscow, Marie Meyers, Catherine Urley, Lena Erdell, Minnie Simmonds and Betty Bealeau. Guests were Lucille Hirsch, past president of Caravans, Inc., and Mae Sopenar.

Date of the big party was changed to January 25. Mae Levine, who officiated at her last meeting as president, thanked her committees for their co-operation in making the past year one of

Club Activities

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Jan. 10.—The first meeting of 1953 was held Monday (5). On the rostrum were President Ben Morrison; Fred Silber, second vice-president; William Zakoor, third vice-president; Lou Rosenthal, treasurer; Jack Dickstein, acting secretary, and Ben Miller, acting chaplain.

Max Kahn reported the New Year's ball was one of the most successful in the club's history. President Morrison appointed Walter Sala of Flint Park as chairman of the election committee. The officers of the club are unopposed; the only contest will be for the board of directors.

Johnnie Carragin and Tommy (Paddles) Reisner attended the meeting after an absence of several weeks. Past President Harry Stahl is recuperating from a recent operation.

Retiring President Morrison, who will be the secretary for 1953, donated the buffet lunch served after the meeting.

Ladies Auxiliary

President Grace Ziegler called the meeting to order. Others on the rostrum were Peggie Cohen, first vice-president; Leona Bennett, second vice-president; Pat Crognale, third vice-president; Marion Dicksteni, treasurer, and Dottie Miller, secretary.

The auxiliary's open house will be held during the convention of Michigan fair secretaries in the Fort Shelby Hotel.

The raffle was taken by Sadie Swartz. Past President Bernice Stahl attended the meeting after being absent for several weeks on account of illness. Jennie Heshner is in Mount Carmel Hospital. Jessie Pushin has been released from the hospital.

The joint installation will be held in the Fort Wayne Ballroom on January 15.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Jan. 10.—Third vice-president Ned Torti presided at the Thursday (8) meeting. With him at the table were Secretary Joe Streibich, Treasurer Emeritus Walter F. Driver and past presidents C. J. Sedlmayr Sr., Fred H. Kressman, Bob Lohmar and Lou Keller.

Membership applications for Sam Manganaro and P. Cristiani were presented by Hank Shelby and Sam Solomon. Welfare committee advised that Bernie Mendelson has been released from the hospital following surgery and is recuperating at home. Frank Daniels is still in the Municipal Tuberculosis Sanitarium. Lou Leonard has been discharged from the sanitarium where he was confined and will leave soon for Florida. Sunny Bernet is ailing and confined to his home.

The board of governors voted their usual donation to the March of Dimes. Whitey Lehrter announced he would like to receive all names of League members or members of their families who are serving overseas in the Armed Forces. Charles Gregory and Mike Taflan were elected members, credited to John Gallagan and Charles Zemater Sr.

President's party and ways and means committees handed in encouraging final reports. Vice-President Torti will represent the League at the Tampa banquet. Ep Glosser handled the honors at the recent Miami banquet and ball. Mr. and Mrs. Petey Pivor returned here from a holiday vacation in Tennessee. Jack Hawthorne left for Florida.

the best enjoyed by the club. Congratulations were extended to Irene Harbley, who is now Mrs. C. Holman. Bea Truesdale reported the following on the sick list: Rose Jaffee, Billie Palitz and Evelyn Taylor. Dark horse was won by Peggy Heiman.

Kitty Glosser, chairman of the refreshment committee, and her co-workers served supper. Centerpiece was a cake with an inscription to President Levine reading: "Thanks for a pleasant and successful year."

Lone Star Show Women's Club of Texas

Dallas

DALLAS, Jan. 10.—At the December 29 meeting, President Marie Obluck was assisted by Martha Moss, acting secretary; Pearl Vaught, treasurer, and Alyne Morency, chaplain.

Letters were read from families that received Christmas baskets. Members donated enough groceries to fill 15 large baskets. Club also gave two convalescent homes Christmas trees, gifts for the patients and goodies. Everyone helped, but the leaders were Martha Moss, Corine Greer, Pearl Vaught and Alyne Morency.

Betty Harris and Martha Moss were hostesses at the week's party. Canasta winners were Ruby Charninsky, Ida Smith, Isadore Charninsky and Millie Cepak. Isadore Charninsky also won the door prize.

The New Year's Eve party was a huge success, with open house, dancing and card playing until the small hours of the morning. Attending were Marie and Johnnie Obluck, Harriet and Jack Kohl, Jimmie and Bonnie Allard, Jule Connors, Fred and Millie Hudspeth, Ed and Corine Greer, Edna Hacker, Bob and Betty Harris, Chuck and Martha Moss, Evelyn and Tommy Tidwell, Tex and Madlyn Chambers, Mabel and Red James, Eddie Vaughn, Leta Hughes, Mr. and Mrs. Jack Spellman, Billie and Walt Wyatt, Frances and Herman Palmer.

Also, Joe Wilson, Ketta and Jack Lindsey, Alyne and Percy Morency, Velma Johnson, A. J. Webb, Mr. and Mrs. Luther Howell, Helen and Jordan Rees, Sally and Joe Murphy, Margaret Pugh, Bobbie McGough, Lillian Peck, Marge Maxville, Kentucky Ray, Herb Moore, Mr. and Mrs. Langley, Millie and Al Cepak, Junior Davis, Mildred Taylor.

Also, Ida and George Smith, Lynn Collier, Mr. and Mrs. Tom James, Mr. and Mrs. Bob Hayes, Mr. and Mrs. Dingman, Renee Gordon, Tom Morris, Natalee Ross, Pete Lunber, Mr. Asken, Don Turner, Dick Ford, Gloria and Don Pierson, Wib and Jack Ray Lindsey, J. W. Garland, Miss Ross, Kathy and Red Kearns, Mr. and Mrs. Bill Richards, Lloyd Turner, Raymond Qozans, Carol Hudspeth, Pearl Vaught, Mary Ellen and Jimmie Liberman and Patsy Ray.

The January 5 social meeting ended the holiday hilarity. Sally Murphy and Renee Gordon were hostesses, and prizes were won by Eddie Vaughn and Grace Tinder.

The club was saddened by the deaths of Ed Brewer, Bob Clemmon and Roy Arnold. Club had complete charge of the Arnold funeral. Burial was in Showmen's Rest at Grove Hill Cemetery.

Wib and Jack Ray Lindsey lost their home by fire. Gloria and Don Pierson were house guests at the time in the Lindsey home.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 10.—President Phil Isser is spending his vacation in Miami. Congratulations to Louis Weinstein on the birth of a daughter. Generous contribution made by Robert Crump to the Shut-In Fund.

On the sick list are Sam (Miller) Kaplowitz, Unity Hospital, Brooklyn; David (White) Schlessinger, Columbus Hospital, New York; Harry Kaplan, Sinai Hospital, Baltimore; Jack Rose, Pratt General Veterans' Hospital, Coral Gables, Fla.; John W. Wilson, who has been discharged from the hospital and is recuperating at home, and George D. Hensley, Pilgrim State Hospital, Brentwood, N. Y. Shut-ins remain the same: James Cox and Irving Udowitz. Jack Lichter is home and showing some improvement. The father of Louis Weinstein passed away recently.

Among the recent visitors were Murray Goldberg, Ward Graves, Tom Coffey, Tom Quincy, Louis Nuskind, Max Seskin and Sam S. Levy. At the recent meeting of the eligibility committee, the following applications were approved: Joe Gilbert, sponsored by Dave Solti, and Robert K. Christenberry sponsored by George A. Hamid Jr. Next meeting is scheduled for January 15 in the clubrooms.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Jan. 10.—A large crowd attended the New Year's party in the clubrooms. Music was furnished by the Driscoll Sisters dance band.

George Regan and his co-workers served dinner. Jo Jo Mackey and Bennie Weer were in charge of the cloak room, and Euby Cobb was at the entrance door. On the reception committee were Dave Prevost, Heavy Vaughn, Morris Lipsky, Al Prosper, Mr. Mahoney, Jim Flannigan, Gale Fulton and Buff Hottle.

The New Year was welcomed in with singing, dancing and noise making. Pictures were taken by Russ Edwards. Edward Schantz and Eddie Campbell planned the entertainment.

Others attending included Mrs. George Regan, Mrs. Gale Fulton, Mrs. Euby Cobb, Mrs. Ed Schantz, Mrs. Morris Lipsky, Mary Thompson, Larry Becker, Mrs. Jo Jo Mackey, Mr. and Mrs. Fred Myers, Mrs. Bennie Weer, Mr. and Mrs. John Lantz, Cy Horwitz, Flo Martin, Mrs. Dave Prevost, Mrs. Eddie Campbell and son, Bruce; Mr. and Mrs. Phil Craft and their two daughters; Mr. Murphy, Lillian Hemmer, Teresa and Ariene Sidenberg, Betty Hutchinson, Bill Bray, Mary Francis Grimm, Dorris Schantz, Mrs. Lillian Bryer and daughter Velva Jo and sons Harry and Ollie.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Jan. 10.—Regular Monday (5) meeting was called to order by President Doris Monette. Sharing the rostrum were Charlotte Porter, first vice-president; Al Roche, treasurer and corresponding secretary, and Bonnie Townsend, acting recording secretary. Officers pro-tem included Mary Texiera and Georgia McDonnell.

Al Rodin, chairman of the banquet committee reported plans

Greater Tampa Showman's Association

Tampa, Fla.

TAMPA, Jan. 10.—The Monday (5) meeting was called to order by President Nat Rodgers. On the rostrum were Lloyd Serfass, first vice-president; Carl J. Sedlmayr Sr., second vice-president; O. J. Weiss, third vice-president; Vernon F. Korhn, secretary, and Harry Julius, treasurer.

George Ringlin reported that Frank Randall, one of the club's charter members, died in Bay Pines Veterans Hospital after two years' confinement. A gold star has been added to the boost plaque in memory of Harry Pyle, who lost his life last summer in the tornado at Sedalia, Mo., while playing the fair there with the Cetlin & Wilson Shows. C. J. Sedlmayr Jr. reported that members who died before the completion of Showmen's Rest will be transferred into the showmen's cemetery.

Charlie Gross reported that 60 pints of blood have been given to the blood bank, and an additional 18 members have pledged one pint each. The banquet and ball committee reported that only a few tables for the annual event have not been reserved. Eddie Zacchini announced that the New Year's Eve Jubilee netted over \$2,000.

An independent ticket was presented at the meeting. The following are candidates for the board of governors: Phil Le May, Charlie Gross, George Schwerdtfeger, Jack Norman, Jimmy Cyrs, Eddie (Pollock) Pasterczyk, Joe Sciortino, Al Tomaini, Dave Wise and William Stophel.

were progressing in good shape. Reservations were good, he said.

Trilda Williams, who has returned to the U. S. after five years in Guam, related her experiences on the Pacific island. Reported on the sick list were May Griffith, Steve Clancy Murphy and Della Ross Whittaker.

SELL—BOOK—TRADE

Eli #5, \$3,500.00; Merry-Go-Round, Spillman, two-abreast, \$3,500.00; International Van hot wagon with 75 kw. pot. cable, junction boxes, \$800.00; Short Range, \$100.00. Will trade either one of the Rides for Tilt. Trucks for sale. Would-be chiselers and hot air artists, save your time and mine. Will be at Illinois Fair Meeting. No phone calls.

B. NESSLER
Stuttgart, Arkansas



LAST CALL

SHOW OPENS SARASOTA, FLORIDA, JANUARY 19-24, WITH 9 MORE FAIRS TO FOLLOW. WANT FEW MORE HIGH-CLASS SHOWS, ALSO MAJOR RIDES AND ALL KINDS OF CONCESSIONS. EATS AND DRINKS, SCALE AND AGE, NOVELTY AND HANKY PANKS. CAN USE RIDE HELP—SEMI-DRIVERS PREFERRED. ALSO TALKERS AND GRINDERS. WANT SOME LUCKY SPEEDWAY SHOW HELP. JOHNNY BURROUGHS WOULD LIKE GIRL AND MEN RIDERS. CAN USE SOME HIGH-CLASS GIRLS FOR GIRL REVUE AND POSING. ALL ANSWERS TO

SAM E. PRELL

PRELL'S BROADWAY SHOWS SARASOTA, FLORIDA

O. C. Buck-Model Shows, Inc.

AMERICA'S NEWEST RAILROAD SHOW
WE HAVE BEEN AWARDED FIFTEEN FAIRS FOR SEASON OF 1953

WANT capable Show People. Finance anything new. Place Unborn, Wild Life, Snake, Arcade, Glass House, Monkey Circus. What have you? Place Tractor Drivers, Builders, Carpenters, Printers, Men for winter quarters, Train Hands Place Ride Help—Foremen for all Rides. Top salaries.

WANT Man and Wife to handle office-owned Cookhouse. Beautiful equipment—loads on wagons.

Good opportunity for Man to handle Drome. Loads on wagons. We have cycles. PLACE Hanky Panks, Photos, Scales, Age for season.

FOR SALE—ONE HI-BALL RIDE. ONE ROLL-A-PLANE. HAVE FEW MORE TRACTORS AND TRAILERS FOR SALE. WILL SELL MOTOR DROME READY TO OPERATE.

This is a beautiful new Railroad Show. Staterooms furnished. Wagons for all Shows. All answer:

O. C. BUCK, 236 WEST FLAGLER ST., MIAMI, FLA.
P.S.: Can place Foremen for all Rides in Amusement Park. One who can handle Scooter and Major Rides.

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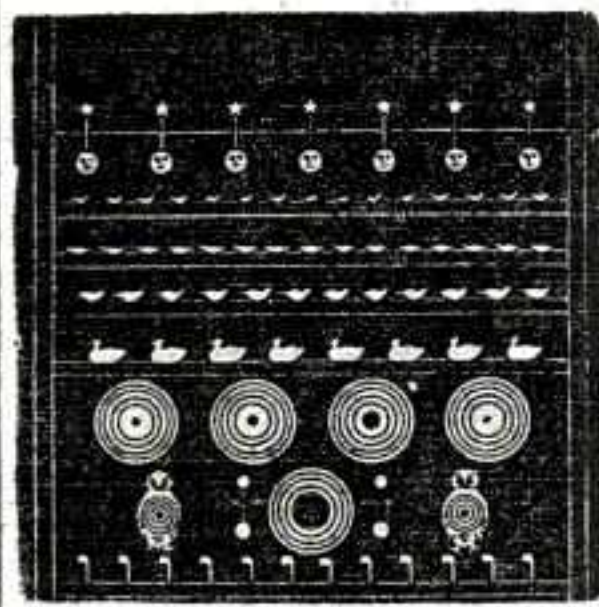
Over 30, for all winter's work in 12 top Florida fairs and Battle of Flowers, San Antonio, Texas.

AGENTS—Can use Agents for Glass Pitches.

Apply: Cassidy's Glass Pitches

Mac's Bazaar, Fiesta Del Sol, Lakewood, Fla., Jan. 19-24, or c/o ROYAL CROWN SHOWS, BOWLING GREEN, FLA., Jan. 19-24.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



ATTENTION— SHOOTING GALLERY OPERATORS! IF YOU NEED GALLERIES ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... assure your future with Evans—the Gallery built to last.

**IMMEDIATE DELIVERY—
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LONG RANGE GALLERIES**

GALLERY "L"—3 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt.

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ALL FAIRS AND CELEBRATIONS STARTING THE THIRD WEEK IN JUNE

Want Rides—Whip, Caterpillar, Rocket.
Shows—Monkey, Snake, Wild Life, Fun House.
Concessions—French Fries, Floss, Popcorn, Hanky Panks of all kinds.

Help—Sam Murphy, formerly with Endy Bros., would like to hear from Herman Smith, Johnson, Robbie, Sunny and Dancer, and all other experienced Help who drive semis.

Fair Committees—We have two weeks open. One in July and one in August. Will be at the Fair Meeting, Penn Harris Hotel, Jan. 21, 23.

All replies to MORRIS HANNUM

934 Murdoch Road, Phila., Pa. Telephone Phila. Chestnut Hill 7-8176

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NOW BOOKING FOR 1953 SEASON
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CONCESSIONS—Exclusive on Custard, Photos, Age and Scales, French Fries, Novelties, Cotton Candy, Bingo wanted; Jones and Danny Dorso, answer, Ek, on American Palmistry (positively no gypsies), Long and Short Range Gallery, Ball Games, all Hanky Panks open.

WANT Side Show Manager with Acts, we have complete top and wagon for same; Jigg Show Manager, we have complete top and wagon for same. Want Girl Show Manager (Jack Chicarella, answer), Unborn, Snake Show, Wild Life, Funhouse, Glasshouse.

Winter Quarters open Suffolk, Virginia, Feb. 1st. All our old Ride Help, come in. Shows—General Manager Rocco Masucci will attend South and North Carolina Fair Meetings and also Virginia Fair Meetings. All mail and wires to

WM. C. (BILL) MURRAY
BOX 462, SUFFOLK, VIRGINIA

WANT FOR DADE CITY, PASCO COUNTY FAIR

Jan. 21-24, Citrus County Fair Follows

CONCESSIONS working for stock. All those previously booked, please drop a card to quarters. Bill Delano, call Crystal River 2981, important. Russell Green, call.

RIDES—Place Octopus, Roll-o-Plane. Mr. Zacchini, call. Can place Wheel Foreman, must drive.

SHOWS—Place Shows not conflicting. Tex Hardy, call me. No Girl Shows here. Have for sale 75 kw. Transformer, Switch Boxes, Cutouts, etc., ready to go.

C. A. STEPHENS SHOWS
Crystal River, Florida

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Now Booking Concessions for 1953 Season

Will sell X for entire season only on nice Bingo—not too large; Sit-Down Grab, Long Range Gallery and Photo. Will book Stock Concessions of all kinds such as Fish Pond, Ball Games, Darts, Glass Pitch, Coke Bottle, 5 Cats (if worked right), Jewelry, Stum Spindle, Cork Gallery, Duck Pond, or WHAT HAVE YOU? Privilege is reasonable. We have Fair contracts in Kentucky and Indiana.

We need Ferris Wheel Men for two Wheels and Men for two Merry-Go-Rounds, full crew for Tilt and other Rides.

CONCESSIONS that were with us last year and want to come back, let us hear from you at once. Address:

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Opening in April, playing New Jersey and Pennsylvania

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NO JUNK—MUST STAND INSPECTION

TILT-A-WHIRL

Give All Details Including Price
WALTER SALA, Detroit Hotel
Detroit, Michigan

NSA Ladies' Installations

Continued from page 70

and Anna Halpin, marshals; Flora Elk and Eileen Weisman, pages, and Queenie Van Vliet made the presentation of flowers. Music was furnished by Pete Kopelson, pianist, and Joe Share, accordionist.

Lengthy Program

The program included the singing of the national anthem by Dorothy Packtman in the absence of Pauline Leslie; invocation by Chaplain Blanche Kassow; a welcoming address by Ethel Shapiro, past president; a toast by Mildred Ford; a candle lighting ceremony in tribute to all auxiliaries, staged by Dorothy Packtman, and a tribute to the NSA parent organization by Midge Cohen.

Also the outlining of auxiliary accomplishments by Ida Harris, a tribute to life members by Dode Allan, the awarding of gifts to retiring president Bess Hamid, the awarding of an auxiliary gift to the secretary by Pearl Myers and the awarding of a gift to the outgoing president by Dolly Udowitz, a solo by Flori Lorr, a song written and sung by Freddi Coleman and dedicated to Bess Hamid, membership awards by Vi Lawrence, a skit in which all of the past presidents participated; a tribute to the outgoing officers by Flo Thompson, the presentation of the gavel by Bess Hamid, the acceptance by Dolly McCormick

and benediction by Mabel Schoonmaker.

Club organizers are Bess M. Hamid, Midge Cohen, Dolly Udowitz, Dorothy Packtman Goldberg, Ida Harris, Dode Allan, Pearl Myers, Helen Rothstein, Edna Lasures, Vi Lawrence, Jean Dellabate and Rose Lange.

Past Presidents

The past presidents, in the order in which they served, are Dorothy Packtman Goldberg, Midge Cohen, Blanche Henderson, Edna Lasures, Anna Halpin, Queenie Van Vliet, Ethel Shapiro and Bess Hamid.

Gold life members are Bess M. Hamid, Dorothy Packtman Goldberg, Margaret McKee, Fannie Linderman, Edna Lasures, Patricia Hardy, Julia O'Donnell, Imogene Caldwell, Loretta Raab, Rose Rosen, Midge Cohen, Anna Halpin, Rose Lange, Mimi Sussman, Jane Tubis, Blanche Henderson, Evelyn Buck, Margaret Lux, Madge Bloch, Kate Benet Vesely, Mildred Lasures, Dolly Udowitz, Dolly McCormick, Hilda Bergen, Gladys Manning, Irene Moore, Mollie Decker, Mary Sibley, Queenie Van Vliet, Shirley Levy, Catherine Anderson, Zyne Hamid Caloca, Ethel Shapiro, Patricia Hamid, Mabel Strates, Sadie Wilson and Anita Goldie.

The floral tributes were lavish and included offerings from auxiliary organizations thruout the country.

Indiana to Cetlin & Wilson

Continued from page 70

meeting here. But there was one other spirited battle for a midway contract, that of Anderson Free Fair, and in this the Royal Crown Shows, repped by Bob Parker in his break-in as a general agent, came out with the contract. The fair is a new one to the Royal Crown route.

Another switch was made by the Muncie Fair, which pacted the W. G. Wade Shows, which will go out this season with the strongest route in their history. The Wade organization will be at Michigan State Fair again this year and for the first time will play the Mid-South Fair, Memphis, and indications are that before the Wade bookings are closed the storm will be set into several other Southern fairs.

While the Metropolitan Shows did not break the ice here, McCarter disclosed during the convention that the Levy-owned show had been pacted by West Virginia State Fair, Roncevert, and by the fair at Butler, Pa.

Tom L. Baker, former owner of Baker United Shows, revealed here that he will remain with the org as promotional manager in '53, with Ernie Allen, who had purchased much of the show equipment, again handling the active management. Baker was up from Pompano Beach, Fla., where he and his wife own and operate two apartment houses.

Paul Drago, of Drago Amusements, reported that he had signed the Rensselaer Fair, re-contracted the Goldsmith Old-Settlers Celebration and signed the Medaryville, Ind., Centennial.

Drago said that he plans an early trip south to buy some equipment for a second unit which he plans for some of his smaller spots.

Jimmie Chanos reported booking fairs at Portland, Kendallville and Converse, Ind.

Schaffer Inks

Continued from page 70

of his time commuting by plane between the Wisconsin and Indiana meetings.

Gold Bond Shows, repped here by Owner Mickey Stark, Ray Swanner nad Ray Balzer, reported his Wisconsin route would be about the same as last year. Swanner, however, flew to the Minneapolis meeting on Monday (5) and reported back by phone that he had closed to play the Preston, Minn., fair, a new one for the Stark shows. Other Minnesota fairs signed this week include Hibbing, Duluth and Grand Rapids.

Use Robinson Name

Mr. and Mrs. John Robinson, whose show has heretofore been titled Model Shows, will go out this season under the banner of The Great John Robinson Shows. Both the Robinsons were on hand for the meeting.

Other midway folk on hand included: Charles, Jerry and M. Larkee, Tip - Top Shows; Mrs. Ann, Anita and Lloyd Meverdeen and Earl Neubel, Meverdeen Amusements; Pearl Weydt and Doc O'Kelly, Weydt Amusement Company; Lynn Pedersen, Dairy State Shows; Ned Torti, Wisconsin Deluxe Company; Hank Shelby, concessions; Dusty Rhodes, Dusty Rhodes Rides; George Reichert, concessions; Eugene, Arline and Pauline Skerbeck, Skerbeck Shows; Raymond Steele, Steele Amusement Company; R. E. Patterson, Dobson United Shows; Mr. and Mrs. Bill Snapp, Snapp Greater Shows; Jack Vomberg, Badger State Shows, and Jack Kaplan.

Grace Merkle

Continued from page 70

Mackey as installing officer, Mrs. Leona Cook and Mrs. Mary Bacigalupi served as pages while Miss Dawn Prosser made the presentation of flowers. Eleanor Cippola provided the piano music and John Radic, tenor, and the chorus from the Optimist Home for Boys sang several numbers. Mrs. Henderson and Minnie Pounds supervised preparations. Lilabelle Williams delivered the invocation.

Others on the program included Mrs. Nina Rogers, Esther Carley, Mabel Brown, Mrs. Ann Doolan, Lucille Dolman and Mrs. Marosa Herman.

Lucille Dolman represented the Pacific Coast Showmen's ladies' club; Helen Christensen, Show Folks of America; Lillian Schue, Regular Associated Troupers; Mrs. Henderson, National Showmen's Association; Peggy Steinberg, Arizona Showmen's Association; Trudie di Santi, Michigan Showmen's Association; Emily Bailey, Caravans, Inc.; Edith Walpert, Lone Star Showwoman; Jessie Loomis, Heart of America Showmen's Club; Myrtle Hutt, Showmen's League of America; Charlotte Cohen, Missouri Show Women's Club; Julia Smith, Hot Springs Showmen's Association; Nellie B. Ramsay, Miami Showmen's Association, and Marosa Herman, Greater Tampa Showmen's Association.

Crack Curtain

Continued from page 70

but we had to pay taxes anyhow."

The Communist bosses are pretty calous about ordering carnival men around to this or that party celebration. Loeck and others were compelled to put on performances for the blue-shirted "Young Pioneers," a Red youth organization, at such reduced prices that it was a waste of time and often cost them money. To turn down such as "offer" would be to invite disaster, he said.

The State sometimes would jump in and declare the carnival a "people's owned enterprise." The dispossessed owner would be lucky to avoid prison. So many road shows were seized in the last two years that the East zone organized a "United People's Owned Show Enterprises" to handle them.

Since cutting thru the Iron Curtain, Loeck is busy with paintbrush and tools, giving his wagons new faces and expects to make his way to West Germany in time to launch his '53 season's trek.

WANTED

For American Legion 4th of July Celebration, Olney, Ill., June 29 to July 5

CARNIVAL

Not less than 15 rides and 10 shows. Everything will work.

**GRAND STAND SHOW—
GOOD THRILL SHOW, OR
ANY ACTION UNIT FOR
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Wire, write or phone

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FOR SALE

All-steel GRAB on 14-ft. Trailer, Dinette 1950, fully equipped, excellent condition. Also 1949 Smith & Smith KIDDY CHAIRPLANE, 20 capacity, A-1 condition. Can be seen any day on Million Dollar Pier, Atlantic City, New Jersey. Am interested in deal on late model Buggy Ride. Write

Coastal Amusement Co.
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A Prosperous '53 Season.
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REWARD

Will be paid for information regarding present whereabouts of
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\$4.25 Doz. | \$48.00 Gross

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\$6.00 Doz. | \$66.00 Gross



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Gold finish. White brilliant center. Red sides. Deposit with all C.O.D. orders. Please state your business.

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All sizes Ball and Vending Gum, Chlorophyll Gum, Chiclé & Bub-L Chew, Baby Midget Chicks Tablet Gum, Three sizes—\$20, 30¢ & 24¢ pieces per lb. Priced 36¢ lb. Chiclé type 31¢ lb. Bub-L type.

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BUY WHOLESALE DIRECT—25,000 ITEMS; electric appliances, silverware, jewelry, watches, cameras, haberdashery, etc. Catalog, 25¢ (refundable). Matthews, 1478-C-1 Broadway, N.Y.C. 36. np

CATCHEMALL, CATCHUMRIGHT, TRANSPORTATION, Patented Trap. Get yours now. State rights for sale. Partners, agents wanted. Dr. Roberts, 223 W. Central, Valdosta, Ga. fe7

COSTUME JEWELRY—MANUFACTURER'S production overruns, \$1-\$2 retailers of bracelets, necklaces, scatter pins, earrings; some boxed; \$42 per gross; 3 dozen samples, \$12; cash with order. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I. ja24

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. "Free samples." "Ralco," X-L, Boston 19, Mass. ja24

EARN 400% SELLING COPY \$150 MEN'S yellow square case enameled watch. Seven jewels, rhinestone dial, yellow plated expansion band; boxed; guaranteed exclusive. \$9.50. Result Sales A, Room 608, 580 Fifth Ave., New York. ja31

EASY MONEY! MEN-WOMEN, FULL-PART time. We put you in business. Write for details. Dept. B, American Products, 16 West 23d, New York. ja17

ELGIN WATCHES, \$9.95; WALTHAM & Swiss reconditioned. Guaranteed new style cases, gold filled stretch bands; for resale, \$2. Neil's Watches, 2720 24th St., San Francisco 10, Calif. ja17

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In keychain plastic case; carded or bulk. Sample 25¢; sample card 2 1/2¢. \$4.00 prepaid Miniature Bible separately, \$6 per 100.

JAY SALES CO. Chicago 2, Ill.

JOBBERS WANTED BY MANUFACTURER of adult home entertaining products; such items as Hangover Hats, Crying Towels and Hankies, etc. Products have repeat possibilities. Box C-215, c/o Billboard, Cincinnati 22, Ohio. ja24

JOKERS' FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. ja24

JOKESTER'S PRINTED NOVELTIES wholesale; fifty samples, \$1; refunded first order. Sebastian, 10934-B Hamlin, N. Hollywood, Calif. mh21

MAKE \$300 FIRST WEEK

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PURE SILK BOW TIES—TIE YOURSELF or clip-on, \$6 per dozen; we pay postage; samples, 3 for \$1.75. Delmar Ties, 267 W. Federal, Youngstown, Ohio. ja31

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OTHER SENSATIONAL ITEMS
Opal Sunburst Sets, \$8.50 per doz.
Pin and Earring Sets, \$6.50 per doz.
Expansion Watch Bands, \$3.35 per doz. (chrome) and \$4.10 per doz. (gold plate).
Necklace and Earrings Sets, \$7.50 per doz. Men's Identification with expansion watch band \$6.00 (rhodium); \$6.50 per doz. (gold plate).
DISPLAY BOX, \$1.00 per doz. additional.
Beautifully engraved Heart Lockets, \$5.50 per doz. Necklace, Bracelet, Earring Sets, \$1.25 and \$1.50 each.
Single Strand Simulated Pearl Necklaces (filigree clasp), \$1.40 per doz.
Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.75 each. 3 and 4-piece All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Jewelry Sets (in jewel box), \$2.25 each. Ladies' and Men's Watches, Rhinestone and Plain Crosses on chains, Scatter Pin Sets, Earrings, \$2.50 per doz. \$3.50 per doz. \$4.00 per doz. Adjustable Ladies' Rhinestone Rings, \$3.50 per doz. MANY OTHER ITEMS. SEND FOR NEW, Enlarged 1952-'53 CATALOG! **PACKARD JEWELRY CO.**
220 Fifth Ave. New York, N. Y.

Valentine

VALENTINE ASSORTMENT, \$7.20
Consists of 2 gross 2 for 1c Valentines, 1 gross 1c, 1 gross comics, 1 gross 3 for 5c, 100 5c mechanical, 1 doz. 10c Valentine packages.
8"x11" Comic Sheets Gr. \$.85
2 for 1c Valentines Gr. .40
1c Valentines Gr. .90
3 for 5c Valentines Gr. 1.35
2 for 5c Valentines Per 100 1.50
5c Mechanical Valentines Per 100 2.50
Asst. of 10 Valentines Doz. Pkgs. .85
25c "Make Your Own"
Valentines 1 Doz. Pkgs. 2.00
5c Kiddies' Relation Box of 100 1.00
5c For Teacher Greeting Card Box of 100 2.50
25c DeLuxe Greeting Card Box of 20 2.50
Valentine Napkins, Doz. Pkgs. 1.50
Pkgd. 32 Doz. Pkgs. 1.50
9" Valentine Balloons Gr. 7.50
Heart Candy Boxes:
Small Size Box of 3 Doz. 2.25
Medium Size Box of 2 Doz. 2.40
Larger Size 1 Doz. 2.25
(Minimum order \$5.00 include postage with order. 25% deposit with C.O.D. orders.)

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Wholesale Distributors Since 1880
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AT UNHEARD OF LOW PRICES FOR COUPONS—SPINDLES—GRAB BAGS

Florida fair workers, NOTE These rings sell fast at 59¢ or 2 for \$1. Priced from \$9 to \$36 per gross. Sample dozen asst. \$3 P.P.; gross asst. \$24 P.P.

Cash with order.

PREMIER CREATIONS
Box A-1 11295 Biscayne Blvd
Russell Point, O. Miami, Fla.
Until March 15 all orders should be sent to the Florida address.

CLOSE-OUT

Non-coin operated hard boiled egg dispensers. Brand new, still in factory cartons. Start a route serving bars and taverns fresh hard boiled eggs. Tremendous profits. Dispenser and complete business arrangement, formerly \$17.50 each, now \$10.00. Act fast, supply very limited. Write

SCHROEDER BROS.
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Cleveland 11, Ohio.

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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 is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms close Thursday for following week's issue

A-1 TRUMPET FOR HIGH-CLASS SOCIETY combo; good reader and faker; locations. Contact Charles Drake, Town House, Birmingham, Ala. ja17

CIRCUS MUSICIANS WANTED—TRUMPETS, trombones, drummers, calliope, others; union scale; meals, berth, good treatment, long season. Joe Rossi, Gen. Del., Gonzales, Tex.

DRUMMER—WHO SINGS, PLAYS GOOD beat Latin for hotel style combo. Must be sober, reliable; character lay off. Write, Wire Leader, Box C-227, c/o Billboard, Cincinnati 22, Ohio.

PART TIME MEN, 21-35, RESIDENT Bronx, Manhattan, Westchester; car necessary; available evenings and Saturdays. Earn \$60-\$80 weekly. No canvassing, no experience necessary. Also 6 full-time openings. Apply daily 9-12 noon, 325 Willis Ave., 2nd floor, Bronx, N. Y.

WANTED—PITCHMAN, GOOD TALKER for books and packages; year around work. Very good deal. Stone Burlesk, 2511 Woodward, Detroit 1, Mich.

WANTED—HANDY MAN WHO HAS worked around stage shows. Sober, reliable, who can build scenery; also has some scenic artist experience. P. O. Box 7773, Dallas, Tex.

WANTED—ALTO AND PIANO FOR SEMI-name band working top locations. Others write. Box C-224, c/o Billboard, Cincinnati 22, Ohio.

WANTED DRUMMER—IMMEDIATELY FOR Shrine Indoor Circus. Year's engagement; open Jan. 18th, report Jan. 17th. Wire stating salary expected, age and experience. B. Carsey, Shrine Circus Office, Flint, Mich.

WOULD LIKE TO CONTACT VENTRILOQUIST in vicinity of Washington, D. C., or Baltimore. One who makes a hobby of same. J. N. Porter, Louisville, Va.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column
No charge accounts

Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

HOLLYWOOD PUBLICITY MAN WILL represent singers, dancers, teams, comedians and comedy teams on percentage basis. Write Box C-218, c/o Billboard, Cincinnati 22, Ohio.

CIRCUS & CARNIVAL

MAN AERIALIST TO BREAK IN FLYING act. I do single traps (heel-toe). Am interested in long season doing my single and working in show produced act or for reliable people. Stanley, 18810 Cardoni, Detroit, Mich.

SEVEN YEARS WITH HARRISON Greater Show, Bill McIntyre Zadu; time for a change. Side Show Snake Show operator, dressed in silk, draped in satin; America's finest snake act; something different in snakes. Open for coming season. Address Bill McIntyre Zadu, Wilmington, N. C.

WANT JOB WITH CARNIVAL—I SELL tickets on rides. My husband works on rides. Answer if interested. Mr. & Mrs. Parker, 510 N. 7th St., E. St. Louis, Ill.

MISCELLANEOUS

AT LIBERTY SOON—FEMALE IMPERSONATOR. Outstanding, exotic; beautiful wardrobe; for clubs, parties any type. Burnell, c/o Billboard, St. Louis, Mo.

CLUB OWNERS—PHILA. VICINITY CAN you use personable fellow as M.C.? Varied talents; exp. wild, frank, I need the work. Gene Mayo, 3219 Magee St., Philadelphia 3-5258.

FORTUNE TELLER DESIRES WORK—ALSO do half and half; very attractive, catchy appearance; will work with white or colored clubs. Phone 9535, Rose Davis, Avella, Pa.

"THE EIGHTH WONDER OF THE WORLD" lives dangerously, goes anywhere, does anything legitimate for a price. You name it, he'll do it. Pictures available. Contact Harry Albacker, 1728 E. 32nd St., Lorain, O.

YOUNG MAN—25; MAINE BUSINESS COLLEGE graduate, desires position with advertising or entertainment agency or company. Varied experience includes general office work, typing, advertising, layout, theatrical, musical single, reliable, competent. P. O. Box 81, Lincoln, Me. ja17

MUSICIANS

ACCORDION PLAYER—STROLLER; AVAILABLE for bar. Will consider all offers. P. O. Box 4855, Miami 29, Fla.

A-1 RINK ORGANIST AVAILABLE FOR any location. Top flight dance and all skate music. Address Box C-223, c/o Billboard, Cincinnati 22, Ohio. ja24

COUPLE—EXPERIENCED IN RINK OPERATION desire positions as manager-organist. Reliable, consistent, references if desired. Interested in permanent location. Box C-222, c/o Billboard, Cincinnati 22, Ohio. ja24

DRUMMER—LOCATION OR TRAVEL; TWO beat. Billy Stearns, 3921 Alabama, Minneapolis, Minn.

HAMMOND ORGANIST—RINK EXPERIENCE. Smooth style; rink or lounge. Will travel. Box C-217, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

LADY—SINGING PIANIST, OWNING SOLO vox; character readings; requests; experienced all lines; conservatory graduate. (Mrs.) Viola M. Van Vliet, P. O. Box 603, Freehold, N. J.

LEAD ALTO, CLARINET, FLUTE—NAME band experience; desire location or jobbing out of good location; available immediately. Box C-212, c/o Billboard, Cincinnati 22, Ohio. ja17

PIANIST—COMMERCIAL; SOBER, RELIABLE; age 34. Available immediately. Contact Frank Green, 467 Cannon St. E., Hamilton, Ontario, Canada. Tel. 3-7553. ja17

PIANIST—UNION; MALE, SINGLE, GEN. tile. All around professional experience. Prefer hotel lounge alone; particulars; union contracts. Box C-221, c/o Billboard, Cincinnati 22, Ohio.

PIANIST—SOCIETY AND COMMERCIAL. Excellent sight reader and show pianist. Read, fake, play all Latin. Draft exempt. Sober and reliable. Will go anywhere. Box C-220, c/o Billboard, Cincinnati 22, Ohio.

PIANIST! EXPERIENCED! ALSO PLAY Solovox and Organo; attractive, also good personality. No vocals; travel anywhere. Box C-226, c/o Billboard, Cincinnati 22, O.

STEEL GUITARIST—AVAILABLE IMMEDIATELY. Experience any style; sing, play other instruments; wardrobe; reliable; reasonable salary; union musician. Charles Reynolds, Revelo, Ky. ja17

TROMBONE PLAYER WHO DOUBLES vocals would like job with Dixie combo. Prefer location. All offers considered. Art Weite, Wells, Minn. ja17

TWO ATTRACTIVE GIRL MUSICIANS; tenor sax, clarinet, drums, vocalist, wish to join commercial unit; prefer location. Box C-213, c/o Billboard, Cincinnati 22, Ohio. ja17

STRONG CIRCUS TROMBONE—AT LIBERTY season 1953. Sober and will stay season. Ed Shreve, 276 North Third, San Jose, Calif.

Wis. Ag Role
Continued from page 68

Jerry Dunn, of the State Department of Agriculture, outlined new regulations for candy and confection stands and Don Millar, executive vice-president of the United States Trotting Association, spoke on harness racing.

Reviews '52

A review of 1952 fairs was made by Charles B. Drewry, supervisor of country and district fairs in Wisconsin and Dr. H. J. C'Connell, chief of the livestock sanitation division of the Department of Agriculture, spoke on livestock sanitation policies at fairs.

In addition to the business sessions and booking meetings with carnival and attraction bookers, there were social gatherings. The Wisconsin Breeders' & Harness Horse Association held its annual banquet Tuesday night (6). The third annual smoker and get-together of both fair and attraction reps was held the same evening with all partaking of Wisconsin cheese and beer. The refreshments were served thru the courtesy of L. E. Kopitzke and George L. Mooney, president and secretary respectively of the Wisconsin Cheesemaker's Association.

High point of the three-day conclave was the annual banquet Wednesday night (7). Don McDowell, director of the Department of Agriculture, served as toastmaster, with entertainment thru the courtesy of the associate members.

Following supper, a variety show, booked thru the Hunter Artists' Bureau, was presented. Acts included Howard Hardin, emcee; Balendos, acro; Rosali and Jake, ventriloquist; Madcaps, harmonica; Farias Duo, hand balancing; Jack Durant, comedy, and the Sieglers, roller skating. Steve Swedish and his ork cut the show.

GET ON THE BANDWAGON TODAY!
It's 10c MINIATURE PENNANTS FOR '53
WILL OUTSELL AUTO DECALS 10 TO 1

THEY'RE IN DEMAND NOW!
THEY'RE HOT!

Just 4 inches by 8 inches
Beautiful Multi-Color Screened Pennants
Assorted Felt Back-grounds of Red, Royal Blue, Emerald Green, Purple and Wine.

Brand New Idea —BUT— PROVEN BY TEST

- TOURISTS
- KIDS
- COLLECTORS

Hunt for Them in Every Hi-Spot of the U. S. A.

Order Today

Available for the 48 States, Large Cities, and All Special Points

32 DIFFERENT PENNANTS DISPLAY AS SHOWN
Attractive revolving stained plywood display free with minimum order of 1,000. Assortment arranged for your geographical interest.
In quantities of 1,000 4 1/2c ea.

FLAT DISPLAYS HOLD 4 OR 8 DIFFERENT PENNANTS
Free stained plywood panel for wall or counter (like one section of revolving display) with minimum order of 200. Set up units of 4, 8, 12 or 16 pennants.
In quantities of 100 5c ea.
Minimum Pack, 50 of a kind. Minimum Shipment \$10, FOB Denver, 25% Deposit on C.O.D.'s.

Thrift Novelty Co., Inc.
1742 Arapahoe St. Denver, Colorado Phone KEystone 2806

HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES
SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

NEW! 1952 General Catalog

OPERATORS—AUCTIONEERS—STREET WORKERS

Send today for your Free Copy of our General Catalog, illustrating the most comprehensive line of Premium Merchandise and Novelties ever offered. You owe it to yourself to be well informed before buying.

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ATTENTION, JOBBERS!
EASTER LINE NOW READY

Terrific new Easter numbers of REAL FUR and PLUSH Stuffed Toys, created by one of the oldest and largest stuffed toy manufacturers. Brand new numbers at rock-bottom prices!
SALEMEN: Choice territories open. Liberal commission.
FREE: Send for free catalog and price list of over 100 Easter and year-round sure sellers. State nature of your business in FIRST letter to avoid delay. Write today.

ACE TOY MANUFACTURING CO.
Manufacturers of Fur Stuffed Toys
122 WEST 21TH STREET NEW YORK 1, NEW YORK

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

PROFITABLE VALENTINE DEAL

Consists of 1 gross penny vals, 100 nickel vals, 100 dime vals all with envelopes and 1 gross illustrated, uncomplimentary penny comics without envelopes. BRINGS YOU \$17.88. WE PAY POSTAGE. No C.O.D. orders please

VAL. NO. 1—PER DEAL \$7.10

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

JUST OFF THE PRESS—NEW CATALOG

No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators.
Division of Mathren Ring Company.
Showing Over 750 Ring Styles.
Orders shipped same day at Providence prices plus 10% discount. Consult catalog.

McBRIDE JEWELRY CO.
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NEW CATALOG

Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc.
WRITE FOR CATALOG. State Business. Catalogs not sent to individuals.

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY! . . . see page 3 for rates

You Can't Beat BRODY for Merchandise . . .
 We Carry a Complete Line of
 TOASTERS—Kitchen Utensils—ALUMI-
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 Irons—BABY DOLLS—Boudoir Dolls—
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 Write for our free 64-page Catalog
 Serving the Carnival Trade for over
 37 Years.

M. K. BRODY
 1116 S. Halsted St., Chicago 7, Ill.
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 In Business in Chicago for 37 Years

BIG FLASH
 OAK HYTEX
BALLOONS
 Available s-t-r-e-t-c-h-e-d, for bigger
 value at the handout!
 See your Jobber
The OAK RUBBER CO.
 Ravenna, Ohio.

JAR DEALS and MATCH PAK DEALS
 PUNCHBOARDS
 PREMIUMS
 Make BIGGER PROFITS WITH Galentine!
 WRITE FOR CIRCULAR
GALENTINE NOVELTY CO.
 SOUTH BEND 24, IND.

PUNCH BOARDS
 OF ALL KINDS
 ALSO THE FAMOUS COIN OPERATED
 BOARDS. Factory Reopened.
R. C. WALTERS
 4201 Norfolk St. Louis 10, Mo.

Greatest Novelty Sensation
 Since the **BUSY BIDDY!**
MOODY MUTT
 THE DOG-GONE'DEST DOG YOU EVER SAW . . .
 ACTION! SOUND!
 SURPRISE!
 Hold in hand. Press his
 front feet back like a
 trigger. He changes ex-
 pression—he barks—he
 barks!
32¢ EACH
 MINIMUM ORDER—
 CARTON of 24 \$7.60
 SEND **75¢** FOR Actual Tests Have Proven They Sell
 PREPAID Like Hot Cakes — Get in On the
 SAMPLE! Ground Floor — ORDER TODAY!



Sensational Seller—Thousands Sold!
HAMILTON GOLD PLATED
3 Pc. SETS
 (Necklace may be worn as
 pin)
 SATIN LINED GIFT BOXED
\$1 PER SET in
 DOZEN LOTS
 ONLY (Same style or
 Asst.)
 6 entirely different styles.
 Send \$7.00 for sample of
 all six styles.
 Hand pronged stones like all fine jewelry—no paste—no stone drop-outs!
HEATH DISTRIBUTING CO.
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DEMONSTRATORS
 MEN—WOMEN
FOOT—RAD—RUG BRAIDERS
 And Four More Hot Pitch Items. Best Locations in U. S. Also Will Train You on
 Any Item. Locations Booked to Open in January.
FRED (SIZZ) CUMMINGS
 3123 BOARDMAN (Phone: Sidney 2385) ST. LOUIS 9, MO.

GIVE TO DAMON RUNYON CANCER FUND

Pipes for Pitchmen
 By BILL BAKER

PHIL CULLIVAN . . . the Fudge King, who worked that item to the Christmas trade in the J. J. Newberry five and dime store, Cincinnati, to what he describes as disappointing results, left the Queen City Saturday (10) for his home in Lynn, Mass. He'll spend the winter working out of that city. Phil says that a number of pitchers have joined Alcoholics Anonymous in the past several years and that the AA has done a marvelous job for them. The boys in turn, says Cullivan, have accomplished an equally marvelous job of carrying out the AA program.

SAM BLUESTEIN . . . worked novelties at the Cotton Bowl game, Dallas, for Amusement Enterprises to fair business.

GLENN REEVES . . . got a little action with slicers and Mouli graters during the holidays at his location in Dallas.

SAM WARD . . . is reported to be getting plenty of geedus working knife sharpeners and glass cutters in Phoenix, Ariz.

MANNY WOLF . . . and George Hess are reported to be working locations in Tucson, Ariz., to better than average returns.

A NUMBER . . . of ace pitchfolk are reported to be corraling the long green working Leonard's Department Store in Fort Worth. Among them are Irving Eisenberg with gadgets, Fred Diels, lavender layout; Mark Jarrett and family, pokes and lighters; Eddie Say, trombone display; Bill and Sylvia Farrant, rose bowls; Leon Baldwin and Bill Farrant, trick mule in Toyville, and Mr. and Mrs. Jerry Frost, cake decorators.

J. B. (COWBOY) FLEISCHER . . . rambled into Dallas last week from the West Coast after working the Tournament of Roses and the Rose Bowl game in Pasadena,

Calif. He says that everyone who worked the events got money. The Cotton Bowl game at Dallas, however, wasn't too good for those who worked it, he advises. The same conditions prevailed at the Sugar Bowl game in New Orleans because too many pitchers made the event, the Cowboy says. Fleischer added that he plans to play the Fort Worth Fat Stock Show and Exposition.

ROBERT LEE BEALERT . . . better known in Pitchdom as Old Kentucky, letters from Dayton, O., that Frank E. Thornton, a long-time friend of Bealert's and a pitcher for many years, died in Brown National Military Hospital, Dayton, January 4. Thornton, like Bealert, was a member of the old school of pitchers who have passed on in the last few years. "Frank folded his tripe and keister about 20 years ago," Bealert writes, "and opened the Coin and Blade Shop on Fifth Street here. The shop was sort of a headquarters for the knights of the tripe and keister while they were in the Gem City. About five years ago he moved to a larger location on Jefferson Street and about the same time his health failed him. Thornton retired, turning the business over to his widow, Mary, who will continue operating the store. His death leaves me as the only active pitcher calling Dayton his home. However, last year I was off the road because of illness. I did recover sufficiently to work the Christmas trade with gyroscopes for the fifth successive year at Rikes Department Store to good business. I plan to attend the Ohio fair meeting in Columbus. Then if my doctor gives me the green light I'll be on my way South to cut up some jackpots with the boys and girls under the palm trees."

DR. HAROLD WOODS . . . and his wife stopped over in Savannah, Ga., recently for a visit with Charlie T. Hudson while they were en route to Florida for the winter.

LEO F. HELLER JR. . . . scribes from Romeo, Mich., that he had a fairly successful fall season working household plastics on the party plan. He says that he's looking forward to going out with a carnival in 1953 with a show of his own. "I hope that 1953 will see us go forward with the Showmen's Christian Fellowship," he writes. "The solution to our financial problem lies in my being able to earn enough to support my wife, three children and the Fellowship," Heller says. "I plan to do it by purchasing one or two strong back-end units for operation on a carnival."

Fair Meetings
 • Continued from page 68

Texas-Oklahoma Fair, Iowa Park, Tex., secretary.
 Association of Utah Fairs and Livestock Shows, Newhouse Hotel, Salt Lake City, January 30. J. A. Theobald, Utah State Fair, Salt Lake City.
 Western Nev. York State Fairs Association, Hotel Lafayette, Buffalo, January 31. Carlton J. Larson, P O. Box 170, Dunkirk, secretary.
 Arkansas Fair Managers' Association, Hotel Marion, Little Rock, February 2-3. Sen. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.
 New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Carey, State Office Building, Albany, executive secretary.
 Middle West Fair Circuit, Town House, Kansas City, Mo., February 20. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.
 Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

PUNCHBOARDS

1000 5¢ J.P. Board	Profit \$18.00	.98
1000 25¢ Charley Board	Profit \$30.00	.89
1440 5¢ Barrel Board	Profit \$18.00	.98
1440 10¢ Barrel Board	Profit \$36.00	1.18
1000 25¢ J.P. Charley Tk.	Profit \$52.00	1.39
1000 5¢ J.P. Board	Profit \$19.00	1.79
1200 5¢ J.P. Board	Profit \$27.00	1.89
1000 5¢ J.P. Girlie Board	Profit \$28.00	1.98

PAD DEALS—TICKETS—WRITE
DELUXE SALES CO., BLUE EARTH, MINN.

Strictly Boloney
 By TOM KENNEDY

Count Seldom Skoff and Doc Lushwell worked an indoor doings at Pratt Falls, Tenn., recently. Our two chums told me they worked outside spots all during the past season and never scored a red one. In fact, the nearest they came to a red one was at Red Oak, Ia. They didn't work the town. Just on its outskirts they bumped into Chief Running Water and his two charming daughters, Hot and Cold.

The Chief's real moniker is McGinty, a character who is known far and wide for his honesty and integrity. Years ago he was employed as a foreman on a construction gang, a job he held for several years. And during this period he never so much as took a bribe or a telephone pole. Honest McGinty he was dubbed by his pals. And he, like Doc Lushwell, is generous to a fault. In his youth he had a job on a pay car truck. He got a big bang every time he would toss pennies out of the pay-car window to the kids in the neighborhood. One day the string broke and he suffered a heart attack.

Came Saturday and the Chief and the Doc split time, both working from the rear seat of the Chief's Model-T touring car. The Chief sold his Elixir of Life, which he said was discovered and formulated hundreds of years ago. This product, he told the natives, was something they could never buy in a drugstore. He wasn't kidding. No druggist would handle it.

It was, he told the tip, the same stuff that saved the life of Cleopatra when she was bitten by a snake. When one of the natives reminded him that Cleopatra died several thousand years ago, the Chief silenced the heckler by telling him he referred to Mme. Cleopatra, who had a palmistry booth at the county fair last season.

He also told the natives that if they drank plenty of water each day it would keep the stiffness out of their joints. The only trouble was, none of the joints around there served water.

During Christmas week our two chums took a job in a dime store, working for a manager who was trying to dispose of stock he had left over from last Easter. The Count put in an appearance each morning, looking half asleep. It seems the people in the room next to his kept their radio blasting until 3 a.m., playing "Silent Night." The first day on the job, the Count went up to the toy counter and squeezed a doll till it hollered "Mama." He got a kick out of this, until he started squeezing another doll and it hollered for the manager.

But our two chums are now on their way to Florida, where they will try to beat the horses during the racing season. In fact, the Doc has a system that can't be beat. One guy explained it all to him on the back of his unemployment check.

Under the Marquee
 • Continued from page 67

Stern, T. Dwight Pepple, Sam Ward, Jake Posey and Mrs. Inga Roth, widow of Louis Roth. Chipman reports that Tiny and Harry Matthews have opened a cafe at Newhall, Calif.
Frank J. Lee, who has a poster plant at San Antonio, will be with the Amusement Corporation of America as press agent. . . **A. E. (Buck) Waltrip** is promoting the indoor circus date at Saginaw, Mich. . . The Saturday Evening Post story about **Louis Stern** is scheduled for early publication. It has been written by **Hartzell Spence**, who collaborated with **Fred Bradna** on the latter's book.
Tommy and Sylvia Thompson, with Kelly-Miller last season, are training a seven-dog Liberty act which includes four Dalmatians. Also at their home in Fordyce, Ark., they have a lion, coyote, monkey, raccoon and birds.
Mrs. Elizabeth Palmer North, wife of **Henry Ringling North**, has filed suit for divorce in Florida. They were married in 1946. . . **Louis Ringol**, contracting agent with **Howard Suesz'** circuses, will close his season with **Hagen Bros.** January 17. . . The **Wilson family**, **Dell Williams** and **Kenneth Waite** spent New Year's Eve with **Milo**, former sword swallower, at the latter's home.

Harold Voise was in Sarasota over the holidays and expected to make winter dates with his flying return act. The act worked nine months in Hollywood on a movie, "Story of the Three

Mdse. Topics

Detroit
Palmer Show Card Paint Company, in suburban Oak Park, is being formally registered by **Max S. Bertha** and **Amy Klein** as owners. The company, which was affiliated with the **Artist Color Company**, was active in several specialty manufacturing fields, including figurine and finger painting.

From All Around
General Sales Company, Huntsville, Ala., is readying offices and sales rooms for its entry into the jobbing and distributing fields. The firm hopes to handle mail order merchandise and a large and varied line of novelty items such as pocket novelties, comic items, jokes, books, films, risque phonograph records, art films, photos, slides, strips and other items for wholesale distribution.

James & James, Inc., recently opened general advertising service offices in Huntsville, Ala. The firm is aiming at all types of advertising campaigns—news-paper, radio, magazine, directories, periodicals, motion picture screen, highway signs, window displays, advertising clocks, thermometers, etc. In addition, the firm does a direct mail business and sells all types of advertising specialties, and is seeking to contact manufacturers of advertising items.

Haveson Sales Company, Elizabeth, N. J., has introduced something new in the jewelry line for men and women—ball bearing earrings, tie clasps and cuff links. Each item has built into it genuine, precision made bearings finished in silver or gold. The firm calls them ideal for prize or premium use. The earrings sell for \$2.95, cuff links \$3.95, and tie clasp \$1.95, all prices including federal tax. . . **Osborn Bros. Supply Company**, Chicago, has introduced a new Stylist pen set which enables anyone to imprint monograms, signatures, designs or lettering in bright gold on leather goods, cloth, silk, paper, etc. The price, \$19.95, includes a 600-inch roll of 1/4 inch gold paper.

Ten-cent miniature pennants in assorted felt backgrounds of red, royal blue, emerald green, purple and wine are the latest item offered the trade by **Thrifty Novelty Company, Inc.**, Denver. The 4 by 8-inch items are available for the 48 States, large cities and all special points, the firm reports. An attractive revolving stained plywood display is offered free with minimum orders of 1,000. The items are designed for the tourist, kid and collector trade to sell in the place of auto decals. Market testing in the last half of 1952, Thrifty Novelty reports, brought spectacular sales results.

Under the Marquee

"which opened recently in New York.
Joe Simon, former librarian for **Merle Evans'** band, reviewed **Fred Bradna's** book for the Memphis Commercial-Appeal. Bradna's book is reported to be in its third printing and the Readers' Digest is scheduled to publish a condensed version.
 There will be a **John Robinson** show on the road next season. **John (Jack) Robinson**, owner of the Model Shows, Inc., out of Iowa Falls, Ia., will call his carnival the Great John Robinson Shows in 1953.
Vivienne Mars, librarian of the **Hertzberg** circus collection, San Antonio, is adding Christmas cards from shows and troupers to the library's collection. . . **J. C. Admire** has started work as agent for the Tennessee Valley Amusements and also is continuing to book the **Harris & Rowe** school show. **Max Maurer** is assisting **Admire**, who said **Byron Gosh**'s agency is setting some dates for the circus unit.
Buck Leahy, now in Pittsburgh, reports that clowns at the Cincinnati Gardens Christmas show were he, **Ruby Docky**, **Daddy Longlegs**, **Frankie Lee** and **Bob Steele**. . . U. S. acts with **Circo Atayde** in Mexico City include the **Flying Malkos**, **Les Kimris**, **Nana Woolford**, **Bill Buschbon**, **Mickey King**, and the **St. Leon-Marcus Troupe**. Show is using a new European-style top.

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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.

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JUKE, GAME SALES SOAR

Coin Export Field Reaches New Volume, Dollar Peaks

By TOM McDONOUGH

CHICAGO, Jan. 10.—Thruout 1952, coin machine export sales continued to set new all-time highs. While figures on only the first eight months have been officially released by the U. S. Department of Commerce, they totaled a gross value of \$4,593,490 for the 44,391 new and used games, venders and jukes exported. This would indicate that business for the year would reach close to \$7,000,000.

(Note: The Commerce Department releases export business

from three to four months after sales have been completed.)

The most encouraging part of the foreign coin machine trade last year was the improved sales volume in all divisions. In 1951, 8,442 new and used music machines were sold for \$3,058,749. In the first eight months of last year, 6,674 units valued at \$2,511,382, were exported. This would indicate the exporting of at least 10,113 jukes, valued at \$3,767,073, during the 12 months.

Game and vender export increases were even more pronounced. In 1951 game sales

totalled 13,324 units, valued at \$1,519,422. Altho a record for a year's exports, this was surpassed in eight months last year when 12,540 games were exported for \$1,560,028. This was taken to indicate that final 1952 game figures would list approximately 18,810 games, sold for \$2,340,042. The vending export story was somewhat similar. The 1951 results listed 7,753 automatic merchandisers exchanged for \$543,635 while 22,161 venders were sold in the first half of 1952 for \$527,922. If this pace was maintained thruout the year, 33,241 venders were probably delivered to foreign buyers last year for approximately \$791,884.

Expansion

The figures for all trade divisions point up the remarkable expansion in the trade since the war and particularly since 1949 when over-all sales were but \$2,008,064. Almost all of it re-

(Continued on page 94)

WEST COAST ANGLE

Badger Sales Exec Tells Export Story

By JOSEPH DUARTE

Export Department Manager, Badger Sales Co., Los Angeles.

LOS ANGELES, Jan. 10.—Badger Sales Company, Inc., has, we believe, the longest continuous history of coin-machine exports of any company on the Pacific Coast. The company started exporting coin-machines in 1936 and ever since then export has been an important part of the company's activities.

We, at Badger Sales Company, feel that the foreign buyer should be treated with special consideration. A local buyer can return equipment if he is dissatisfied or ask for immediate replacement of defective parts. A foreign buyer

cannot do this. A defective or damaged piece of equipment is a real tragedy for him. Take the glass, if improperly packed and braced these will often break in ocean shipments and they are difficult and costly to replace, particularly on older machines. We here at Badger take special pride in the fact that in 16 years of shipping overseas we have had only six reports of damage to our machines. We do not regard the foreign market as a dumping ground for shoddy equipment and we do not believe a company can stay in the export market for very long that operates on that basis. Right now Badger is shipping to Japan, Philippines, Guam, Ha-

(Continued on page 94)

BENEFITS, DRAWBACKS

Tax Attorney Gives Export Men Pointers

By NORMAN SHIGON

Philadelphia Attorney

PHILADELPHIA, Jan. 10.—American manufacturers and other exporters of coin-operated equipment can derive a considerable tax advantage by studying the clauses of Section 251 of the Internal Revenue Code if they specialize in transactions with operators in United States possessions other than the Virgin Islands.

Exporters, who concentrate on coin machine sales in foreign countries, also should study Section 231 which permits tax benefits to American firms which incorporate under a foreign jurisdiction.

Benefits gained from Section 251 carry on a tradition of more than 30 years, during which time the United States has granted a tax concession to domestic

corporations engaged in commerce with American possessions. Such corporations have been permitted to exclude from taxable gross income, earnings derived from a trade or business in United States possessions, other than the Virgin Islands, if, (a) at least 50 per cent of such corporation's gross income for the three-year period ending with the close of the taxable year (or for such part of this period as the corporation was in existence) was derived from the active conduct of a trade or business, and (b) at least 80 per cent of such firm's gross income for such period was derived from sources within United States possessions. These possessions are American Samoa, Guam, Midway Islands, Panama Canal Zone, Puerto Rico, and Wake. (Alaska and Hawaii are classified as territories). To be considered as actively engaging

(Continued on page 94)

Chicago Coin Delivers 1st Name Bowlers

CHICAGO, Jan. 10.—Chicago Coin Machine Company started shipping samples of its Name Bowler shuffle game Friday (9), Ed Levin, sales manager, announced. The game introduces a series of new playing principles and is designed for foreign as well as U. S. locations.

A six player game, Name Bowler, has all the latest features of shuffle play including dial scoring, high-score-for-the-week box, strike and spare boxes

(Continued on page 94)

KIDDIE RIDES COMING

Foreign Arcade Field Makes Steady Strides

NEW YORK, Jan. 10.—Foreign Arcades in the postwar era have made rapid strides in modernizing equipment where restrictions have not prevented the importation of new coin machines.

Despite this progress, however, only a few have installed kiddie rides, probably because the average distributor and operator does not realize the play potential of this type of equipment.

Probably the greatest strides in the Arcade field have been made in the Benelux countries, Belgium, Holland and Luxembourg, and Japan and Sweden. In the Benelux area most of the Arcade expansion has been in Belgium where the Belgian Amusement Company has establishments in resort areas near Antwerp and Brussels. Where before the war

such locations might be expected to have fairly old units, currently the Belgian Arcades are stocked with up-to-date shuffle and related amusement games, including gun games and horses.

In Japan, the big emphasis has been on featuring Pachinko, a home grown amusement piece which has proved so popular with the average Japanese that so called Pachinko parlors have

(Continued on page 94)

Purveyor Head Sets Biz Trip Thru S. America

CHICAGO, Jan. 10.—Herb Perkins, president of Purveyor Shuffleboard Company, will leave February 1 for a business trip thru several South American countries. The tour will be made by plane and will last four to five weeks.

Perkins disclosed that his export sales had developed to a point where he will have to make periodical trips to visit contacts in Europe as well as South America. On the pending tour, Perkins will visit Rio de Janeiro, Brazil; Buenos Aires, Argentina; Lima, Peru; Bogata, Colombia, and Caracas, Venezuela.

In addition to shuffle games and shuffleboards, Purveyor has been exporting music machines, five ball games and small venders.

Munves Exports Hindered By \$ Restrictions

NEW YORK, Jan. 10.—Currency regulations are hampering the export activities of Mike Munves, New York distributor of arcade equipment, according to George Fleckenstein, one of the firm's execs.

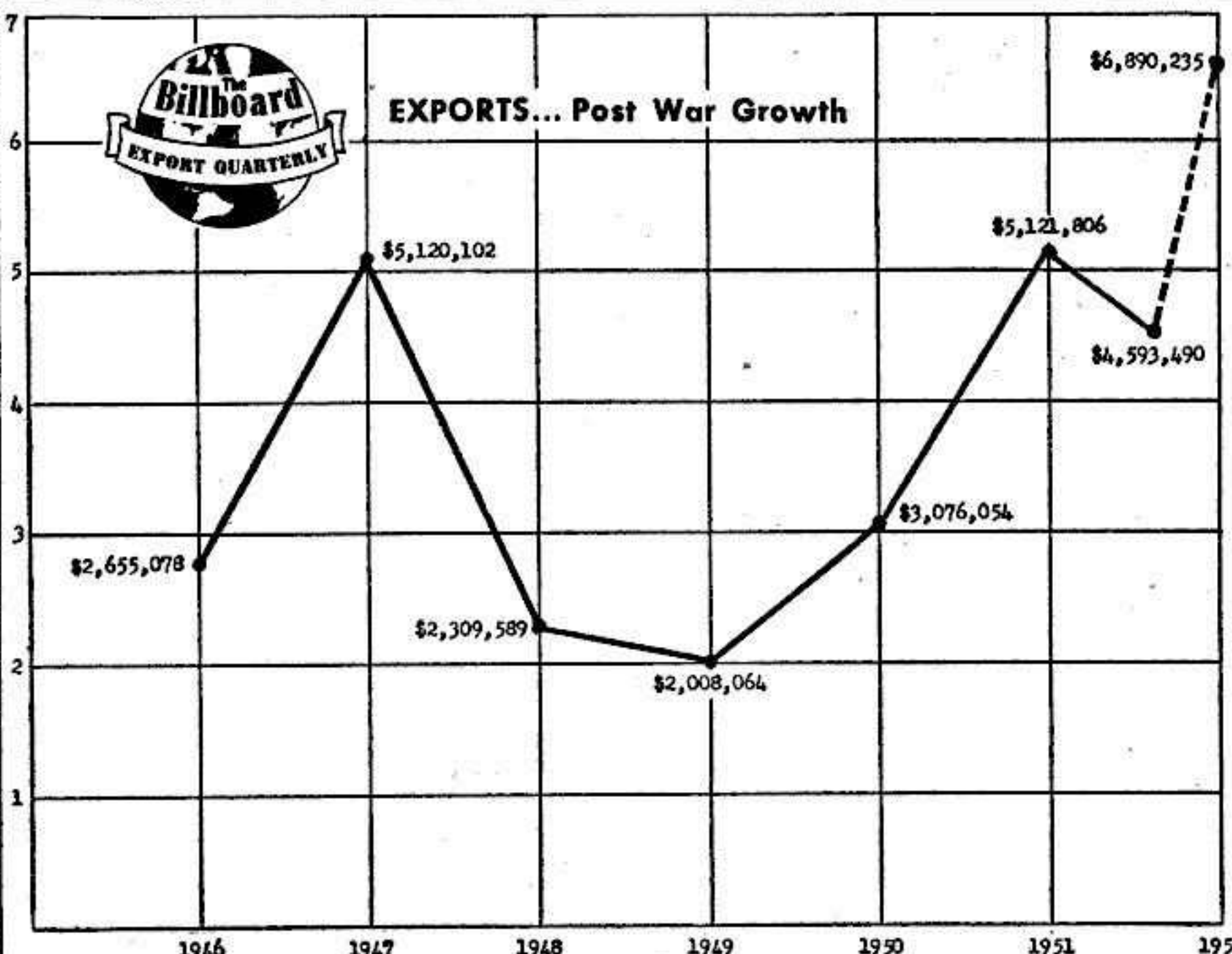
Fleckenstein says that export volume to Belgium and Holland is holding up well, but the virtual ban on exporting dollars from the United Kingdom has caused British sales to fall off.

He pointed out that most foreign arcades have need for the equipment and the money to pay for it. The hitch occurs when they try to get money out of the country. Most popular type of equipment for the export market is the coin-operated Target Game, he said.

Coin Machine Exports

January-August, 1952

Month	Phonographs		Venders		Games		Total	
	No.	Value	No.	Value	No.	Value		
January	904	\$ 264,439	1,048	\$ 30,232	998	\$ 144,286	2,970	\$ 438,957
February	852	379,573	1,056	59,742	1,449	165,315	3,357	604,630
March	813	334,527	938	50,783	1,358	152,796	3,109	533,106
April	706	294,625	4,103	87,832	1,626	205,827	6,435	583,384
May	760	319,857	1,821	65,345	1,644	206,904	4,225	592,106
June	988	320,226	3,832	81,769	1,607	173,199	6,423	579,294
July	967	394,214	4,618	67,630	1,927	193,747	7,512	655,591
August	684	203,871	4,745	84,589	1,931	317,954	7,360	606,422
TOTALS	6,674	\$2,511,382	22,161	\$527,922	12,540	\$1,560,028	44,391	\$4,593,490



THE SOLID LINE indicates official figures of U. S. Department of Commerce thru August, 1952. The broken line indicates unofficial figures from September thru December, 1952.

Bally Appoints Honolulu Firm Horse Distrib

HONOLULU, Jan. 10.—The Honolulu Amusement Exchange was appointed Hawaiian distributor of The Champion, coin-operated horse ride manufactured by Bally Manufacturing Company, Chicago. Honolulu Amusement is under the general management of Ray Cheong.

Meanwhile, back in Chicago, Jack Nelson, Bally general sales manager, stated the orders received from Cheong indicated that the horse had found a large following in Hawaii.

The appointment of Honolulu Amusement was the second made by Bally outside the U. S. in two weeks. Last week (The Billboard, January 10), Bally appointed Russ-Con, Montreal, Canadian distributor.

Expand Judd, Export Rep Of Gottlieb

CHICAGO, Jan. 10.—Judd Distributing Company, the world export sales agency for Gottlieb games and parts, already has made expansion strides since its organization last year (The Billboard, October 4).

With headquarters at 1140 N. Kostner Avenue, Judd has set up a growing network of foreign distributors in several of the countries which have proven volume game buyers since the war. Previously, the export trade was handled by the Gottlieb factory but it expanded so rapidly in the past two years it was necessary to form a separate company. J. Weinberg, sales manager, is adding distributors as new foreign territories open.

Judd is equipped to handle all documentary work in connection with exports and has a translation division to handle correspondence. The firm also keeps a complete stock of foreign coins on hand and is ready to make coin chute adjustments for its customers.

NAMA ANNOUNCES NEW 1953 CONVENTION DATES

CHICAGO, Jan. 10. — Thomas B. Hungerford, general chairman of the National Automatic Merchandising Association's 1953 Convention and Exhibit, announced this week that the event would be held August 23-26 at the Conrad Hilton Hotel here, instead of August 30-September 2 as originally scheduled.

The meeting date was moved up one week so as not to conflict with end-of-the-month activities in the industry, including preparation and distribution of operators' commission checks.

A meeting of the convention program committee is scheduled Tuesday (13). "Strong emphasis will be placed on the practical aspects of automatic merchandising, and a new and interesting format for presentation will be developed," Herb A. Geiger, chairman of the group, declared.

Canadian Vender Imports Skyrocket

CHICAGO, Jan. 10.—Canada as a market for U. S. vending equipment continues to grow by leaps and bounds. Spectacularly, the months of July and August alone accounted for more unit imports

than the first six 1952 months combined: 9,130 venders were imported compared with 8,240 for the January-thru-June period.

Because most of the equipment consisted of low unit-cost bulk vending machines, July-August dollar totals were, however, \$27,000 under the entire first six-month period: \$117,453 against \$144,531 for January-June.

For the first eight months of 1952, Canadian imports of U. S.-made venders totaled 17,370 individual units at \$261,984. This compared with the following full-year totals: 1951, 5,381 units at \$284,063, and 1950, 975 units at \$221,775.

July, 1952, accounted for 4,521 venders valued at \$55,009, and the following month, August, for 4,609 units at \$62,444.

When full 1952 returns have been compiled, Canada should exceed 1952 dollar import totals by a wide margin. Due to the preponderance of bulk venders, unit volume is already far in excess of any previous year.

Calif. Charters Include Lyons, Juice Bar Sales

SACRAMENTO, Jan. 10.—Juice Bar Western Sales, Inc., was granted a charter this week by the State to manufacture and deal in juice vending machines in Los Angeles County. Authorized capital was given as \$25,000. Directors are Mark T. Gates, Loren Upton, and R. D. MacDonald.

(Continued on page 84)

EXPORT MARKET LINE-UP

Six Nations Import Most U. S. Venders

CHICAGO, Jan. 10.—Following Canada, which imported 17,370 U. S.-made venders for \$261,984 during the first eight months of 1952, (see separate story this section) leading export markets continued to be the South American countries as a whole with Venezuela, Cuba and Mexico the next most important individual nations. On the Continent, Belgium and Switzerland led European countries in the import of American venders; Switzerland, \$8,584, and Belgium, \$5,462.

Venezuela, as in other postwar years, paced the South American market. It imported 471 venders at \$47,535 thru August this year, compared with Cuba's 94 machines at \$32,277. Mexico, for which September figures were available (see separate story) imported 646 venders at \$33,624 for the first three-quarters of 1952.

APCO Opens Chicago Office

NEW YORK, Jan. 10.—A Chicago office will be opened by APCO (formerly Automatic Products Company) Mel Rapp, vice-president, announced this week.

Dan Gould will be transferred from the New York office to head the new branch. A staff of five, to be named, will assist Gould. The new office will handle customer service and spare parts for the Midwest.

COIN MATTRESS NEWEST SLEEPER

DENVER, Jan. 10.—Coin-operated devices are legion, but the newest item to join their ranks is the prosaic mattress. The Gyramatic Company, Inc., announced this week a gyrating action mattress for motels, which, employing a timer and special springs, "gyrates" for customers who deposit the proper coins in an attached mechanism.

The action is designed to induce relaxation, according to C. Rex Gibson, of the Gyramatic Company.

Vender Exports Rocket To New Records in 1952

Hit 22,161 Units, \$527,931 During First 8 Months; See \$790,000 Total

By FRED AMANN

CHICAGO, Jan. 10.—With the final four monthly reports still to be tallied for 1952, vender exports to 52 nations thru August totaled 22,161 units, valued at \$527,931, compared with 7,753 units, valued at \$543,635 for the full 12 months of 1951.

When complete September thru December figures have been compiled, it is expected that the \$15,704 figure for eight 1952 months under the full 1951 year will have been replaced by a sweeping increase to chalk up a new record. Based on present activity, it is anticipated that 1952 will reach \$790,000-plus in vender exports (See accompanying table).

The marked increase in unit volume in 1952 over the previous year, amounting to 15,392 machines (the increase in itself more than double the entire 1951 unit volume) was largely brought about by the upsurge in Canadian demand. This was mainly in lower-cost bulk vending equipment, which explains the smaller increase in total dollar volume compared with the gigantic increase in unit volume.

Upward Trend

The over-all rise in vender exports last year was a continuation of the trend begun in 1947, the first postwar year topping the \$166,965 record set in 1940. While 1948 showed a drop in ex-

ports, 1949 brought the dollar volume back to over the \$400,000 level (\$451,923). Both 1950 and 1951 saw successive increases: \$501,843 and \$550,884 totals respectively.

Incomplete third-quarter returns for 1952 showed that both units and dollar-wise, volume was already ahead of the full first 1952 quarter: A 6,321 unit and \$11,471 increase (See accompanying table). The two months, July and August, were far ahead of full third quarter volume in 1951: 9,363 units and \$152,228

against 1,726 units and \$102,001 for July-September in 1951.

During the first eight months of 1952, heaviest export business occurred during April (\$87,832), August (\$84,598), and June (\$81,769). This is in direct opposition to the same period in 1951, when heaviest export volume occurred during two months in the first quarter: March (\$76,898) and January (\$74,247).

The low months during the first eight months for both years were February, 1951 (\$22,077) and January, 1952 (\$30,232).

Venders Export Table

First Quarter			1951		
1952		1951		1951	
No. Venders	Value	No. Venders	Value	No. Venders	Value
January	1,048	\$ 30,232	January	620	\$ 74,247
February	1,056	59,742	February	498	22,077
March	938	50,783	March	1,756	76,898
TOTALS	3,042	\$140,757	TOTALS	2,874	\$173,322
Second Quarter			1951		
April	4,103	\$ 87,832	April	1,035	\$ 54,883
May	1,821	65,345	May	584	70,654
June	3,832	81,769	June	550	51,192
TOTALS	9,756	\$234,946	TOTALS	2,169	\$176,739
Third Quarter			1951		
July	4,618	\$ 67,630	July	693	\$ 41,640
August	4,745	84,598	August	378	32,751
Sept.	(Not available)		Sept.	655	27,610
TOTALS	9,363	\$152,228	TOTALS	1,726	\$102,001
Three Quarters			1951		
TOTALS	22,161*	\$527,931*	TOTALS	6,769	\$451,962

*Eight months only

Stress Export At Auto-Photo

LOS ANGELES, Jan. 10. — In its first full year of foreign shipments, Auto-Photo Company exported 10 per cent of its coin photo machine production to three continents and to Canada and Cuba. Based on current demand, officials expect to increase 1952 export volume to 15 per cent of its total production during 1953.

Europe, South America and Asia took on a greater importance as export areas in the latter part of last year.

Auto-Photo, which handles foreign business thru established export firms, reports the f. o. b. price of its machine, \$2,540, is increased approximately \$50 on out-country orders due to additional crating and other details.

BUBBLES BUILD SOLID \$\$

Toronto Gum Op Expands 20-Vender Route to 1,000

TORONTO, Jan. 10. — While Jack Tiveron of Tiveron Enterprises continues to expand his ball gum operation he is also keeping an eye open for diversification possibilities. He started operating with 20 machines in November, 1951, after a successful venture in the trucking business. It was only a few months prior to that the Canadian government had relaxed restrictions against the importation of vending and other manufactured equipment.

By May of 1952, Tiveron had 120 machines, and in June he bought another 330. Realizing he could not properly service all of the venders himself, he placed four men on as many routes on a combination salary and commission. In July, he put a man into Kitchener with 100 ball gum venders, set up a route in Peterborough of 80 machines, another in Oshawa with 80 venders, and a third new man in West Toronto servicing 100 units.

Tiveron had a total of 500 ball gum machines after these expansion moves. Today, he has doubled this operation for a combined total of 1,000 machines.

Tiveron feels bubble gum is the most profitable of all gum operations. As to locations, his most profitable are cigar stores. A close second are groceries, with restaurants, barber and shoe-making shops following in that order.

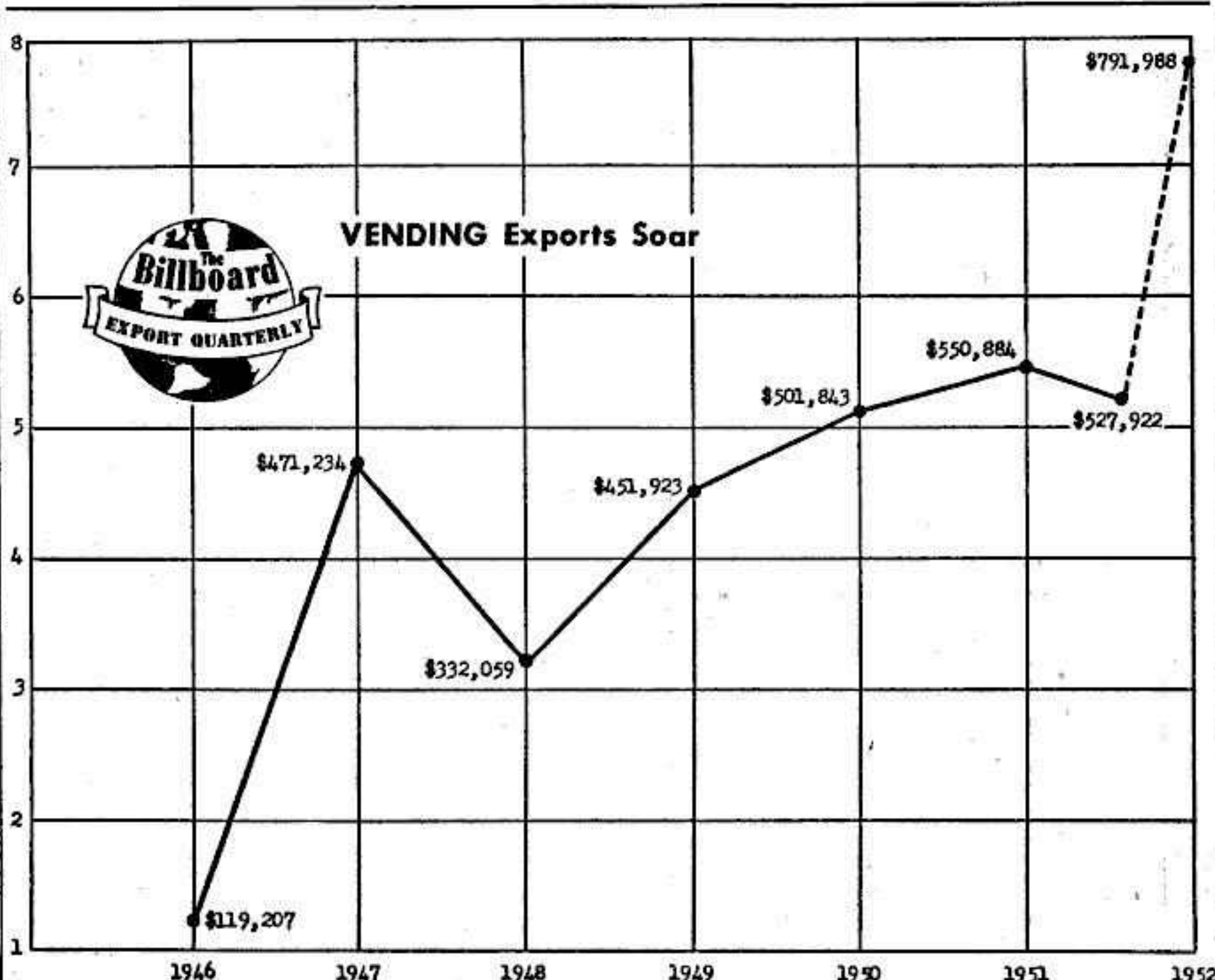
Generally, Tiveron pays a flat rate to his locations or 20 per cent of the gross. Some Toronto operators pay as high as \$4.50 per machine per month. In the city there are also as many as three

(Continued on page 83)

IMPORTERS STEP UP DEMAND

CHICAGO, Jan. 10. — A preliminary government report on September vender exports to nations buying less than \$10,000 worth of equipment, revealed that several countries in this category bettered August totals and others imported equipment for the first time or re-entered the market.

Mexico imported \$2,692 worth of venders during September, compared with \$1,680 in August. Bermuda imported \$804 against \$402 in venders during August. Panama, Bahama, the Dominican Republic and Italy imported a total of \$1,156 in vending equipment in September.



THE SOLID LINE indicates official figures of the U. S. Department of Commerce thru August, 1952. The broken line indicates figures from September thru December, 1952.

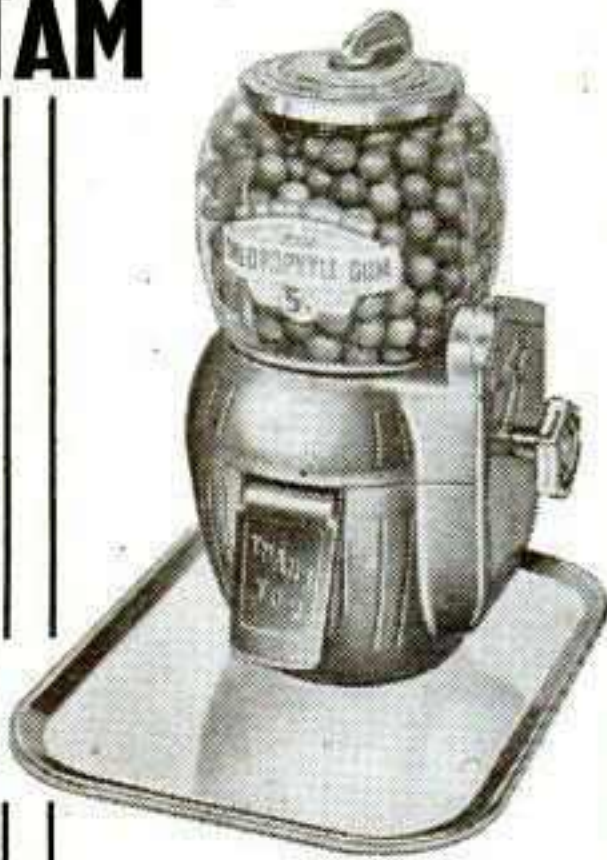
5¢ Chlorophyll Tray Vendor . . .

ATLAS BANTAM

★(Vends chlorophyll ball gum or chlorophyll chicle tabs, that new magic green stuff) . . . green as a new dollar bill . . . with just about as much customer-appeal! The Bantam is a gleaming, chrome-like vendor that will not only catch the customer's eye, but will make a hit with the location owner when you approach him on placement. With tray it can be slid along bar tops . . . placed next to a cash register, it gets the odd coins. It's small enough to fit into any nook where there's traffic.

. . . and for profits, you can't beat the Bantam.

★(Vends two chlorophyll balls of gum or four chlorophyll chicle tabs for a nickel! Just figure that up! . . . and when you do, you'll know you're sure with Atlas' Bantam!



Also vends almonds, pistachios and nuts

Salesmen and Distributors—Write NOW

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MANUFACTURING AND SALES CORP.

TWO KEYS TO CIG DOLLARS

Detroit Op Cites Trial Fills, King-Size Choice

DETROIT, Jan. 10.—A trial fill at each new location and a choice of king-size cigarettes are essentials in operation of a cigarette machine route, Carl Hill, founder of the Hill Vending Service, believes.

The trial fill means scheduling a recheck visit to the new location within three or four days after it is first filled and carefully studying the results. The sales of each brand offered will serve as a guide to the preferences of customers in the new spot. One caution to be observed, Hill said, was the selection of a representative fraction of a week, since a week-end crowd or a big

night, such as a shuffleboard league event, could seriously distort the sales preferences reflected in machine sales.

In the average restaurant, Hill fills the machine about three-quarters full—tho in a busy bowling alley he fills it to capacity. This makes necessary a call back at the end of a week—and he says this policy of regular weekly service upon the entire route is important, for two reasons:

1. It reduces the amount of money tied up in cigarette investment.

2. It keeps the operator better acquainted with his location, with the owner, and with the patrons and their habits as well.

At least two columns of king-size cigarettes should be placed in each machine, giving customers a choice, Hill feels. He uses one for Chesterfields, and one for Pall Malls. He notes that the former, in the Detroit market, does not require "pushing out a penny," since Chesterfields sell at 25 cents, while the other brands are sold at 24 cents, requiring the return of a penny in the pack.

Hill uses 9-column venders on practically all his locations, giving him seven standard pack columns if two use the large size. However, he says, many locations will be found to require three king-size columns, and should be given them.

"People are getting so they demand the big size—and will go somewhere else to buy if you don't have it," he warns.

The changes in size preference on locations can be accommodated in older machines by removal of a bracket, screwed on, to take the king-size, or by replacement of the bracket to return columns to standard packs.

Bruff on Board of Liggett & Myers

NEW YORK, Jan. 10.—Lawrence W. Bruff, advertising manager of the Liggett & Myers Tobacco Company, this week was elected to the board of directors.

Bruff has served as assistant to the vice-president in charge of advertising and has been advertising manager for two years.

Dec. Cig Receipts Up

BOSTON, Jan. 10. — Tax Commissioner Henry F. Long, in his annual report, stated that revenue from cigarette taxes has continued to climb. During December, receipts totaled \$2,160,917, compared to \$1,877,835 during the same period last year.

Bachman Sales Mgr.

MOUNT JOY, Pa., Jan. 10.—Bachman Chocolate Company appointed Wilson C. Rich sales manager. Rich was formerly with the Robert A. Johnson Company of Milwaukee and Hillside, N. J.

Love that Charm . . . **LOVING CUP**

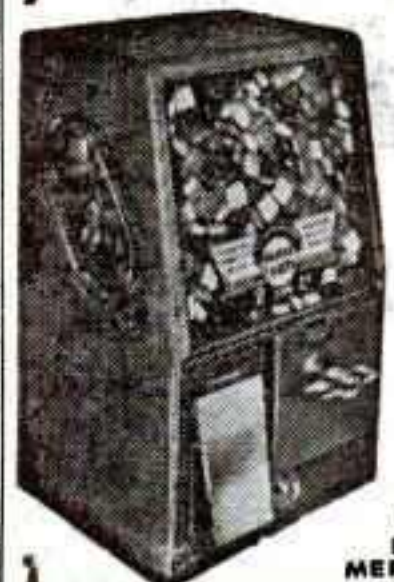


vends perfectly
 There are three reasons why you should buy this:
 1. It's BEAUTIFUL.
 2. It beautifies a Machine.
 3. The PRICE is a buy.
 in Plastic Colors \$4.00 per 1,000
 in Silver-Plated \$6.00 per 1,000
 in Gold-Plated \$6.25 per 1,000
 F.O.B. Jamaica, New York
 Or: At Your Distributor

A Loving Cup is a symbol of CHAMPIONSHIP. Everyone wants one, to feel like a Winner and Champion. That's what makes Loving Cups such a good item in machines. It satisfies a "want."

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BABY GRAND, 1c or 5c



\$13.00 Ea. Packed 4 to the Case
 \$12.00 Ea. in Lots of 100
 Now Delivering Baby Grand Deluxe \$57.00
 Case of 4 VENDS THE FOLLOWING MERCHANDISE:

Chicle Treats, 2 for 1c, count 300 to lb.
 Chlorophyll Treats, 2 for 1c, count 350 to lb.
 Chlorophyll Treats, 2 for 5c, count 350 to lb.
 Chlorophyll Ball Gum, 1 for 1c, count 210 to lb.
 WE SELL THE ABOVE AT LOWEST MARKET PRICE.
 1/3 Dep., Bal. C.O.D.
CHAMPION NUT CO.
 1194 Tremont St. Boston, Mass.

VICTOR . . . The Operator's Choice for Better Vending . . .

VICTOR'S Topper Deluxe Globe Style
 VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
 24 to 47 @ 14.00 Ea.
 48 to 99 @ 13.75 Ea.
 100 or more @ 13.20 Ea.

All Machines packed and sold 4 to the case.
DEVICES NOVELTY SALES COMPANY
 1624 N. California Chicago 4, Illinois

\$14.25 ea. \$13.25 ea. 100 or more

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR



- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED! **SILVER-STREAK**

BRUSH HOUSING & BALL GUM WHEEL

East & Midwest: M. J. Abelson, Gen. Sales Mgr., 2033 Fifth Ave., Pittsburgh Phone: AT 1-6478
 Pacific Coast Distributors: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave., Los Angeles

MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, Calif.

CHARMS

New JET SERIES 120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic \$2.15 M
 Copper 3.60 M
 Silver 3.70 M

DOMINOES

Beautifully designed black plastic with clear white dots \$6.00 per M f.o.b. NYC

• WHISTLES • SIRENS, ETC. COMPLETE LINE OF CHARMS SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO. 220 Broadway, New York 7

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 • Spanish Peanuts
 • Jumbo Peanuts
 • Cashew Nuts
 • Mixed Nuts
 • Pistachio Nuts
 • Wrigley's Gum
 • Squash Seeds
 • Red Skins
 • Almonds
 • Filberts
 • Adams Gum
 • Ball Gum
 • Pan Candies
 • Stands
 • Brackets
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 • Charms
 • Globes
 • Parts
 Northwestern "49" 1-24 \$17.25 ea.
 25-99 17.15 ea.
 100 or more 16.95 ea.
NORTHWESTERN SALES & SERVICE
 1194 TREMONT ST., BOSTON, MASS.

the new photo studio...
AUTO-PHOTO
 Complete in 1 unit! Coin operated! Portable for easy location!
 700% gross profit with the photo machine that offers 4 poses for 25¢—at less than 3¢ cost per strip! Completely automatic—commercial type developing in just 2 minutes! Easy for the customer! Easy for the operator! Operate a Photo Studio on a major Profit Producing Plan. Write today for your brochure—
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VICTOR'S Topper Deluxe Globe Style
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 VICTOR'S Topper Deluxe Half-Cabinet Style
 1 to 23 @ \$14.20
 24 to 47 @ 14.00
 48 to 99 @ 13.75
 100 or more @ 13.20
 \$14.25 ea.
 \$13.25 ea. 100 or more
 1 to 23 @ \$14.20 Ea.
 24 to 47 @ 14.00 Ea.
 48 to 99 @ 13.75 Ea.
 100 or more @ 13.20 Ea.
 All machines packed and sold 4 to the case.
MILLER-NEWMARK DIST. CO.
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MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now! Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

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Brand New **IMPORTANT** The Greatest Sensation Ever Offered
 Salesmen—Distributors—You have watched and waited! Here it is—
 "THE GOLDEN EGG DISPENSER"—a new, exciting, high profit unit used for dispensing hard boiled eggs. A perfect operator route deal for taverns, drug store lunch counter locations. Creates a sensation wherever offered. Absolutely no competition. Patent, copyright applications made—fully protected, with additional credit plan for operators expansion offered as incentive. This is it! Write
"ELECTRO-SERVE," INC.
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VICTOR . . . Tops in Bulk Vending



VICTOR'S Topper Deluxe Globe Style
 1 to 23 . . . @ \$14.20 ea.
 24 to 47 . . . @ \$14.00 ea.
 48 to 99 . . . @ \$13.75 ea.
 100 or more . . . @ \$13.20 ea.

VICTOR'S Baby Grand Deluxe



\$14.25 ea. \$13.25 ea.
 100 or more

VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23 . . . @ \$14.20 ea.
 24 to 47 . . . @ \$14.00 ea.
 48 to 99 . . . @ \$13.75 ea.
 100 or more . . . @ \$13.20 ea.



R. H. ADAIR CO.

6926 W. Roosevelt Rd., Oak Park, Ill.

Solid Dollars

Continued from page 81

or four ball gum machines, all owned by different operators, but paying the same percentage to the location owner, Tiveron declared.

An 8-pound machine grosses roughly \$16 a month, with about \$3 to \$3.20 being paid to the location. The operator takes the loss in slugs and wet gum, two of the worst bug-bears in the operation. Tiveron states his machines empty on the average of once every 10 days, altho at times during the peak summer periods, the routemen will have to visit a machine more often.

Tiveron Enterprises is one of the biggest operators in the city, consuming up to one ton of gum in a week. While it obtains new machines from various sources, they are mainly imported from the U. S.

Eqpt. Cost

When he first went into the business, Tiveron said bulk machines cost \$45 each. However, most machines are now selling, delivered in Canada, for \$25 a unit. Duty on the machines is 53 per cent. This is made up of 33 per cent duty on the cost of the machine, plus a 15 per cent excise tax on top of that, and then a standard 10 per cent sales tax. Charms have a duty of 30 per cent, plus the 10 per cent sales tax.

Tiveron Enterprises also distributes machines in Canada for the Atlas Manufacturing and Sales Corporation, Cleveland, as well as Victor Vending Company, Chicago, charms for Penny King Company, Pittsburgh, and gum for Leaf Brands, Chicago.

Texas Cig Sales Rise

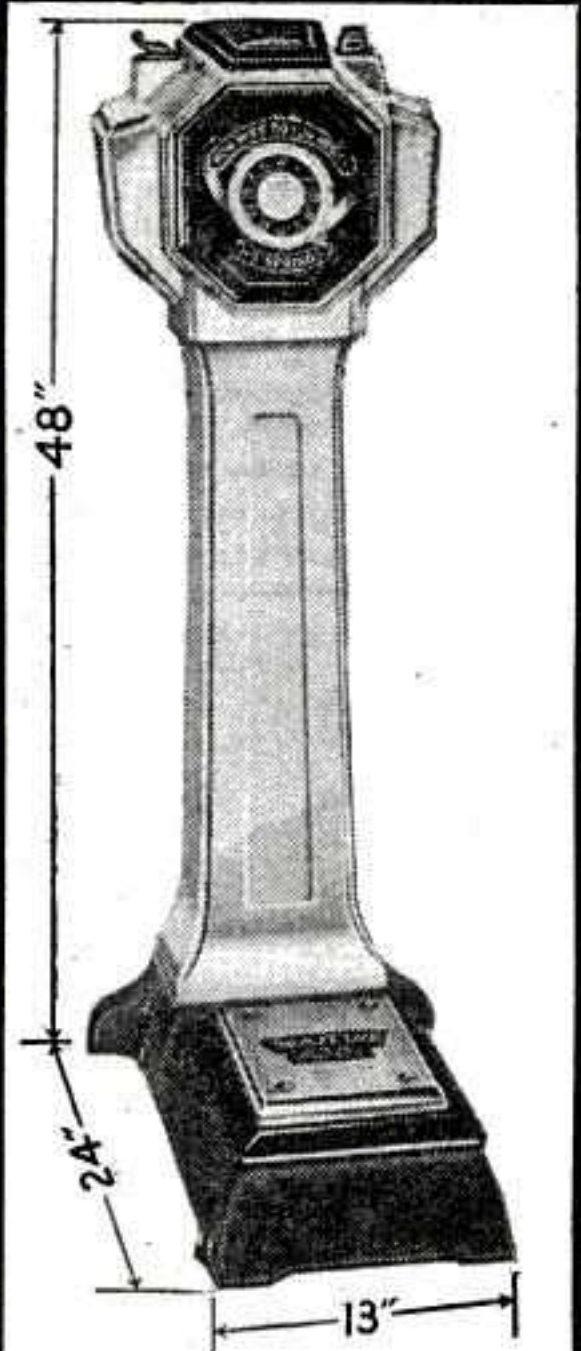
AUSTIN, Tex., Jan. 10.—State Treasurer Jesse James reported cigarette tax stamp sales for December totaled \$3,059,539, an increase of \$541,849 over the same month a year ago.

The cigarette levy of 4 cents per package showed that taxes were paid by Texans in December on 1,529,765,375 cigarettes.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27	Issue of Dec. 20
Advance Model D Ball Gum..	\$62.50	\$7.45	\$62.50	\$7.45
DuGrenier Candyman.....	22.50	22.50	22.50	22.50
DuGrenier Challenger, 5c (3 col.).....	125.00	125.00	125.00	125.00
DuGrenier Challenger (7 col.)	79.50	79.50	79.50	79.50
DuGrenier Model S (7 col.)	85.00	85.00	85.00	85.00
DuGrenier Model W.....	125.00	125.00	125.00	125.00
DuGrenier (11 col.) 25c conversion.....	150.00	150.00	139.00	150.00
Eastern Electric C-8.....	6.95	6.95	6.95	6.95
Esquire 1c.....	85.00	85.00	85.00	85.00
Foot Ease (Exhibit).....	125.00	125.00	125.00	125.00
Humpty Dumpty Scale.....	185.00	185.00	185.00	185.00
Keeney (9 col.) Elec.....	54.50	54.50	54.50	54.50
Kwik Shoe Shine Machine..	89.50	89.50	89.50	89.50
Marion Scale.....	7.45	7.45	7.45	7.45
Master Sc.....	90.00	90.00	90.00	90.00
National Candy 618.....	85.00	95.00	95.00	95.00
National 750.....	89.50	95.00	95.00	95.00
National 930.....	130.00	95.00	95.00	95.00
National 950.....	89.50	145.00	145.00	145.00
National Candy 918.....	110.00	110.00	85.00	110.00
Northwestern 31 Ball Gum..	7.50	7.45	7.50	7.45
Northwestern Deluxe 1c and 5c.....	13.95	13.95	13.95	13.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Sez.....	69.50	69.50	69.50	69.50
Rowe Candy (8 col.).....	185.00	185.00	185.00	179.50
Rowe Diplomat Electric.....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.).....	100.00	155.00	100.00	155.00
Rowe President (10 col.)....	130.00	130.00	130.00	130.00
Rowe Royal (8 col.).....	140.00	140.00	140.00	140.00
Rowe Royal (10 col.).....	22.50	22.50	22.50	22.50
Sanitary Napkins 10c.....	39.50	39.50	39.50	39.50
Shipman 3-Way Stamp Vendor.....	7.45	8.50	7.45	7.45
Silver King, 1c or 5c.....	22.50	22.50	22.50	22.50
Silver King Hunter.....	50.00	50.00	50.00	50.00
Siro's Brush-Up.....	99.50	99.50	99.50	99.50
Stewart-McGuire 25c conversion.....	80.00	80.00	80.00	80.00
Uneda Model E (6 col.)....	135.00	135.00	135.00	135.00
Uneda Model E (9 col.)....	115.00	115.00	115.00	115.00
Uneda Model E (12 col.)....	75.00	75.00	75.00	75.00
Uneda Model, 500 (7 col.)	90.00	95.00	95.00	95.00
Uneda Model, 500 (9 col.)	110.00	110.00	110.00	110.00
Uneda (15 col.) Model 500	195.00	195.00	195.00	195.00
Uneda Monarch (6 col.)....	49.50	50.00	49.50	50.00
Uneda Monarch (8 col.)....	50.00	50.00	50.00	50.00
Uneda Monarch (10 col.)...	49.50	50.00	49.50	50.00
U-Pop-It.....	50.00	50.00	50.00	50.00
U-Select-It.....	50.00	50.00	50.00	50.00



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS
WRITE FOR PRICES
Invented and Made Only by
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New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR

VEEDCO SALES CO.

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SPARKLE UP
FACE BACK
 ACTUAL SIZE
 those Venders with **LUCKY HORSCOPE COINS!**
 Imported, Jeweled, Birth Stones.
 Wow 'em with Diamonds, Emeralds, Rubies, Sapphires, Topaz, Turquoise
STONES SET IN 4 LEAF CLOVER
 Silver Plated \$11.50 per M
 Gold Plated 12.00 per M
 Coin approx. 7/8". Too heavy for slug use.
SOME OF THE MANY CHARM NUMBERS
IMPORTS Musical Whistle, Yo-Yo—2 color Metal Harmonica
BULK Olympic Atomic Musical Champ
FRONTS Clocks Picture Frames Loving Cups
WRITE US FOR BEST PRICES
New Plant—PLASTIC PROCESSES, INC.
 83 Hanse Avenue Freeport, N. Y.

William Foley PM V-P, Dies

NEW YORK, Jan. 10.—William C. Foley, vice-president in charge of warehousing, distribution and purchasing for Philip Morris & Company Lt., Inc., died of a heart attack at his office at 100 Park Avenue here Wednesday (7). He was 60 years old.

Foley joined PM in 1919 as a retail salesman and introduced English Ovals to New York. He later distributed the brand in the Midwest. He later served as general representative, developing a Marlboro sales force, was promoted to vice-president in 1933, and handled PM's national advertising in 1939. In 1947 he was appointed to his last post.



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money maker OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity holds over 500 pieces . . . ten column . . . wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms . . . fast, easy, front load servicing . . . positive, simple, fool-proof delivery . . . tested and proved on location.

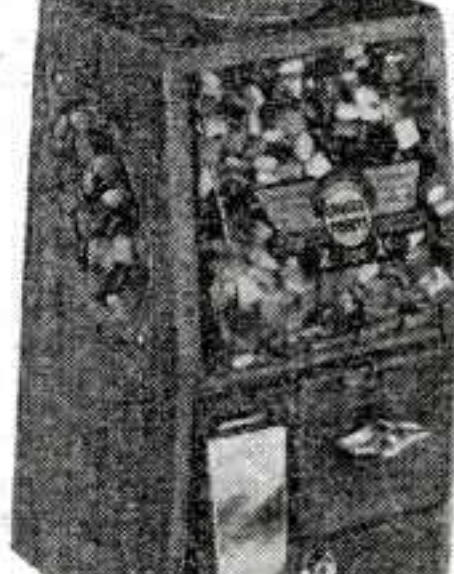
THE NORTHWESTERN CORPORATION
 899 S. ARMSTRONG STREET MORRIS, ILLINOIS

VICTOR . . . For Trouble-Free Operation

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

VICTOR'S Baby Grand Deluxe



1 to 23 . . . @ \$14.20 Ea.
 24 to 47 . . . @ 14.00 Ea.
 48 to 99 . . . @ 13.75 Ea.
 100 or more . . . @ 13.20 Ea.
 All machines packed and sold 4 to the case.
\$14.25 EA. \$13.25 EA. 100 or more

Le BLANC VENDING CO.

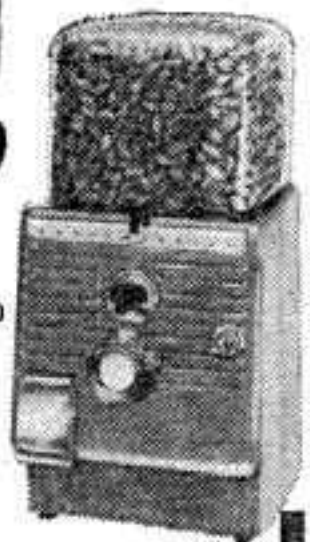
P. O. Box 324 Breaux Bridge, La.

30 DAY MONEY BACK TRIAL

Northwestern

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

Sensational Model 49
 1c-5c-10c
 Prices:
 LESS THAN 25 \$17.35
 LESS THAN 100 \$17.15
 100 OR MORE \$16.95
 F.O.B. Factory



GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination ..\$13.95
 MODEL 33 BALL GUM, Porcelain, 1c 7.45
 MASTER 5c 7.45

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Jumbo Queen . . . \$.74	VIRGINIA PEANUTS . . . \$.38	BALL GUM, All Sizes (200 Lbs. Min.), Prepaid, Per Lb. . . \$.28
ZENOBIA PISTACHIO Fancy Shell . . . \$.72	SPANISH PEANUTS . . . \$.28	ADAMS GUM, All Flavors, 100 Count . . . \$.42
PISTACHIO 4-STAR PISTACHIO Vendors . . . \$.74	ALMONDS, 480 Count 5 Lb. Vac'm Packed . . . \$.85	WRIGLEY'S GUM, All Flavors, 100 Count . . . \$.47
MIX . . . \$.65	ITALIAN CHICK PEAS, Roasted and Salted . . . \$.25	SUCHARD CHOCO-LATE, 200 Count . . . \$ 1.20
PISTACHIO 3-STAR . . . \$.52	RAINBOW PEANUTS . . . \$.28	HERSHEY'S CHOCO-LATE, 200 Count . . . \$ 1.30
CASHEW, Whole . . . \$.67	BOSTON BAKED BEANS . . . \$.28	Minimum Order, 25 Boxes
FILBERTS . . . \$.58	LICORICE LOZENGES . . . \$.25	
MIXED NUTS . . . \$.55	M & M . . . \$.40	
JELLY BEANS . . . \$.28		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/3 Deposit, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
 MOE MANDELL
 440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467
SAY YOU SAW IT IN THE BILLBOARD!

IT'S NEW! IT'S A BEAUTY! IT'S A MONEY HONEY!
New CHAMPION BULK VENDOR



- VENDS CHARMS AND MERCHANDISE LIKE MAGIC!
- MOST PRACTICAL BRUSH HOUSING EVER DESIGNED FOR BULK VENDING
- LARGER OPENING IN GLOBE MAKES PACKING CHARMS FAR EASIER
- SIMPLE, FOOL PROOF COIN MECHANISM ELIMINATES COSTLY SERVICE CALLS
- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE-HEAD" SERVICING!

DISTRIBUTORSHIPS AVAILABLE
CHAMPION VENDORS SUPPLY CO.
 EASILY THE BEST
 1119 EAST HOUSTON ST. • SAN ANTONIO, TEXAS

BRAND NEW LUCKY BOY VENDORS



\$9.75 Each Model
 Lots of 5 \$9.50 Ea.
 Lots of 10 \$9.25 Ea.
 Lots of 25 1/4 or 5c \$9.00 Ea.

For 140-170-210 Gum and Charms, Nuts and Chicle Chews. Fully Guaranteed.
 1/3 Deposit, Balance C.O.D.

BLOYD MFG. CO.
 VALLEY STATION, KY.

Eppy Loving Cup Ready for Market

NEW YORK, Jan. 10. — The latest in the line of charms produced by Samuel Eppy & Company, Inc., Jamaica, N. Y., manufacturer, a plastic loving cup, is available for shipment.

The new charm sells for \$4 a thousand in plastic colors, \$6 a thousand copper-plated, \$6.25 a thousand silver-plated and \$7.50 a thousand gold-plated.

FOREIGN BUYERS! VICTOR'S

TOPPER DELUXE globe style
\$14.20 EACH—PACKED 4 TO A CASE. LESS IN QUANTITY LOTS.

Immediate Delivery on all Models. Time Payment Plan Available — Trade-Ins Accepted.



Calif. Charters
 • Continued from page 81

Lyon Industries, Inc., was chartered to manufacture, repair and service machines for vending purposes in California. Firm is a Delaware corporation with offices at 373 Fourth Avenue, New York. Incorporation papers were filed by The Corporation Trust Company, 120 Broadway, New York. The California office is located at 1839-41 West Pico Blvd., Los Angeles.

Hot Cup Corporation has been chartered to manufacture, install and service coffee vending machines in Los Angeles County. Authorized capital stock is 5,000 shares, no par value. Directors are Alfred L. Irwin, Thomas Howard and Aldo B. Vanoni.

Brade Enterprises, Inc., was formed to sell vending machines. Authorized capital was listed at \$50,000. Directors are C. V. Roades, L. V. Brade and C. S. Roades.

Oxgen-Aire, Inc., has been granted a charter to sell vending machines in Monterey County. Authorized capital is \$25,000. Directors are James M. Reed, Christine Osinoff and Clara Den.

Netco Corporation of America was formed to operate venders in Beverly Hills. Authorized capital stock was given as 1,000 shares, no par value. Directors are Harvey S. Nessel, Martha O. Nessel and Howard F. Robertson.

"Smokeshop Lo-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details



AUTOMATIC PRODUCTS CO.
 230 W. 37th St., New York 19, N. Y.
 Plaza 7-3123

NEWER CHARMS

From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards
 Silver Tipped Bullets
 New Cameos

Compasses
 Photo Lockets
 Photo and Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35c for complete samples for low, low, low prices.

PENNY KING CO.
 2538 Mission Street
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Available Now!

1c or 5c **ACORN** ALL-PURPOSE BULK MERCHANDISER

Featuring the new **SILVER STREAK** BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
 1012 Milwaukee Ave. • Chicago 22, Ill.

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1 . . . Fortune and Weight
 ★ Fully Automatic & Patented
 ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25 DEPOSIT**

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.


AMERICAN SCALE MFG. CO.
 3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached find check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____



BABY GRAND NEW DELUXE STYLE



Less than 25 cases . . . \$57.00 per case of 4 F.O.B.
 25 cases or more . . . \$53.00 per case of 4 F.O.B.
 Half-Cabinet Styles Also Available.

Introductory Offer
 (For New Deluxe Style Baby Grands add \$5 to each price)
 FOUR 1c BABY GRANDS plus 25 pounds of CHICLE TREETS—Total \$63.25
 FOUR 1c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total \$65.00
 FOUR 5c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total \$69.50

Write for Our Complete Charm and Merchandise List
 Price subject to change without notice

Pioneer Vending Service
 590 Albany Avenue Phone: PResident
 4-5358 Brooklyn 3, N. Y.

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00 SPRINGS ARE PRECISION CALIBRATED. HEAVY SHEET METAL BASE TIN SCOOP DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE. Skilled hand-workmanship 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. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
 Distributors, Write for Prices

J. SCHOENBACH
 Distributors of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 25, N. Y.

SILVER QUARTER OPERATION KING SIZE INCLUDED! CIGARETTE MACHINES

Uneeda Model 500, 7 col., 250 cap., or 9 col., 350 cap. . . . \$95.00
 National Model 930—9 col., 270 cap. . . 95.00
 DuGrenier Model W—9 col., 308 cap. . . 85.00
 Rowe Imperial—8 col., 240 cap. . . . 85.00
 Uneeda Model E—8 or 9 or 12 col., up to 300 cap. 80.00

CANDY VENDORS

U-Select-It, Late Wall Model—74 cap. . \$ 50.00
 DuGrenier Candyman with Base—72 cap. 62.50
 National Model 618 with Base—108 cap. 90.00

Our Paints Are VENDERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEEDA MONARCH
 6 Cols., 380 Pk. Cap. **\$75.00**
 8 Cols., 510 Pk. Cap. **\$90.00**

Any column can be used for king size or standard size vending as desired.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW RECONDITIONED LIKE NEW

166 Clymer Street, Brooklyn 11, N. Y. • EVERgreen 7-4568

PERFECTLY RECONDITIONED! SILVER KING VENDORS

1c OR 5c BULK 1c CHARM KING

Completely Reconditioned and Refinished! **\$8.50 EA.**

Jewel King, 5c Bulk, 2 Comp. . . \$4.95
 N.W. Model 39, 1c Bulk . . . 8.50
 N.W. Model 33 Ball Gum . . . 7.50
 N.W. DeLuxe 1c & 5c Comb. . . 15.00
 Master 1c Bulk . . . 8.50
 Columbus 1c Bulk . . . 8.00
 Columbus 5c Bulk . . . 8.50
 Model V 1c Globe . . . 9.75
 Model V 1c Cabinet, 5c Tray . . . 9.50
 Asco Hot Nut 5c Bulk . . . 15.00
 Silver King Hot Nut 5c Bulk . . . 15.00
 Ajax Hot Nut 5c Bulk, 3 Comp. & Stand . . . 39.50
 Benlam, 5c Tray . . . 10.00
 Almond Vendor, 5c Tray . . . 4.95
 Exhibit Card Vendor, 1c . . . 15.00

COUNTER AMUSE. MACHINES

Hit-A-Homer, 1c . . . \$19.50
 Pop-Up, 1c . . . 19.50
 Kicker & Catcher . . . 22.50

NEW AND RECONDITIONED VENDORS

PARTS, SUPPLIES, ACCESSORIES

BALL GUM, CHARMS, NUTS

EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St., Phila. 22, Pa.
 Lombard 3-2676

VICTOR . . . Tops in Bulk Vending

VICTOR'S Topper Deluxe Globe Style
 All machines packed and sold 4 to the case

VICTOR'S Topper Deluxe Half-Cabinet Style

VICTOR'S Baby Grand Deluxe

1 to 23 . . . @ \$14.20 Ea.
 24 to 47 . . . @ 14.00 Ea.
 48 to 99 . . . @ 13.75 Ea.
 100 or more . . . @ 13.20 Ea.

\$14.25 EA.
\$13.25 EA.
 100 or more

VEEDCO SALES COMPANY
 2124 Market Street Philadelphia 3, Pa.

For Beauty and Durability—It's Victor

VICTOR'S Baby Grand Deluxe \$14.25 EA.
VICTOR'S Topper Deluxe Globe Style \$13.25 EA.
VICTOR'S Topper Deluxe Half-Cabinet Style \$13.25 EA.

All machines packed and sold 4 to the case.

1 to 23 . . . @ \$14.20 Ea.
 24 to 47 . . . @ 14.00 Ea.
 48 to 99 . . . @ 13.75 Ea.
 100 or more . . . @ 13.20 Ea.

RUSS THOMAS COMPANY
 682 Madison Memphis, Tenn.

The word to the "wise" is . . .

GUGGENHEIM for **CHARMS**

SEND FOR PRICE LIST

Guggenheim INC.
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GIVE TO THE RUNYON CANCER FUND

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
 Candy Gum & Nuts
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 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, \$20. 908

Name _____
 Address _____
 City _____ Zone _____ State _____
 Occupation _____

Top 5 Juke Importers '47-'52

Country	No. of Mchs.	Value	Country	No. of Mchs.	Value
1947					
1. Canada	5,512	\$1,233,213	1. Venezuela	826	\$ 463,932
2. Mexico	2,320	824,493	2. Cuba	885	275,628
3. Cuba	1,128	424,123	3. Canada	811	264,087
4. Colombia	540	313,222	4. Belgium	456	255,491
5. Venezuela	391	238,442	5. Salvador	214	112,607
1948					
1. Colombia	959	450,803	1. Venezuela	1,253	714,738
2. Venezuela	560	333,511	2. Canada	2,453	633,307
3. Cuba	734	322,426	3. Cuba	1,210	505,986
4. Un. S. Africa	351	149,512	4. Belgium	660	285,131
4. Philippine Rep.	240	89,613	5. Mexico	1,047	201,117
1949					
1. Venezuela	883	402,247	1. Venezuela	1,072	646,840
2. Cuba	496	163,183	2. Canada	1,487	410,251
3. Guatemala	120	65,427	3. Mexico	1,020	317,639
4. Philippine Rep.	146	65,364	4. Cuba	1,145	311,761
5. Panama	88	50,426	5. Belgium	476	201,318

Venezuela Top Foreign Buyer

Canada, Mexico, Cuba and Belgium Rank Next; Future Looks Impressive

CHICAGO, Jan. 10.—Altho export figures have been compiled for only the first eight months of 1952, it is evident that five countries will account for about 75 per cent of the total juke boxes exported by American companies.

Venezuela again leads the list of importers, making it the fourth straight year this country has topped the dollar value list in juke importations. Following Venezuela, are Canada, Mexico, Cuba, and Belgium. Of the \$2,511,382 in juke boxes shipped during the first eight months, the five top countries accounted for \$1,887,809. (See chart elsewhere on this page).

One reason for Venezuela's showing, according to exporters, is the country's relatively free and open market backed by an oil stabilized economy. Only once since the end of World War

II has Venezuela been out of the top five.

Canada, which led the list in the postwar years of 1946-47 dropped out of the top spot when an embargo was placed on luxury items to save dollars. However, when the embargo was lifted in late 1950, Canada rose to third place and for the last two years has been running second.

Cuba has been listed among the top five since 1946. It has risen from fourth to third, third to second, and then dropped back to fourth. Cuba's position is due to its sugar-backed economy, plus the growing success of American and Latin music. The tourist trade in Cuba is helping the music business in that country to a point where juke box programming must include U. S. choices as well as Cuban favorites.

Mexico has been on and off the list in the last several years, probably due to the tight controls maintained by the government. No fully assembled juke boxes are allowed to enter the country. All work that can be done by domestic labor, such as cabinet making and assembling, must be done in that country.

Belgium has been a consistent large volume buyer of juke boxes. This was the sole free market in Europe after the war and indications are that Belgium will remain the European mainstay.

Altho there seems to be no immediate upsets in the top five positions among the buyers, there is evidence of greater buying among countries not listed. Time alone will determine the extent of their future volumes.

Exports May Top \$4 Million In 1952; Future Looks Good

Record Year in the Making; Venezuela and Columbia Drop

By STEVE SCHICKEL

CHICAGO, Jan. 10.—Juke box exports for 1952 give every indication of breaking the previous record set in 1947. The dollar total of juke box exports in that year was \$3,967,859. U. S. De-

partment of Commerce figures for the first eight months of 1952 indicate that it may be the biggest in juke history. The figures also showed, with a few exceptions, that the business has been increasing steadily.

One exception to this was Venezuela. Venezuela had been the top importer of American-made juke boxes for the last several years and appeared to be leading the list in 1952. However, a revolution in that country in late November ended importations.

Another exception to the increase trend, was Columbia. That country canceled all licenses and government restrictions were levied banning the importation of juke boxes.

O. O. Mallegg, AMI, Inc., exporter, just returned from a tour of Venezuela, Colombia, Panama, Ecuador, and Peru, asserted that Panama was wide open and that juke exports to that country were increasing. He stated that Peru

and Ecuador looked good but he declined to comment on Colombia or Venezuela.

Mallegg said, "Business on the whole has been very good. There is a high degree of interest in the juke, both because of its quality and its beauty. There is a general loosening up of the purse strings in the foreign countries which is also helping export trade. I expect there will be a greater loosening of money in 1953. The only real trouble I have run into so far, is the fact that I can't get some of the second hand models that are in demand by foreign buyers. I have back orders on hand that I haven't been able to fill for months."

Starting in 1939, the number of juke boxes exported climbed from 3,395 (1940) to a peak of 12,370 in 1947 and totaled 8,442 last year. The dollar value of machines exported jumped from

(Continued on page 86)

Slade Named Asst. Manager By Wurlitzer

NORTH TONAWANDA, N. Y., Jan. 10.—Gerald J. Slade has been appointed assistant manager of The Rudolph Wurlitzer Com-



GERALD J. SLADE

pany, North Tonawanda Division. The announcement was made by Clinton D. St. Clair, divisional manager.

Slade was born in Utica, (Continued on page 86)

Rock-Ola Export Market Expanding

Improved Financial Status of Foreign Lands Aid Music Business Growth

CHICAGO, Jan. 10.—The Rock-Ola Manufacturing Company reports the export market increasing steadily and that it has made plans to keep pace with changing conditions and meet the demands of foreign buyers.

The reasons for the increase are many, among them a greater interest, more curiosity and relaxed restrictions. Many countries not familiar with the juke box a few years ago, now are getting fair-

sized returns on their machines for such a simple reason as "the intricate mechanisms fascinate the player." Another reason for the expansion of the export trade and the increased play is the improved financial status of the people in foreign countries.

Many countries, in fact, Asia as a whole, are a music loving people who sing or chant while they work. This makes it a natural for the juke box in such areas. American jazz is in great demand and future prospects look even better. Many areas got their first look at a juke box at military installations. They liked what they saw and soon the people themselves had access to the machines.

In some countries the juke box is utilized as an advertising medium. The machine is set up on sidewalks in many places and is played all day to attract customers. In one area, a law had to be passed banning the machines from being played too late at night.

Greater selectivity also has increased demands of foreign countries. This permits the operator to place both local and American music on the machine to increase play.

Rock-Ola, which has been producing the Fireball 120 only since last October, already has shipped machines to the following countries: Belgium, Canada, Costa Rica, Cuba, Curacao, Dominican Republic, Guatemala, Honduras, Mexico, Newfoundland, Nicaragua, Panama, Philippines, Puerto Rico, San Salvador, and Venezuela.

Executive Vice-President Bacon advises that altho Rock-Ola Manufacturing Company has excellent foreign representatives, "the world is a big place," and territories are still being sought for additional outlets.

Ad Contest Winner Gets AMI D-80

GRAND RAPIDS, Mich., Jan. 10.—Mrs. Margie Rodgers, of Fresno, Calif., won first prize in the AMI-Write-an-Ad-Contest, William E. (Bill) FitzGerald, advertising and sales promotion manager of AMI, Inc., announced.

FitzGerald left for Fresno where he will present the winner with an AMI model D-80 as her prize in winning out over 400 other contestants. The contest was hailed as a great success.

The winning ad along with other placers in the contest will be used by AMI in its 1953 advertising campaign. The ads will be labeled with the names of the contestants and the place they won.

While in the West, FitzGerald will also visit distributors.



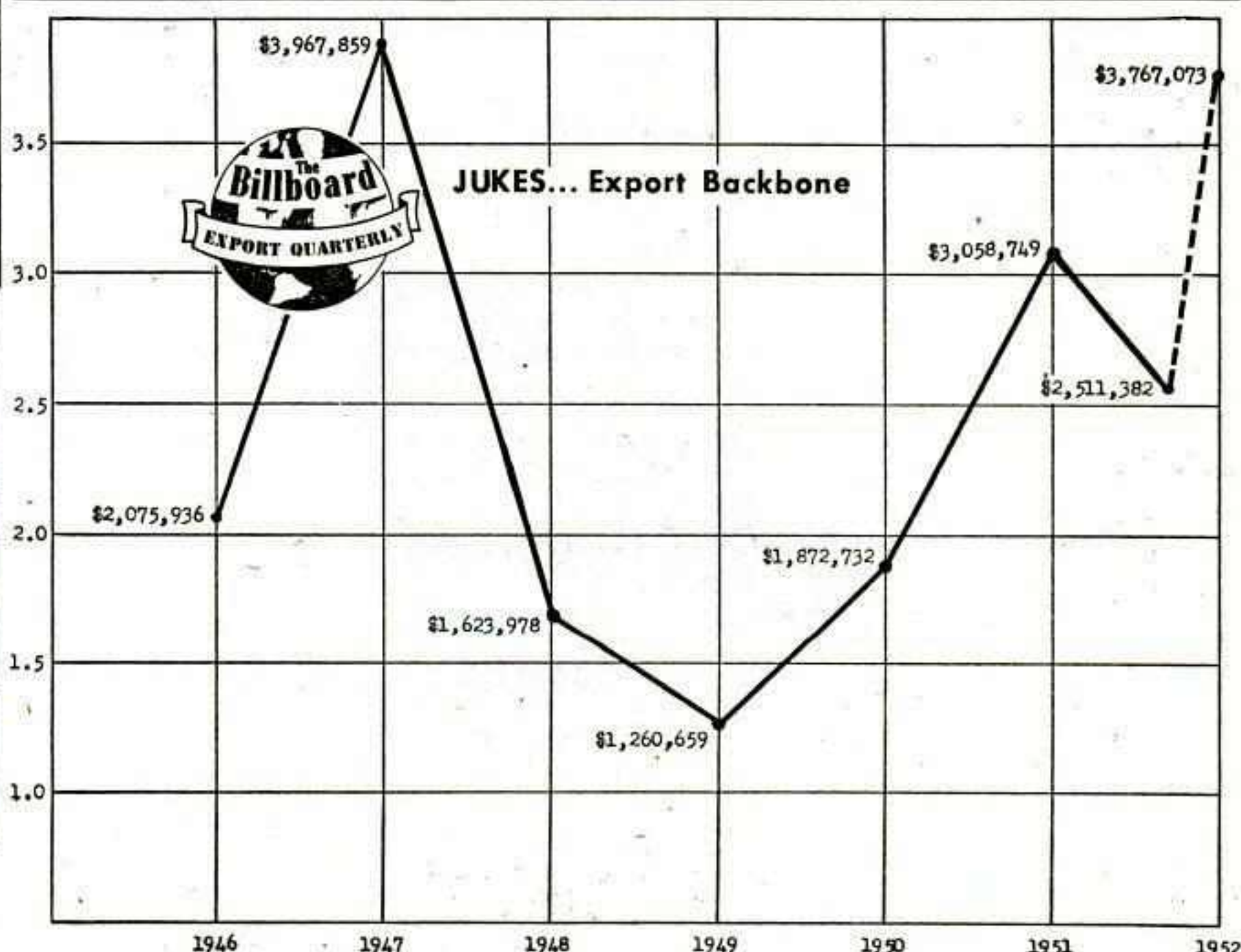
ROBERT B. BOLLHEIMER, Decca Distributing Company, holding trophy awarded him by Apex Cigarette Service, Inc., to "The Outstanding Record Salesman of the Year."

Juke Exports

Monthly Totals

Month	1952		1951	
	No.	Value	No.	Value
January	924	\$ 264,439	907	\$ 254,500
February	852	379,573	771	241,580
March	813	334,577	779	316,330
April	706	294,625	1,245	334,393
May	760	319,857	410	172,340
June	988	320,226	681	240,226
July	967	394,214	350	131,969
August	684	203,871	650	301,263
TOTALS	6,674	\$2,511,382	5,793	\$1,992,601

Figures were available for only the first eight months.



THE SOLID LINE indicates official figures of the U. S. Department of Commerce thru August, 1952. The broken line shows unofficial figures from September thru December, 1952.

SOUL PLEASING TUNES URGED FOR JUKE BOX

HANCOCK, Me., Jan. 10.—Carleton Smith, director of The National Arts Foundation, urged wider use in juke boxes of "music which nurtures the soul instead of merely assaulting the ear."

Smith, who is visiting orchestra conductor Pierre Monteux, made the statement at the annual meeting of the foundation. "It is not only good for the nerves, but necessary to enjoy music," he said.

Exports May Top \$4 Million

• Continued from page 85

\$566,866 in 1940 to a high of \$3,967,859 in 1947 and was \$3,058,749 last year. (See chart elsewhere).

Two exceptions to the pattern of steady growth were World War II, and the blackout of the Canadian market for the 3-year period from 1948 to 1950 as a result of that government's embargo on luxury goods to conserve dollars.

However, since the return of the Canadian market during the

'Top Service Makes Money,' Says Willens

DETROIT, Jan. 10. — "Give them service plus—that's half the battle," says Sam M. Willens, Detroit music operator, who heads Willens Music Systems. "Everything has to work 100 per cent letter-perfect, in order to make money for everyone."

Willens has been back in the coin machine field for nearly a year. He was formerly associated with the old National Distributors, who had a plant in Ann Arbor making parts for pin games back in the '20's. Previous to that, he was an orchestra leader, and at one time had three bands operating. Now he is bringing his experience into his present operation, building an expanding route. He has three basic rules of service.

1. Weekly service as complete as possible on the regular weekly collection call. With a one-man route, Willens now does this himself, setting the pattern for future growth.

"Don't wait for a machine to break down before you fix it. If you take care of a machine, it will take care of you," he advises. Accordingly, a good once-over check is made on every service call. If a bulb is out, it is replaced, and other minor adjustments and repairs are made. If more work is required, the regular serviceman is called in on the job.

A cloth to clean up the machine is perhaps one of the most essential pieces of equipment, Willens points out. He prefers Cornelia Cloth, made by the Dow Chemical Company, because it is impregnated with a special chemical. "An attractive machine draws business," Willens concludes.

2. A special check by a qualified serviceman is made once a month. Among his duties are to oil the machine; check any distortion in the speaker; check the tubes; blow out all dust, which causes more trouble than anything else, and make sure that all units operate freely.

3. Special attention is paid to acoustics at each location to insure the best possible tone. Here Willens' own experience as a musician also proves valuable.

Speaker positioning is a prime consideration for good results. Willens says that ceiling speakers are the best for most spots, because they develop a minimum of distortion.

The value of this attention to service in merchandising music is summarized in Willens' conclusion: "Music relaxes people. If we give people music, it tends to unwind them—if the quality is pleasing and properly presented."

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

PRICE CEILING PROBE. The Office of Price Stabilization will conduct a new investigation to determine if the authorization granted Cetra-Soria Records for uniform ceiling prices would remain in force or be cancelled (Music department).

MILLS GOLD DISK. Sales of the Mills Brothers' waxing of "Glow Worm" on Decca yesterday passed the million mark (Music department).

GREENE PROMOTION. Plans for four separate tours which Norman Greene, M-G-M artist will make plugging his new instrumentals, "Suspicion" and "Blue Porcelain," are now being planned (Music department).

"I DON'T KNOW." The tune "I Don't Know" is being billed in many areas as the biggest r.&b. hit tune since "Sixty Minute Man" (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

latter months of 1950 and the stabilizing of the overseas markets, juke box exports resumed a steady rise. The price average per machine has risen from \$173 per machine in 1939 to \$432 in 1950 and held steady at \$362 in 1951.

Foreign buyers, Mallegg also pointed out, are staying away from used equipment except late models and those in excellent condition. The trend is toward more new machines, he said, indicating that the use of the foreign market as a disposal ground for junk equipment has ended.

Exporters pointed out that despite the favorable picture of the future and present conditions, things may change overnight. This is true in the case of Venezuela and Colombia. The avail-

N. Y. Seeburg Distrib Boosts Export Volume

NEW YORK, Jan. 10.—About 60 per cent of all used and reconditioned juke boxes sold by Atlantic New York, local Seeburg distributor, is going on the export market, with Europe providing the bulk of the orders, according to Murray Kaye, Atlantic sales manager. Kaye said that South American trade has been dull, however. South American sales have picked up somewhat, he added.

Kaye said that most of the export business is being done on what amounts to a cash basis, with the foreign purchasers depositing irrevocable letters of credit in New York.

The New York firm is not allowed to sell 45's, either new or used, in the export market, so most of the sales are 78's. Over-all export volume has increased more than 300 per cent during 1952 over 1951, Kaye reports.

Evans Adds 2 Foreign Outlets

CHICAGO, Jan. 10.—Les Reick, phonograph sales manager of H. C. Evans & Company, revealed that Salvador and the Virgin Islands were added to the list of countries importing the firm's machines during 1952.

At present, Venezuela, Belgium and Switzerland are among the top buyers. Reick stated, "We have geared our production to an increase in both domestic and foreign consumption, and are expecting 1953 to be even better than last year."

"The foreign market still tends to demand top quality tone reproduction, and plenty of volume. The demand is steady on 78 r.p.m. boxes with most of the countries of sufficient dollar availability demanding new machines rather than used."

The Evans company has many servicemen from foreign countries attend its service school here for service training. Reick added, "Most of the larger distributors in our foreign outlets are well equipped to service their machines and the servicemen are very capable."

ability of the dollar and rapid changes in the license hassle occur with great regularity. Custom and duty imposition and relaxation are also factors in the changing picture. Any of these may tend to affect the market.

However, in spite of the difficulties, the foreign market reflects a steady expansion as an outlet for juke boxes and a corresponding strengthening of the domestic market.

Coinmen Fete Joni James At Miami Club

MIAMI BEACH, Jan. 10. — Approximately 100 juke box operators, record dealers, and disk jockeys of Greater Miami attended a cocktail party at Ciro's, in honor of Joni James who is currently heading the show there. The host was the Binkley Distributing Company, which distributes M-G-M records in Florida.

The singer, who rocketed to fame with her record of "Why Don't You Believe Me," scored solidly with a variety of numbers including "Have You Heard" and "Wishing Ring." Miss James greeted coinmen and record dealers and expressed her thanks for their assistance in promoting her disks.

Deejays on hand were Harry Burge, WQAM, who made a tape recording on the scene with Miss James, for broadcast later on his "Juke Box Serenade" program; Bob Marshall, Hal Kent, Don Butler and George Chamberlain, WGBS; Bob Hanna, WINZ; Cy Russell, WMIE; Bob Stevens and Bob Hildreth, WVCG.

Bill Binkley, president of the distributing company whose main office is in Jacksonville, attended. Dave Shedd, manager of the Binkley branch in Miami, was in charge of the arrangements. Mrs. Donna Shedd and Allan G. Thorud are also members of the Miami staff of the M-G-M outlet.

Bill Weikel With Mallegg Exports

CHICAGO, Jan. 10.—O. O. Mallegg, exporter of coin machines, announced today the appointment of Bill Weikel as his assistant. Weikel was formerly with the export division of International Harvester Company, and was also with Mallegg in the past.

Weikel will take over the operation while Mallegg is leaving. Mallegg is leaving late this month for an extended two-month trip thru Venezuela, Colombia, Panama, Peru, Ecuador, Costa Rica, Nicaragua, San Salvador, Honduras, Guatemala, and Mexico.

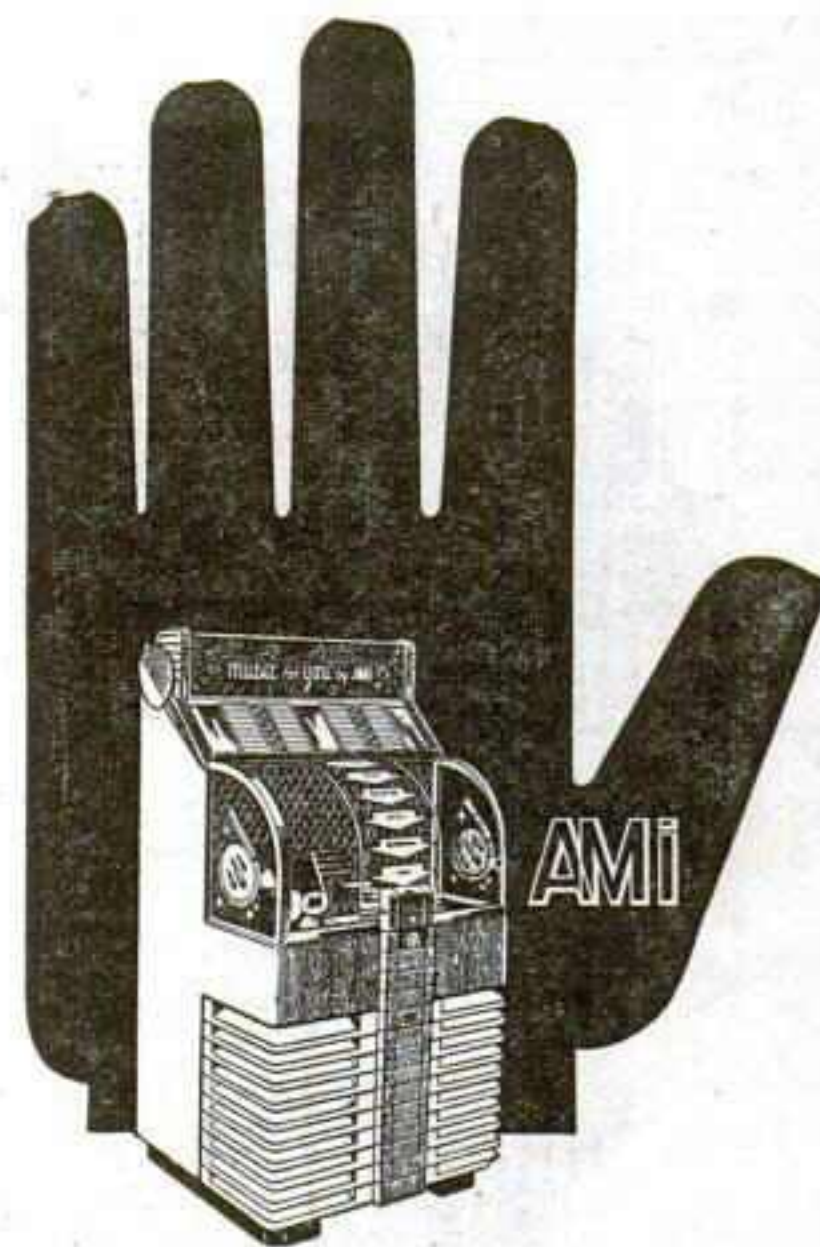
Slade Appointed

• Continued from page 85

N. Y., and graduated from Colgate University and Harvard School of Business. From 1942 to 1944 he served as assistant chief of the tire and rationing branch of the OPA. In the following two years he was engaged in Marketing Research for the B. F. Goodrich Company in Akron and in 1946, Slade transferred to Hewitt-Robins, Inc., of Buffalo, where he served as advertising manager. In 1947 he was appointed assistant to the vice-president in charge of sales of the Vogue Rubber Company, Chicago.

Slade joined Wurlitzer on December 5, 1949, as assistant to the vice-president and manager of the North Tonawanda Division. In 1952 he was appointed defense products manager.

Wurlitzer, in addition to its production of electronic organs and coin-operated phonographs, is currently engaged in defense work which requires about 50 per cent of its manufacturing capacity. This has been accountable for the local Wurlitzer division's back log of orders despite the company's employment of nearly 3,000 persons.



all over the world...

The AMI phonograph enjoys a world-wide reputation as the phonograph of the future... Equipped with the famous AMI mechanism and accompanied by our well-known world-wide service. Please Write Us About Your Requirements.

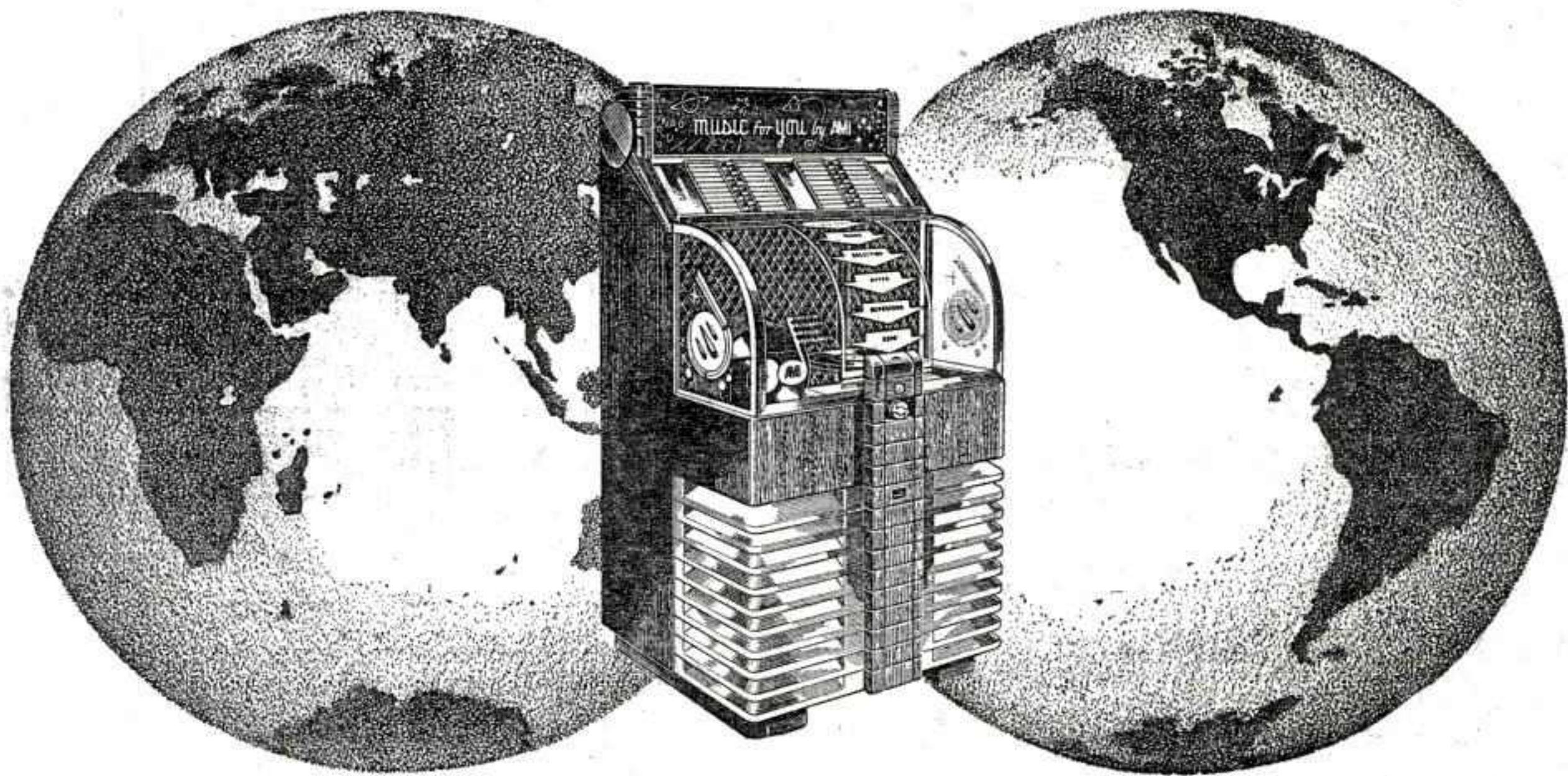


For any additional information write to

AMI Incorporated

EXPORT DEPARTMENT

400 WEST MADISON ST. CHICAGO 6, ILLINOIS
Cable: AMINC Telephone: FRanklin 2-4868



in any language . . .

ENGLISH The A M I is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize A M I are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

GREEK ΤΟ Α Μ Ι είναι κάτι περισσότερο από εθνικό έντυπωσιακό εις τὰς Ἠνωμένας Πολιτείας τῆς Ἀμερικῆς. Ἐπίδειξις χρωμάτων καὶ ἐκλαμπρὸς ἐκτέλεσις ποὺ χαρακτηρίζει τὸ Α Μ Ι φέρουν πολλὰ κέρδη διὰ τοὺς χειριστὰς καὶ τὰς τοποθεσίας εις πλέον ἀπὸ εἴκοσι χώρας εις τὸ ἔξωτερικόν. Ἡ ἐνθουσιώδης ποὺ τοῦ γίνεται ὑποδοχὴ εἶναι τόσοσὺν παγκόσμιος ὡς καὶ αὐτὴ ἡ μουσικὴ.

GERMAN A M I findet überall in den Vereinigten Staaten von Amerika sensationelle Aufnahme. A M I's farbenprächtige Ausstattung und hinreissende Tonfülle bringen Unternehmen in mehr als zwanzig ausländischen Staaten, wo immer die Apparate verwendet werden, reichsten Ertrag. A M I's Beliebtheit erweckt, ebenso wie die der Musik, in der ganzen Welt enthusiastisches Entzücken.

ITALIAN Gli apparecchi A M I sono più che una sensazione nazionale negli Stati Uniti d'America. Lo sfarzo dei colori e lo splendore del suono stanno accumulando profitti su profitti per imprese dove gli apparecchi furono messi in opera, in più di venti paesi stranieri. L'accoglienza entusiastica offerta agli apparecchi A M I è tanto universale quanto la musica stessa.

DUTCH De "A M I" is meer dan een nationale sensatie in de Vereenigde Staten van Amerika. De kleurenpraal en de schitterende weergave, die de "A M I" kenmerken, stapelen de winsten van de eigenaars en zaken in meer dan twintig vreemde landen op. Zijn enthousiaste ontvangst is zoo algemeen als muziek zelf is.

FRENCH Les appareils A M I ont fait sensation aux Etats-Unis d'Amérique. Tous les usagers sont unanimes et enthousiastes dans leurs appréciations de ces magnifiques instruments, dont les couleurs étincelantes et le son remarquable contribuent à des profits sans cesse accrus, et cela dans plus de vingt pays étrangers. Les appareils A M I sont ardemment accueillis par le public comme la musique elle-même.

PORTUGUESE A M I é mais que simples sensação nacional dos Estados Unidos da América do Norte. Em mais de vinte outros países a gama colorida e o funcionamento brilhante, que caracterizam A M I, vão acumulando proveito sobre proveito para os estabelecimentos onde este aparelho é instalado. A entusiástica aceitação de A M I é tão universal quanto a própria música.

SWEDISH A M I — apparaten är mer än nationell sensation i Amerikas Förenta Stater. Brillant färgrikedom och glittrande ljudeffekt, som utmärka A M I — apparaten, hopa inkomster för personer och institutioner, som använda den, i mer än tjugo främmande länder. Det entusiastiska mottagande den rönt är lika universellt som musiken själv.

SPANISH Los aparatos A M I han llegado a constituir una sensación de carácter nacional en los Estados Unidos de América. Su esplendoroso colorido y brillante tonalidad, distinciones típicas de A M I, fomentan el aumento de las ganancias de las empresas donde estos aparatos han sido instalados, en más de veinte países extranjeros. Su calurosa y entusiástica recepción es tan universal como la música misma.

YIDDISH די א מ י איז מער ווי א נאציאנאלע סענסאציע אין די פאראייניקטע שטאטן פון אמעריקא. רייך אין קאלירן און בריליאנטענע דורכפירונג וואס כאראקטעריזירן א מ י בריינגט דאס גרויסע פראפיטן צו די וואס פארקויפן דאס אין איבער צוואנציק לענדער אין דער וועלט. די ענטוויאסטישע אויפנאמע איז אזוי אוניווערסאל ווי מוזיק זעלבסט.



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN
EXPORT OFFICE: 400 WEST MADISON STREET, CHICAGO, ILLINOIS

Chicago

Paul Brown, Western Automatic Music, says they held a New Year's Eve party at the company plant. In that way, as the service calls were received, a man was sent right out on the job.

Bill Fitzgerald, AMI, Inc., addressed the Grand Rapids Advertising Club Friday (2) using as his topic, the recent Write-an-ad contest held by AMI.

Over at First Distributors, new and used games sales are on the increase in both the foreign and domestic fields, Wally Finke and Joe Kline report. Ben Michaels has been working overtime to catch up with orders. Mal Finke, head of the merchandise division, reports several new gift lines.

Chicago Coin has received steady repeat business on its Special Bowler and also expects its new game—Name Bowler—to be a hit, Ed Levin, sales manager, reported. The Name Bowler is expected to go well in the foreign market as well as in the States... The new Williams in-line scoring game has drawn steady compliments during tests.

World Wide Distributors thru Fred Skor states business in the Rock-Ola Fireball line has increased to a point where factory deliveries now have to be rushed to operator customers... At J. H. Keeney & Company, Paul Huebsch was getting continued good results from the firm's TV line... Jack Nelson, Bally general sales manager, is certain the firm's kiddie rides, The Champion horse and Space Ship, will be as popular in foreign locations as in the U. S. in a few months... Visitors at United Manufacturing Company this week included Herman Paster, Mayflower Distributing, St. Paul, and Norwood Veatch, Central, St. Louis. Billy DeSelm says the Show Boat in-line game is moving well... Joe Schwartz, National Coin Machine Exchange reports export sales of games up.

Miami

Willie Cohen, retired coin machine operator, is spending the winter at Bay Harbor Island. Cohen lived for many years in Minneapolis, and before his retirement owned Silent Sales, with headquarters in Washington, D.C. Hyman Cohen purchased a pin and shuffle route from George Bloom, G & G Amusement... Dave Engel, Dade Vending Company, acquired a small music route from Pat's Service.

Coinmen You Know

Judy Abrams, Brooklyn, vacationing at the Beach, paid a visit to Raoul and Doris Shapiro the other day... A number of coinmen, including some out of town guests, attended the Bar Mitzvah of Harry Steinberg's son. Steinberg is owner of Sterling Music Company... George Caravasio, Southern Phonograph Company, is playing host to his sister and brother-in-law, Mr. and Mrs. Gerry Gerrard, and their 6-month-old son, Peter. The Gerrards are from Los Angeles.

Doris Greer is the new record department manager at Southland Records... Allan G. Thorud, who is associated with Binkley Distributing Company, distributors of M-G-M records in Florida, will go to the altar soon. He is engaged to Miss Dorrine C-unger of London... The stork is becoming active along coin row. Johnny (J.P.) Morgan, Beach Amusement Company, became the papa of a son, and Erasmo Urquiza Ramos, export clerk at Bush Distributing Company, welcomed a daughter, Katherine. She was the last baby born in Miami in 1952, arriving only 20 minutes before the old year bowed out.

Willie Blatt, Supreme Distributors, is having trouble getting a telephone installed in his new home at Normandy Shores. Blatt's gin rummy crony, Willie Levey, lives on an adjoining island and the two are toying with the idea of sending up smoke signals when they want to arrange a card session.

Marvin Novak, distributor of King and Federal records, is all smiles these days. Juke box operators thruout the State, he says, are piling up orders for "The Bells" by the Dominos on the Federal label, and "Bad News Baby" by Wynonie Harris for King... George (Tex) Barnes, Miami Beach policeman, cuts hillbilly disks in his off time. A native of Dallas, Barnes came here in 1946 and has performed locally with Uncle Harve and his hillbilly band. King Records expects to release a disk by Barnes titled "Music in the Sky," sometime in the spring.

The key men at Bush Distributing Company are hitting the high road these days. Ozzie Truppman called on customers at West

Palm Beach, and Ken Willis covered Key West and various cities in Central Florida... Recent cold wave here made everybody unhappy, including the permanent residents... The winter tourist season, beginning earlier than usual, is cracking records. Transportation men say it is the greatest influx of visitors since the war. Rail transportation into Miami hit a new passenger peak in December, bus transportation is at a new high, and automobile traffic is heavier than ever before. Airlines broke records for passenger hauling in December and are hard put to find space for people who desire to take winter vacations here. Hotels on both sides of the bay are entertaining capacity patronage. All in all, it looks like a banner season for coinmen, too.

Detroit

George Hester, Co-Operative Sales Company, is home convalescing after a stay in the hospital... Louis Ambrosino, owner, L. A. Music Company, Dearborn, visited White Novelty Company to buy new records... Mrs. Lillian Patton, of White Novelty, was hostess to Columbia Record representatives.

Harry, of Harry's Amusement Company, Bay City operator, was in town to buy records and visit music machine distributors to inspect new offerings. Always known just as Harry, his last name remains a secret even to the firms with which he regularly does business... Arthur P. Sauve, founder of A. P. Sauve & Son, is leaving for Florida, where he will spend about four months, making his headquarters at West Palm Beach.

Acme Vending Company, headed by Vernon Huntoon, is buying new cigarette venders... Burt Nichols, N. & N. Novelty Company, Port Huron, has been on the sick list with a severe cold... James Passanante, Gaycoin Distributors, put his show business background to good use in selecting his Christmas greeting cards—a specially designed folding stage-like Christmas tree.

Sam M. Willens is establishing a music machine route under the name Willens Music Systems, with headquarters on West Grand Avenue... Lou Nemesh, head of

Music Systems, Seeburg distributors, has been battling a persistent cold for three weeks over the holidays... Tony Sanders, manager of Miller-Newmark, local AMI distributors, reported a satisfactory year. The firm was appointed distributor for the area by Chicago Coin.

Twin Cities

Archie LaBeau, LaBeau Novelty Sales, St. Paul, has thrown away his crutches and standing on his own two feet for the first time since last September when he cracked a knee when a horse threw him. Archie spent about a month and a half on his back before he managed to move about

on crutches... Mrs. Mildred Boerboom, in charge of the RCA-Victor record department at the F. C. Hayer Company, distributors here, is planning to quit in May, after 12 years with the firm. She plans to move to Portland, Ore.

Harold Lieberman, head of Lieberman Music, Wurlitzer distributors, is back home from a pre-New Year vacation with his family in Miami... Bob Wolff, recently transferred from Chicago to the Minneapolis branch office of Capitol Records as assistant manager to Len Jenks, reports that Kay Starr's new "Side by Side" has made a hit with operators and that delivery on the platter will start next Monday. Clyde McCoy's "Mr. Wah Wah" is going great guns, as are Les Paul's "Bye Bye Blues" and "Happy Day" by the Four Freshmen.

(Continued on page 90)

Record Reviews

Rhythm & Blues

Continued from page 57

vocal to this tune. Side has good beat and movement. The Lovers... 68 The Jets are a new group. Here they do a routine vocal on a slow-paced ballad. PAUL MONDAY I Can't Forget About You... 71 PEACOCK 1608—An adequate ballad is handed an effective and careful vocal by Monday while the ork helps out smoothly. Side should interest deejays. I Promise... 69 An over-arranged and rather pretentious new tune receives a good vocal from the singer but the material doesn't help.

Spiritual

BELLS OF JOY Leak in This Old Building... 82 PEACOCK 1708—The Bells turn in a first-rate performance on a jubilee spiritual, selling the bouncy, humorous item with spirit. Leads, Littlefield and Reed, do a bright job. A strong platter for the field. Echoes From Heaven... 79 The group is smoother and quieter here on this moody, slow tempo gospel effort, with the leads singing out with sincerity while the boys support them with a chant vocal. The beat is strong. Another good side.

THE CARAVANS Get Away Jordan... 77 STATES 109 — Fine female group comes up with an exciting effort. Ora Lee Hopkins keeps the side moving with her topnotch lead singing. Backing has organ and piano. He'll Be There... 77 Albertine Walker talks and sings the lead on the quiet side for most of the disk, but ends in an emotional frenzy. Group backs in penetrating style. This is a good group which bears watching. VETERAN SINGERS On the Battlefield... 73 STATES 105 — Side opens quietly. After a few spins it starts building nicely. Lead turns in a good job. Lord Is Riding... 73 Verse and chorus spiritual goes thru the alphabet with the lead connecting a religious phrase with each letter. Very rhythmical effort.

Children's

JIMMY DURANTE-MITCHELL MILLER ORK Yankee Doodle Bunny... 81 GOLDEN RECORD R 99—Last season the kidskery had Durante out for \$1. Now he's available on the 35-cent label and should do well during the Easter season and July 4th holiday with this Cliff Friend item. Orchestration sets a neat backing for Durante's wonderful style. I Like People... 81 More fine stuff for the price. This one was out at the higher price not so long ago. ANNE LLOYD-MITCHELL MILLER ORK On the Good Ship Lollipop... 80 GOLDEN RECORD R 101—The fine old ditty from the Shirley Temple flick in her big moppet days is standard kiddy material which should get and maintain a good sales figure for the diskery. Pat O'Malley The Riddle Song... 78 Seems as tho this is a re-coupled item available earlier on the same label. It's still a good kiddie participation ditty. ANNE LLOYD-MITCHELL MILLER ORK I'm Gonna Get Well Today... 80 GOLDEN RECORD R 102—Parents and relatives looking for a disk for the moppet who's sick couldn't do much better than buy this one. Bumble Bee Bumble Bye... 72 Material here is just so-so and the

ROOTIE KAZOOTIE Polka Dottie's Garden Story and Song... 80 GOLDEN RECORD R 109—Using the original cast voices of the fine kiddie TV show this double-sided item tells the story of Polka Dottie's garden and also gives the song about the garden a neat go. In every way this is the way to transfer TV material to a platter. PHIL RIZZUTO-TOMMY HEINRICH-RALPH BRANCA-ROY CAMPANELLA Take Me Out to the Ball Game... 79 GOLDEN RECORD R—Smart packaging idea here with the four big leaguers credited with singing the ditty—it's a fine disk, but we don't believe those guys are singing! The Umpire... 77 More of the same here. BERT PARKS-MITCHELL MILLER ORK You're a Grand Old Flag... 78 GOLDEN RECORD R 94 — Mama and Papa should be attracted to this item via its material, the red-white-blue cover and the Bert Parks name. It's one of the diskery's newer 35 cent platters. I'm a Yankee Doodle Dandy... 78 More good Americanism here. DON WILSON-STAN FREBERG The Ugly Duckling (Part 1 & 2)... 78 CAPITOL CAS 3153—The material here is based on the "Hans Christian Andersen" flick and story. Don Wilson, Stan Freberg, Dave Cavanaugh and Alan Livingston have combined to come up with a first rate platter which should make the grade despite all the competition on the Goldwyn flick material. ANNE LLOYD-MITCHELL MILLER ORK SINGERS-MITCHELL MILLER ORK Trick or Treat... 77 GOLDEN RECORD RD 39—As a seasonal item, this Halloween ditty from the Disney color cartoon should be a standard. It's a cute tune done in gang-sing fashion and backed with sound effects and a slick Mitch Miller arrangement. It's a fine 25-cent platter. Lambert, the Sheepish Lion... 68 More material from Disney's cartoon factory here. Material, while it might have been fine as background for the flick, is just so-so on an inanimate disk. BRET MORRISON Tom and Jerry and Terry the Tugboat (Part 1 & 2)... 77 M-G-M S28—This time around the cat and mouse team gets involved with a couple of tug boats. It's a pleasant story, well told by Morrison with a fine musical backing by LeRoy Holmes. Should do as well as the others in the series. ANNE LLOYD-MITCHELL MILLER ORK When the Red, Red Robin Comes Bob, Bob, Bobbin' Along... 75 GOLDEN RECORD R 104 — The oldie sounds like it should make a good kidskery because of the repetitious "bob-bob-bobbin'" lines. Again, Anne Lloyd and the vocal group handle the lyrics smartly. Walkin' to Missouri... 75 The pop hit of a few weeks ago should interest the youngsters both rhythmically and lyrically. BERT PARKS-MITCHELL MILLER ORK Me and My Shadow... 75 GOLDEN RECORD R 108 — The radio-TV star does a good job with the great old Al Jolson-Dave Dreyer-Billy Rose standard. Use of electronic gimmicks like echo and reverboration adds interest to the 35-cent item. Ski-Da-Me-Rink-A-Do... 72 Nonsense type of ditty may get laughs from the kids—they usually get a kick out of wierd sounds. ANNE LLOYD-MITCHELL MILLER ORK SINGERS-MITCHELL MILLER ORK The Little Train Who Said "Ah Choo"... 72 GOLDEN RECORD R87—Cute little ditty tells the story of the train who had a cold in his nose. Good kiddie material tho nothing special. Down By the Station... 72 Roundelay should please the moppets who show an interest in trains—and who doesn't?

FOREIGN BUYERS, PLEASE NOTE!

New EVANS' PHONOGRAPHS

NOW AVAILABLE FOR EXPORT

Abroad, as well as in the United States, Evans' Coin-Operated Automatic Phonographs are enjoying a sensationally swift rise in popularity.

Back of their phenomenal success stands our truly enviable reputation for matchless Quality and Reliability. Beginning in 1892 and throughout the 60 years since, we have designed and manufactured only the finest equipment for the commercial operator of amusement devices. These six decades of experience and the resultant high standards of craftsmanship are your assurance of dependability in Evans' Phonographs.

Here are but a few of the many advantages offered by these superior instruments...

- rugged, trouble free mechanisms...
● unflinching true-to-life Tone Reproduction...
● freedom from excessive service calls...
● low operating overhead.

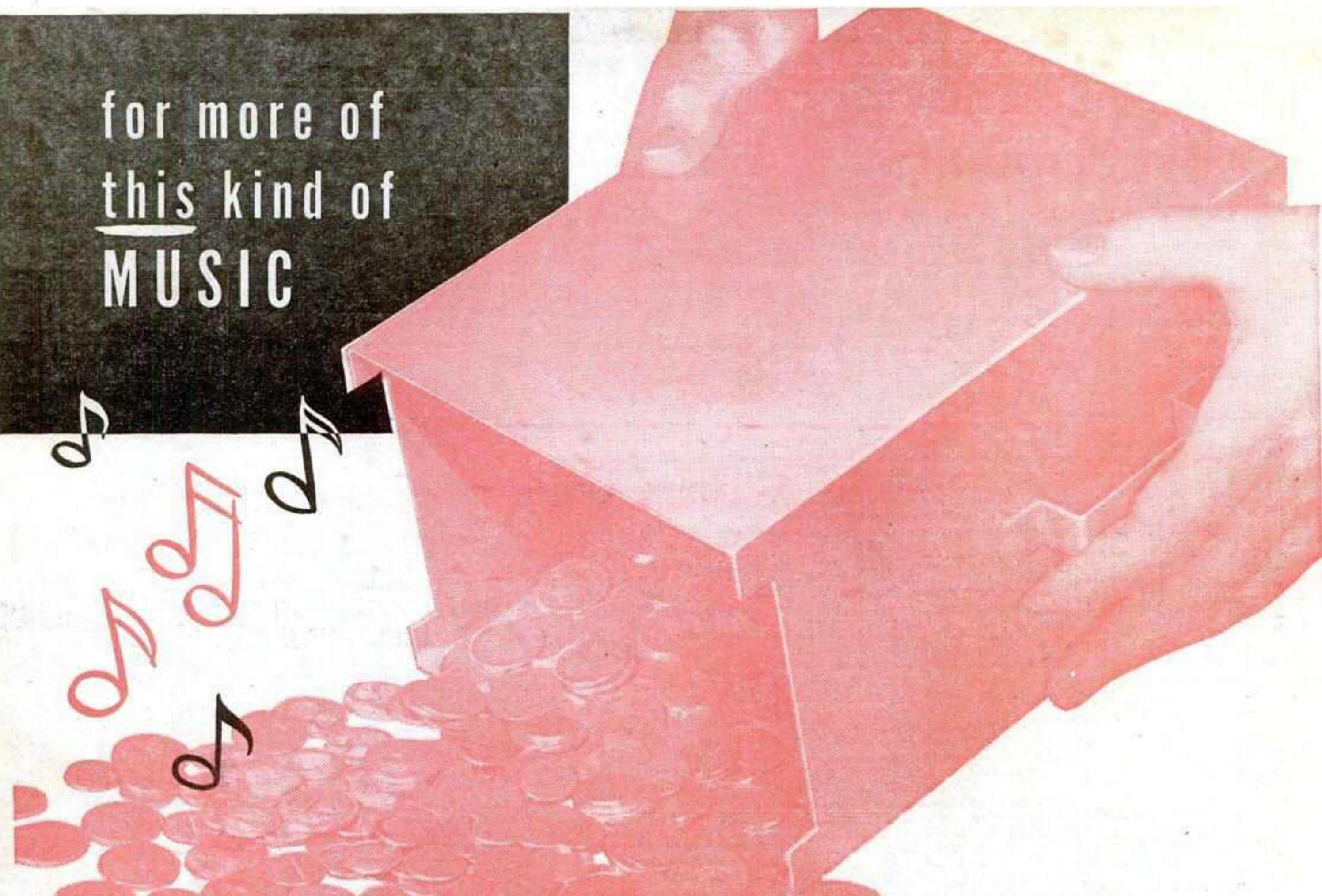
In your country, as elsewhere, it is profitable to distribute and operate Evans' Phonographs!

FOR COMPLETE INFORMATION, WRITE:

H. C. EVANS & CO.

1556 W. Carroll Ave., Chicago 7, Illinois, U. S. A.

for more of
this kind of
MUSIC

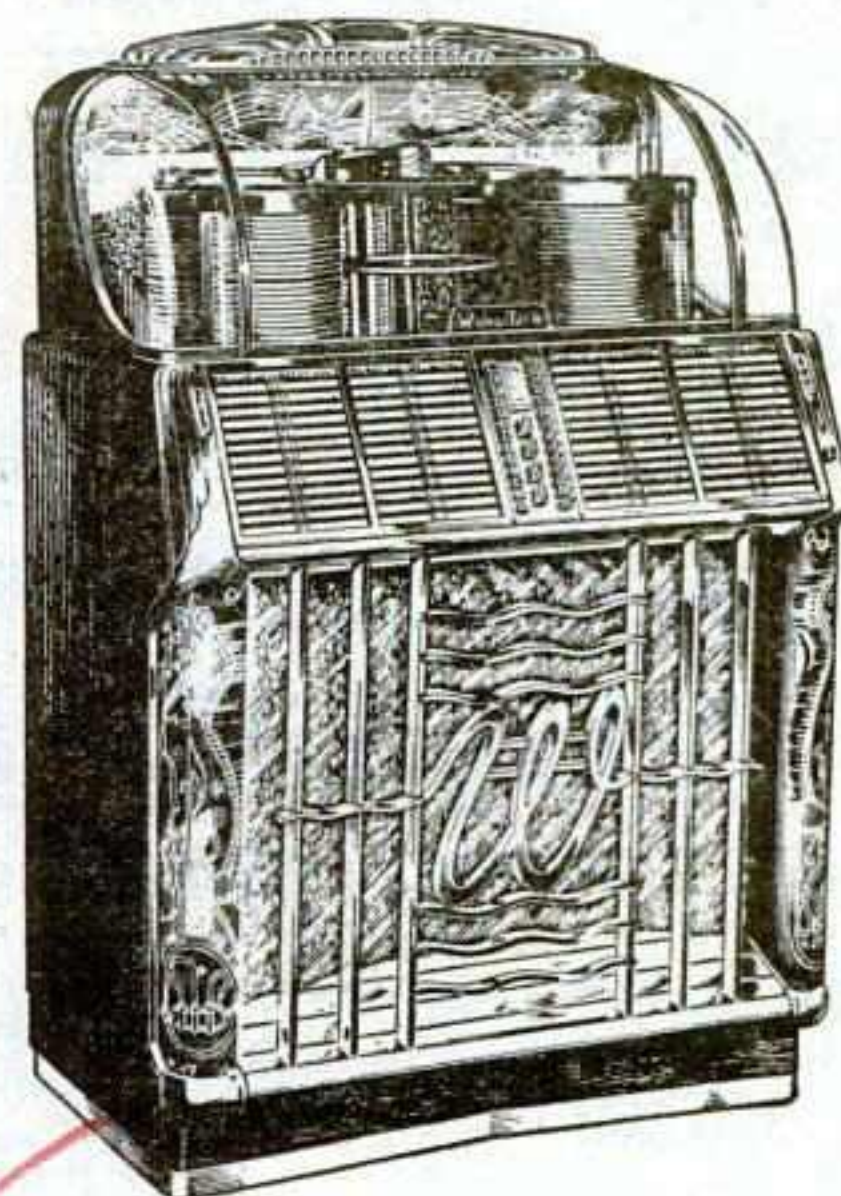


Tempt More Musical Tastes with **104 SELECTION WURLITZERS**

(45 AND 78 RPM RECORDS INTERMIXED)

A Wurlitzer Fifteen Hundred in any location gets top play—with its 104 selections on 45 and 78 RPM records intermixed—it puts on a show with so much “cash-box-office” appeal you’ll know in a week that you have hit on a winner.

**Buy it for your Top Spots Now.
See your Wurlitzer
Distributor Today.**



**Make
More
Money** with

Wurlitzer

Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, New York

Coinmen You Know

Milwaukee

Frank Roelke, formerly known as a local operator and game builder, is mulling plans to return to the coin machine business in the Milwaukee area. Roelke has been operating out of Chicago in recent years. During the games shortage of World War II, he manufactured some highly successful roll games.

United Inc., topper, Harry Jacob Sr., is basking in the Florida sun these days. In charge of affairs while his dad is vacationing, Harry Jr., infers that business has taken a decided upturn the past several weeks. United service chief, Don Jacobs, is being kept busy by trips up north supervising installations of new Wurlitzer 1500s.

4 Teams Battle For Top Honors In Phono Bowl

CHICAGO, Jan. 10.—The Automatic Phonograph Bowling League has narrowed top positions down to a hot battle for top honors. The dizzy pace set by the top four teams finds two tied for first place and two tied for second place, with only a half a game difference between the two groups. Coral records and Melody Music are tied for the top spot, and Decca Records and Gillette Distributing are tied for second.

Team Standings follow:

	Won	Lost
Coral Records	30	18
Melody Music	30	18
Decca Records	29½	18½
Gillette Distributing	29½	18½
Galgano Distributors	24	24
ABC No. 2	23½	24½
ABC No. 1	23	25
Columbia Records	23	25
W. Oomens Sons	22	26
B & B Novelty	21½	26½
Atlas Music	17	31
Star Music	16	32

High Three Games (team)	Points
Coral (X)	2358
ABC No. 1 (Z)	2770
Gillette (Z)	2744

High Three Games (individual)	Points
R. L. Capone (X)	593
H. Leonarczyk (Z)	629
R. Hoff (Z)	628

High Single Game (team)	Points
Decca (X)	846
Galgano (Z)	997
Oomens (Z)	975

High Single Game (individual)	Points
L. Taylor (X)	254
J. W. Oomens (Z)	254
G. Losasso (Z)	262

(X)—Scratch.
(Z)—Handicap.

I. Oomens, T. Galgano, and M. Modelski lead the women's division for high games while P. Serbinski, M. Mankins, and N. Bondioli lead in the high series.

Reid Whipple, Wurlitzer factory maintenance expert, after several months in the Wisconsin territory has moved on to Minnesota to work with the distributors in that section. Another busy man over at United these days is Lou Schmatz, in charge of parts and the one-stop record department. Lou has been spending some evenings at the shop getting the record department properly set up to handle the steady flow of ops dropping in for late waxings.

Lack of interest among the membership forced the last minute cancellation of the Badger Candy Club's New Year's Eve Party. Next meeting of the trade group will be held January 30 at the Ambassador Hotel. . . . Johnny O'Brien's Major Distributors was ransacked by a burglar during the holiday season. Culprit, who was caught a short while later, had made off with \$44.71 and a check for \$104.60. . . . Most preferred waxings among the ops topping in at the Mercury Records headquarters, according to O'Brien, are, "Tell Me You're Mine", by the Gaylords, which is still building; Lola Ameche's "Knocking", and Ralph Marterie's "Pretend".

Next meeting of the Wisconsin Phonograph Operators Association is set for February 11, in Madison. Confab will most likely be held at Leske's Steak House, according to Secretary Doug Opitz. . . . Ice cream vending machine operators report that biz has fallen to a seasonal low level. . . . Herb Geiger, chairman of the NAMA program committee for the forthcoming national convention in fall, is planning to attend a committee meeting in Chicago January 13.

No meetings of the Wisconsin Cigarette Operators Association have been skedded. Org officers are holding back on a meeting date until after the new State Legislature convenes. Indications are that there are several matters to come up before the solons that may affect the vending industry adversely. At the first sign of trouble, association members will huddle to lay plans for concerted action.

Heavy installations of hot soup vending units are being made by Geiger Automatic Sales'

Rock-Ola Signs New Distributor

CHICAGO, Jan. 10.—The Rock-Ola Manufacturing Company announced the appointment of the firm of Smith & White, Danville, Ill., as distributor in that area.

The new outlet is located at 733 East Main Street. The company is well known in the Danville area. The partners are Harold White and D. Wayne Smith.

crews. Bulk of the units are being placed in Allis-Chalmers and Chain Belt industrial plants. Bossman Geiger predicts that the final installation will be completed by the end of January.

Doug Opitz' Hilltop Coin firm has installed the first Photomat machine in the downtown Greyhound bus station on Third and Michigan. . . . The new decals issued to members of the Wisconsin Phonograph Operators Association are beginning to make their appearance on local juke boxes. A limited number of the decals have been issued to members and more are expected to be dishd out within the very near future.

Matt Schaefer has recovered from a brief but uncomfortable illness and is now back at work. . . . Most recent entry in the roster of cigarette vending machine ops in the Milwaukee area is Eddie Milner. Milner formerly was a route salesman for the National Tobacco Company.

Albany, N. Y.

J. Olshein, Olshein Distributing Company, and his wife will celebrate their 15th wedding anniversary February 20. They intend to fly to Florida for a few days, and are taking their two children with them. They will also celebrate their daughter's seventh birthday on February 25. The boy is 11.

Indianapolis

Among the old time newsboys participating in the annual event here was Homer Capehart of the Packard Manufacturing Company, Indianapolis. He delivered newspapers on horseback to rural subscribers in Daviess County. Proceeds of the day were turned over to the Christmas Fund of the Indianapolis News.

As a busy shopping day ended in the downtown district, music by Muzak, courtesy of Audio Services was heard by the crowds in Monument Circle here Wednesday (31). . . . Richard A. Graver, vice-president and general manager of the Capehart Corporation, Ft. Wayne, has resigned. (Continued on page 99)

JUKE BOX BLOWS TOP

COLUMBUS, Ohio, Jan. 10.—Some people said it was bound to happen sometime. It finally did.

A juke box, blaring out a wild hillbilly tune in a restaurant, literally blew its top. Police said Grace Westervelt, 36, a customer, was showered with glass and was treated in a hospital for cuts. Firemen said they did not determine the cause of the explosion. They believe a short circuit in the wiring was responsible.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Model	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27	Issue of Dec. 20
AMI Model A	\$239.00	260.00	\$239.00	260.00
Model B	360.00	450.00	360.00	450.00
Model C	460.00	475.00	360.00	475.00
CHICAGO COIN Band Box	125.00	125.00	125.00	125.00
EVANS Constellation				425.00
MILLS Constellation				250.00
PACKARD Manhattan 76	79.50	89.00	79.50	89.00
Model 7	49.00	49.00	49.00	49.00
ROCK-OLA 1422	89.00	150.00	89.00	150.00
426	175.00	175.00		175.00
428	295.00	295.00	295.00	295.00
432	419.00	445.00	419.00	445.00
SEEBURG Classic	49.00	49.00	49.00	49.00
Colonel				40.00
Enroy	49.00	49.00	49.00	49.00
H-146 M Hideaway	94.50	94.50	94.50	100.00
H-148 M Hideaway	229.00	229.00	229.00	229.00
Hightone	49.00	49.00	49.00	49.00
M-100-A 78 RPM	669.00	695.00	695.00	695.00
Major	49.00	49.00	49.00	49.00
146	150.00	150.00		150.00
146 Hideaway	150.00	150.00		150.00
146 M	129.00	129.00	129.00	129.00
146 S	129.00	140.00	129.00	129.00
147	175.00	149.00	175.00	125.00
147 M	140.00	149.00	140.00	149.00
148 M	195.00	195.00	195.00	195.00
148 ML	275.00	275.00		225.00
148 ML Hideaway	195.00	195.00(2)		195.00
148 ML	240.00	240.00		240.00
148 ML Blonde			240.00	245.00
148 SL	219.00	219.00	219.00	219.00
1948 Hideaway	195.00		195.00	195.00
951 Hideaway	49.00	49.00	49.00	49.00
WILLIAMS Mite	99.50	99.50	99.50	99.50
WURLITZER 51				39.50
50	95.00	95.00		95.00
515	139.00	175.00	139.00	175.00
117 Hideaway	150.00	150.00		150.00
080	125.00	150.00	125.00	150.00
0C	289.00	300.00	300.00	315.00
200	315.00	315.00	300.00	315.00
200	395.00	395.00	395.00	395.00
50	399.00	475.00	399.00	475.00
			399.00	449.50
				439.50
				499.50

How Was Your Timing on . . .

"MUST I CRY AGAIN"

Now on Billboard's "Most Played in Juke Boxes" List.

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard's BEST BUYS

NOVEMBER 25

Title Strips Ready for Top Juke Profits

NOVEMBER 24

Yermie Stern, 2 E. 17th St., New York 17

I'm interested in timing my record buying with Billboard's BEST BUYS. Please send—without charge or obligation—a sample of your title strips which are supplied day and date with publication of BEST BUYS in Billboard.

Name

Address

Mail This Coupon Today for FREE Sample and Information!

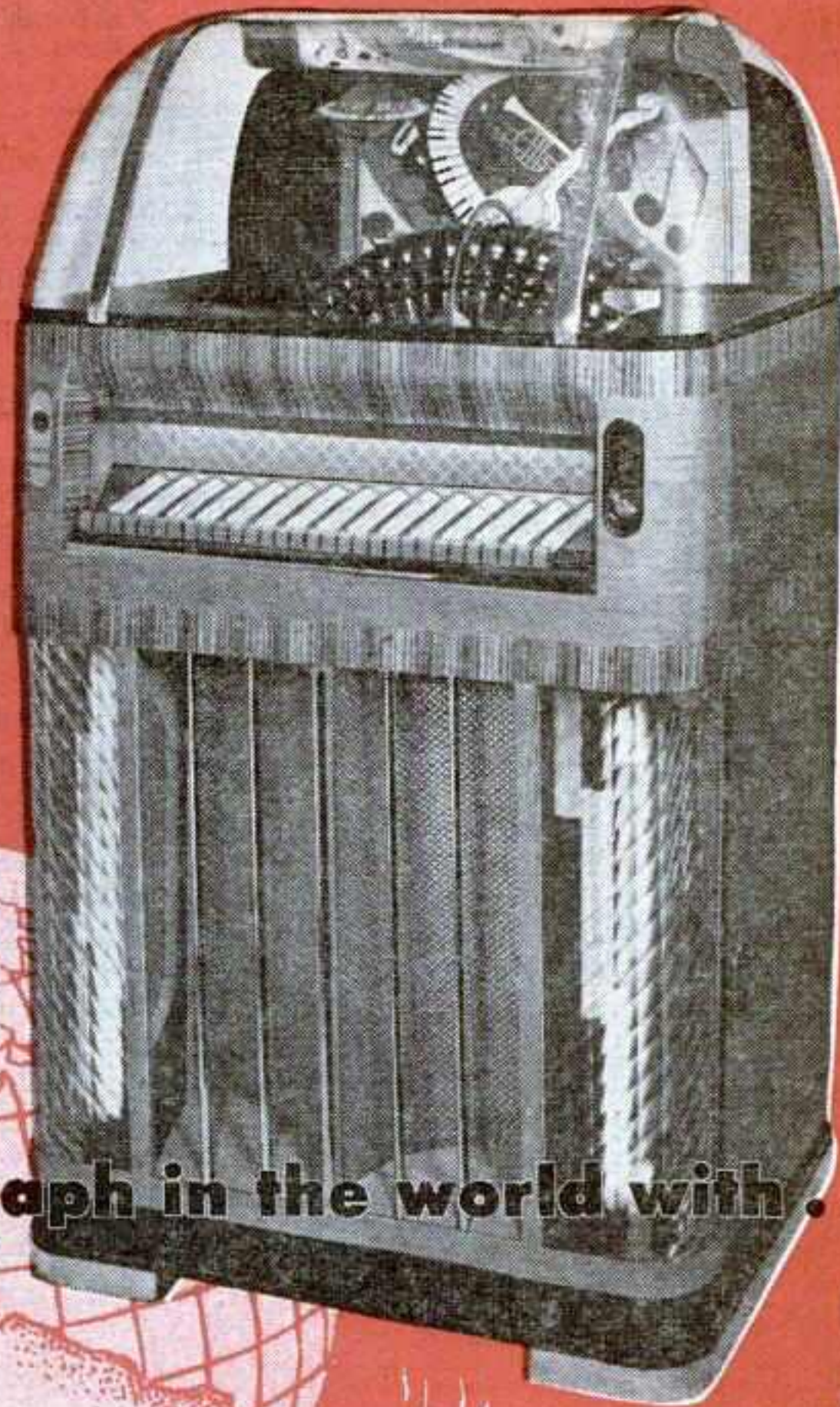


Here they are... the Finest!
because they're from
MUSIC SYSTEMS
BEST BUYS OF THE MONTH

Clean Equipment—Ready for Location
Write, wire, phone. 1/3 deposit, balance C.O.D.

SEEBURG 148SL	\$219.00
147M	149.00
Hideaways 146M or S	129.00
H148M	\$199.00
H146M	75.00
AMI Model C	\$449.00
WURLITZER 1015	139.00
WURLITZER 1100	289.00
WURLITZER 1250	369.00
PACKARD Manhattan	89.00
PACKARD Model 7	49.00
ROCK-OLA 1422	89.00
ROCK-OLA 1432	439.00
Wall Boxes 3W2-L56 (5-10-25¢ 3 wire)	\$34.50
3W2-L56 (5¢ 3 wire)	12.50
W1-L56 (5¢ wireless)	5.00
W6-L56 (5-10-25¢ wireless)	29.50
Packard Chrome Wall Boxes	5.00
Export inquiries invited.	

MUSIC SYSTEMS, INC.
DETROIT, MICH.—10217 LINWOOD
CLEVELAND, OHIO—2600 EUCLID
LANSING, MICH.—1224 TURNER
TOLEDO, OHIO—1302 JACKSON



120

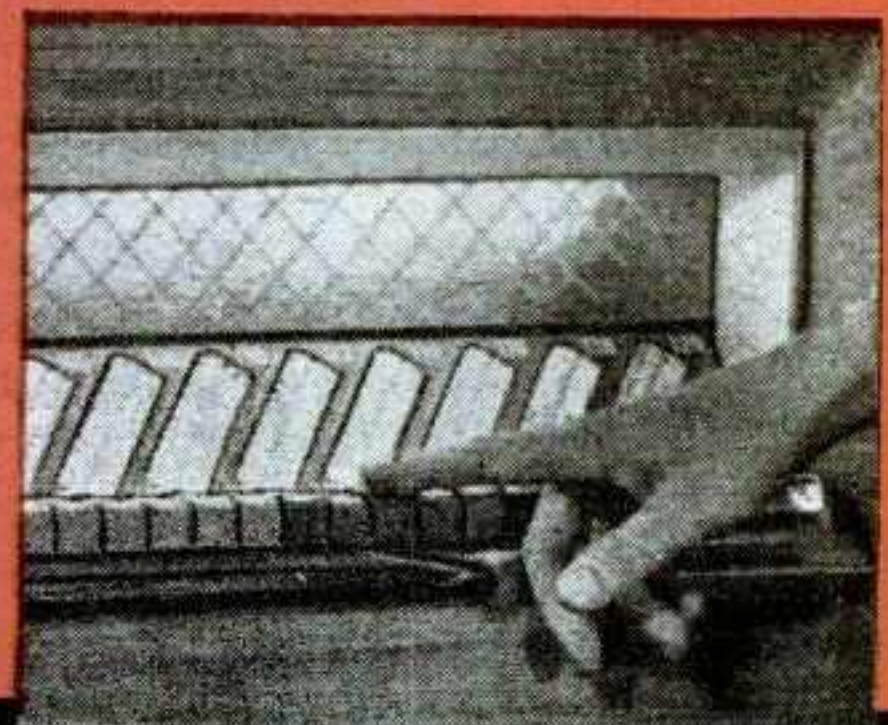
* Model 1436
ROCK-OLA
FireBall

The only phonograph in the world with...

SELECTIONS

The only phonograph with the Carrousel Line-O-Selector

Push One Button under
Number Selected...
(that's right... just one)
and Out Comes
Your Tune



* Available in two models, for either
78 RPM or 45 RPM Records.

The
World's Leading
Representatives Sell
the *FireBall* 120
Phonograph

AFRICA

NORCA MACHINERY CORP.
350 Fifth Avenue, Suite 7201-03
New York 1, New York

ARUBA

K. I. D. INC.
KNICKERBOCKER INDUSTRIES
395 Broadway, New York, New York

BELGIUM

BRABO
Mortensia 10, Antwerp, Belgium
LE NATIONAL
60 Avenue De Jette, Brussels, Belgium

CANADA

CLIFF DAVIE AMUSEMENT CO.
300 Bay Street, Orillia, Ontario, Canada
LANIEL AMUSEMENT INC.
1807 Oust Rue Notre Dame, West
Montreal 3, Quebec, Canada
SUN SPECIALTY
10147 112th Street
Edmonton, Alberta, Canada

COSTA RICA

VALERIANO MIRANDA
Apartado 1893, San José, Costa Rica

CUBA

JOSE SASTRE
San Rafael 874, La Habana, Cuba

ROBERTO ROS

Apartado 107, Santiago, Cuba

CURACAO

K. I. D. INC.
KNICKERBOCKER INDUSTRIES
395 Broadway, New York, New York

GUATEMALA

A. SANDOVAL DE NICOL
8A Avenue Sur No. 109
Guatemala City, Guatemala

HONDURAS

JUAN KAWAS & COMPANY
Apartado Postal No. 99
La Ceiba, Honduras

MEXICO

INDUSTRIA NACIONALES
DE SONIDA, S. A.
Calzada Mexico
Xochimilco 4861, (Kilometro 17), Mexico

NEWFOUNDLAND

WILLIAM POUND AGENCIES
68 Water St., St. John's, Newfoundland

NICARAGUA

MIGUEL G. HERNANDEZ
Apartado 235
Managua, Nicaragua, C. A.

PANAMA

CIA CYRNOS, S. A.
Apartado 976, Panama, R. P.
K. I. D. INC.
KNICKERBOCKER INDUSTRIES
395 Broadway, New York, New York

PHILIPPINES

MORCOIN COMPANY, LTD.
1114 A. Mabini Malate
Manila, Philippines

PUERTO RICO

J. ROMERO HERNANDEZ
Ponce de Lon 1663
Santurce, Puerto Rico

SAN SALVADOR

ALMACEN LAS AMERICAS
Calle Arce 18, Edificio Las America
San Salvador, El Salvador

SWITZERLAND

I. E. HUGLI
14, Avenue De Chailly
Lausanne, Switzerland

VENEZUELA

BRACHO & BOCHECIAMPE
Apartado No. 523
Maracaibo, Venezuela
LA COMERCIAL PROSPERI
Pedrera A Gorda 62
Caracas, Venezuela

Send
coupon
today

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

Your Name _____

Your Company Name _____

Your Address _____

I am interested in becoming a Rock-Ola International
Representative in the following territory,

A Few
Choice Territories
are Still Available
Inquire About
them today!

Manufacturers' Directory

Here, classified according to the type of equipment, is an up-to-date list of manufacturers of major coin machine equipment. Every attempt has been made to insure accuracy and completeness.

AMUSEMENT GAMES

BASEBALL PITCHERS

Automatic Baseball Equipment Corp., 2439 N. Charles St., Baltimore, Md.
 Coin-O Mfg. Co., Inc., 663 N. Wells St., Chicago, Ill.
 Dudley Sports Co., 633 2d Ave., at 34th St., New York, N. Y.
 Electro-Pitch Co., Inc., 6030 Ross St., Philadelphia, Pa.
 I. Q. Baseball Machine Corp., 350 Fifth Ave., New York, N. Y.
 C. Kesty, Sunbury, Pa.
 Locke, Bettendorf, Ia.
 Moe & Moe, 2930 Sacramento St., San Francisco, Calif.
 New York Telecoin Corp., 12 E. 44th St., New York, N. Y.
 The Rotary Baseball Pitching Machine Corp., 179 Malcolm Ave., Garfield, N. J.
 Wico Corp., 2913 N. Pulaski Rd., Chicago, Ill.

GAMES

Bally Mfg. Co., 2640 Belmont Ave., Chicago, Ill.
 Chicago Coin Machine Co., 1725 Diversey Blvd., Chicago, Ill.
 Exhibit Supply Co., 4218-40 N. Lake St., Chicago, Ill.
 Genco, Inc., 2621 N. Ashland Ave., Chicago, Ill.
 D. Zottlieb & Co., 1140-50 N. Kostner Ave., Chicago, Ill.
 J. H. Keeney & Co., 2600 W. 50th St., Chicago, Ill.
 Marvel Mfg. Co., 2845 W. Fullerton Ave., Chicago, Ill.
 United Mfg. Co., 3401 N. California Ave., Chicago, Ill.
 W.H. Mfg. Co., 4242 W. Fillmore St., Chicago, Ill.

KIDDIE RIDES (coin-operated)

Bally Mfg. Co., 2640 Belmont Ave., Chicago, Ill.
 Beauty Horse Sales Co., River Edge, N. J.
 Capitol Projector Corp., 556 W. 52d St., New York, N. Y.
 Conat Sales Co., Inc., 627 10th Ave., New York, N. Y.
 Deco Mfg. Co., 947 Lehigh Ave., Union, N. J.
 The Exhibit Supply Co., 4222 W. Lake St., Chicago, Ill.
 Fado Mfg. Co., Inc., 7309 State Rd., Philadelphia, Pa.
 King Amusement Co., 82 Orchard St., Mount Clemens, Mich.
 King Pin Equipment Co., Kalamazoo, Mich.
 Kingstey Corp., 160 John St., Brooklyn, N. Y.
 The Bert Lane Co., Inc., 372 N. E. 61st St., Miami, Fla.

Mars Mfg. Co., 1111 E. Elizabeth Ave., Linden, N. J.

Merry-Go-Round Sales, Inc., 1507 N. 33d St., Philadelphia, Pa.
 Memphis Metal Mfg. Co., 795 Tanglewood, Memphis, Tenn.
 Range Rider Co., 419 E. 14th Terrace, Kansas City, Mo.
 Richmond Products, 1776 Broadway, New York, N. Y.
 Roc-A-Ride Sales, 1507 N. 33d St., Philadelphia, Pa.
 Royal Engineering Co., 550 W. Beach Ave., Inglewood, Calif.
 Weld-Built Body Co., Ralph & Foster Aves., Brooklyn, N. Y.
 Wonder Horse Co., 641 Columbus Dr., Pascagoula, Miss.

SHUFFLEBOARD SCOREBOARDS

American Shuffleboard Co., 210 Patterson Plank Road, Union City, N. J.
 Marvel Manufacturing Co., 2845 W. Fullerton Ave., Chicago, Ill.
 National Shuffleboard Co., 291 Cleveland St., Orange, N. J.

JUKE BOXES

AMI, Inc., 1500 Union Avenue, S. E. Grand Rapids 2, Mich.
 Chicago Coin Machine Co., 1725 Diversey Blvd., Chicago 14, Ill.
 H. C. Evans & Co., 1556 W. Carroll Ave., Chicago 7, Ill.
 Ristaurat, Inc., 1216 E. Wisconsin Ave., Appleton, Wis.
 Rock-Ola Manufacturing Co., 800 N. Kedzie Ave., Chicago 5, Ill.
 J. P. Seeburg Corp., 1510 North Dayton St., Chicago 22, Ill.
 The Rudolph Wurlitzer Co., North Tonawanda, N. Y.

VENDERS

BULK NUT & CONFECTIONS
 Advance Machine Co., 4641 N. Ravenswood Ave., Chicago, Ill.
 Andrews Mfg. Co., 660 S. Rochester Rd., Clawson, Mich.
 The Atlas Mfg. & Sales Corp., 12220 Triskett Rd., Cleveland, O.
 Belvend Mfg. Co., Inc., 122 S. Michigan Ave., Chicago, Ill.
 Champion Vendors Supply Co., 1119 E. Houston St., San Antonio, Tex.
 Columbus Vending Co., 2005 E. Main St., Columbus, O.
 Ford Gum & Machine Co., Inc., Acron, N. Y.
 H. K. Hart Confections, Inc., 540 39th St., Union City, N. J.
 Northwestern Corp., 1006 E. Armstrong St., Morris, Ill.

Oak Mfg. Co., 11411 Knightsbridge Ave., Culver City, Calif.
 W. G. Parrish, Inc., 822 W. Ohio St., Chicago, Ill.
 Silver King Corp., 622 Diversey Pkwy., Chicago, Ill.
 Tropical Trading Co., Inc., 5 S. Wabash St., Chicago, Ill.
 Victor Vending Corp., 5701 Grand Ave., Chicago, Ill.

CANDY BAR

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago, Ill.
 Atlas Tool & Mfg. Co., 5141 Natural Bridge Ave., St. Louis, Mo.
 Coan Mfg. Co., 2070 Helena St., Madison, Wis.
 Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.
 J. H. Keeney & Co., Inc., 2600 W. 50th St., Chicago, Ill.
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago, Ill.
 Rowe Mfg. Co., Inc., 31 E. 17th St., New York 3, N. Y.
 Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles, Calif.
 Silver King Corp., 622 Diversey Pkwy., Chicago, Ill.
 Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.

CIGAR

Cigaromat Corp., 1315 Walnut St., Philadelphia, Pa.
 Malkin-Hilton Co., 396 Coit St., Irvington, N. J.
 Zaug's Modern Vending Service, 411 S. Pearl St., New London, Wis.

CIGARETTE

A & A Co., Inc., 1133 South Ave., Plainfield, N. J.
 Apco, Inc. (Automatic Products Co.), 250 W. 57th St., New York, N. Y.
 Coan Mfg. Co., 2070 Helena St., Madison, Wis.
 Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.
 Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.
 J. H. Keeney & Co., Inc., 2600 W. 50th St., Chicago, Ill.
 Lehigh Foundries, Inc., 1500 Lehigh St., Easton, Pa.
 National Vendors, Inc., Natural Bridge Ave., St. Louis, Mo.
 Rowe Mfg. Co., Inc., 31 E. 17th St., New York, N. Y.
 Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
COFFEE
 American National Dispensing Co., 4th St. & Cannon Ave., Lansdale, Pa.
 Chef-Way, Inc., 527 Southwest Blvd., Kansas City, Mo.
 Coan Mfg. Co., 2070 Helena St., Madison, Wis.
 Cole Products Corp., 39 S. LaSalle St., Chicago, Ill.
 Harmon Enterprises, 30 N. LaSalle St., Chicago, Ill.
 Inveco, Inc., 806 E. 141st St., Bronx, N. Y.
 The Bert Mills Corp., 400 Crescent Blvd., Lombard, Ill.

Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia, Pa.
 Silver King Corp., 622 Diversey Pkwy., Chicago, Ill.

COIN CHANGER

Hamilton Scale Co., 1702 Summit St., Toledo, O.
 The Vendo Co., 7400 E. 12th St., Kansas City, Mo.

COOKIES & CRACKERS

Coan Mfg. Co., 2070 Helena St., Madison, Wis.
 Statter Mfg. Co., 2112 Broadway, New York, N. Y.
 Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
 Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago, Ill.
 Wm. F. Shepherd, Inc., 2604 Woodburn Ave., Cincinnati, O.

FOOD

Automatic Do-Nut Corp., 333 W. Pike, Long Beach, Calif.
 Automatique, Inc., 475 Fifth Ave., New York, N. Y.
 Coan Mfg. Co., 2070 Helena St., Madison, Wis.
 Rowe Mfg. Co., Inc., 31 E. 17th St., New York, N. Y.
 Statter Mfg. Co., 2112 Broadway, New York, N. Y.
 Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.

FRUIT (refrigerated)

Frigid Fruit Co., 1303 S. 20th Ave., Yakima, Wash.
 Fruit-O-Matic Mfg. Co., 5225 Wilshire Blvd., Los Angeles, Calif.

GUM (1c stick)

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago, Ill.
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago, Ill.
 The Northwestern Corp., 900 Armstrong St., Morris, Ill.
 Pulver Co., 53 Canal St., Rochester, N. Y.
 Silver King Corp., 622 Diversey Pkwy., Chicago, Ill.

GUM (5c package)

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago, Ill.
 Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles, Calif.
 Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.

HOT-COLD DRINK, CUP

Cole Products Corp., 39 S. LaSalle St., Chicago, Ill.
 Inveco, Inc., 806 E. 141st St., Bronx, N. Y.
 Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia, Pa.
 Sniely Vending & Sales, Winter Haven, Fla.
 Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.

ICE

F. B. Dickinson & Co., 8000 University St., Des Moines, Ia.
 Refrigeration Engineering Co., P. O. Box 337, Montgomery, Minn.
 S & S Vending Machine Co., 670 Lincoln Ave., San Jose, Calif.

ICE CREAM

Arctic Vendor Sales Co., 1106 W. Wisconsin Ave., Appleton, Wis.
 Atlas Tool & Mfg. Co., 5147 Natural Bridge Ave., St. Louis, Mo.
 Belvend Mfg. Co., 122 S. Michigan Ave., Chicago, Ill.
 Fred Hebel Corp., 126 N. Union Ave., Chicago, Ill.
 Rowe Mfg. Co., Inc., 31 E. 17th St., New York, N. Y.
 Vendo Co., 7400 E. 12th St., Kansas City, Mo.

JUICE

Fruit-O-Matic Mfg. Co., 5225 Wilshire Blvd., Los Angeles, Calif.
 Juice Bar Corp., 270 Madison Ave., New York, N. Y.
 Metal Products Co., 1135 Third St., Oakland, Calif.
 Minute Maid Corp., 488 Madison Ave., New York, N. Y.
 Sniely Vending & Sales, Winter Haven, Fla.
 Statter Mfg. Corp., 2112 Broadway, New York, N. Y.
 The Welch Grape Juice Co., 55 Fifth Ave., New York, N. Y.

LAUNDRY

Ald, Inc., 3549 N. Clark St., Chicago, Ill.
 Telecoin Corp., 12 E. 44th St., New York, N. Y.

MILK

Cedar Hill Farms, Inc., 6980 Wooster Pike, Cincinnati, O.
 Food Engineering Corp., 179 Elm St., Manchester, N. H.
 Fruit-O-Matic Mfg. Co., 5225 Wilshire Blvd., Los Angeles, Calif.
 Ideal Dispenser Co., 509 S. McClun St., Bloomington, Ill.
 Refrigeration Engineering Corp., P. O. Box 337, Montgomery, Minn.
 Rowe Mfg. Co., Inc., 31 E. 17th St., New York, N. Y.
 Statter Mfg. Corp., 2112 Broadway, New York, N. Y.
 Stuart W. Cochran Co., 11 W. Monroe St., Chicago, Ill.

PENCIL

Empire Pencil Co., Shelbyville, Tenn.
 Kaye & Co., 8053 Stenton Ave., Philadelphia, Pa.
 Matthews Specialty Co., Star Route A., Austin, Tex.

PHOTO

Auto-Photo Co., 1444 S. San Pedro St., Los Angeles, Calif.
 International Mutoscope Corp., 44-02 11th St., Long Island City, N. Y.

POST CARD

Exhibit Supply Co., 4218 W. Lake St., Chicago, Ill.
 International Mutoscope Corp., 44-02 11th St., Long Island City, N. Y.

POSTAGE STAMP

Hamilton Scale Co., 1702 Summit St., Toledo, O.
 The Northwestern Corp., 900 E. Armstrong St., Morris, Ill.
 Scherneck Products Corp., 1164 W. Baltimore Ave., Detroit, Mich.
 J. Schoenbach Co., 1645 Bedford Ave., Brooklyn, N. Y.
 Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles, Calif.
 U. S. Postage Stamp Machine Co., 1829 Wilson Ave., Chicago, Ill.
 Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago, Ill.

SANDWICH

J. H. Keeney & Co., 2600 W. 50th St., Chicago, Ill.
 Rowe Mfg. Co., Inc., 31 E. 17th St., New York, N. Y.
 Statter Mfg. Corp., 2112 Broadway, New York, N. Y.
 Tlum Industries, Inc., 5245 W. San Fernando Rd., Los Angeles, Calif.

SANITARY NAPKINS

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago, Ill.
 The Hospital Specialty Co., 1991 E. 66th St., Cleveland, O.
 National Sanitary Sales, 4307 Lawrence Ave., Chicago, Ill.
 Santex Co., 14182 Meyers Rd., Detroit, Mich.
 Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago, Ill.

SCALES

A.B.T. Mfg. Corp., 715 N. Kedzie Ave., Chicago, Ill.
 American Scale Mfg. Co., 3206 Grace St., N. W. Washington, D. C.
 J. F. Frantz Mfg. Co., 1940 W. Lake St., Chicago, Ill.
 Hamilton Scale Co., 1702 Summit St., Toledo, O.
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago, Ill.
 Rock-Ola Mfg. Corp., 800 N. Kedzie Ave., Chicago, Ill.
 Watling Mfg. Co., 4650 W. Fulton St., Chicago, Ill.

SOFT DRINK (bottle)

Atlas Metal Works, P. O. Box 5208, Dallas, Tex.
 Atlas Tool & Mfg. Co., 2125 Indiana Ave., Kansas City, Mo.
 General Vending Machine Corp., 549 W. Washington Blvd., Chicago, Ill., also 33338 Chippendale Ave., Philadelphia, Pa.
 Ideal Dispenser Co., 509 S. McClun St., Bloomington, Ill.
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago, Ill.
 S & S Products Co., P. O. Box 1047, Lima, O.
 The Selectivend Corp., 1820 Wyandotte, Kansas City, Mo.
 Vendo Co., 7400 E. 12th St., Kansas City, Mo.
 Vendorator Mfg. Co., 4000 Railroad Ave., Fresno, Calif.

SOFT DRINK (cup)

Apco, Inc. (Automatic Products Co.), 250 W. 57th St., New York, N. Y.
 Cole Products Corp., 39 S. LaSalle St., Chicago, Ill.
 Lyon Industries, Inc., 373 4th Ave., New York, N. Y.
 Navenco Mfg. Co., 5608 E. Mockingbird Lane, Dallas, Tex.
 Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.
 Square Mfg. Co., 3259 Broadway, Chicago, Ill.

MISCELLANEOUS

American Enterprises (hair oil), 347 E. 72d St., New York, N. Y.
 American Locker Co., Inc. (parcel locker), 211 Congress St., Boston, Mass.
 Atlas Mfg. & Sales Corp. (lighter fluid), 12220 Triskett Rd., Cleveland, O.
 Automatique, Inc. (all-purpose), 475 Fifth Ave., New York, N. Y.
 F. B. Dickinson & Co. (coal), 8000 University St., Des Moines, Ia.
 Electro-Serve, Inc. (popcorn), Commercial Merchants Bank Bldg., Peoria, Ill.
 F. E. Erickson Co. (fortune teller), 1300 Dixie Ave., North Sacramento, Calif.
 Gramont Corp. (typewriter), 2756 Rowena Ave., Los Angeles, Calif.
 Insurgograph, Inc. (insurance), Brown-Mary Bldg., Birmingham, Ala.
 International Mutoscope Corp. (book, magazine, voice recorder), 44-02 11th St., Long Island City, N. Y.
 McDowell Mfg. Co. (massage), 301 Stanton Ave., Pittsburgh, Pa.
 National Sanitary Sales (razor blade), 4307 Lawrence Ave., Chicago, Ill.
 News Equipment Mfg. Co. (newspaper), 2272 San Pablo Ave., Oakland, Calif.
 The Nik-O-Lok Co. (toilet lock), 401 Traction Terminal Bldg., Indianapolis, Ind.
 Perfumatic of Canada, Ltd. (perfume), 561 Eglinton Ave., Toronto, Ont.
 A. H. Pitchford Co. (electric shaver and lotion), 1195 Pinewood Dr., Pittsburgh, Pa.
 Shipman Mfg. Co. (stationery and fortune teller), 1326 S. Lorena St., Los Angeles, Calif.
 Standard Metal Typer Co. (name plate), 1318 N. Western Ave., Chicago, Ill.
 Tux Handkerchief & Vending Machines (handkerchief), 2401 40th St., Rock Island, Ill.
 Vendomatic Machine Corp. (hosiery), 34 W. 33d St., New York, N. Y.
 White's Comb Vendor, Inc. (comb and bobby pins), 865 Grace St., Elgin, Ill.

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Mechanic and Route Man for Seeburg Phonos, Pins and Bowlers; between 25 and 40 yrs. of age; no drinkers; good starting salary with chance for advancement to right party; small populated territory; answer by mail and give references and qualifications. Chief Amusement Co., 100 S. Main, Lamar, Colo.

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Attention, Stamp Machine Operators—Now available, direct from manufacturer, Paraffin Waxed Stamp Folders; write for free samples, literature. H. S. Schwartz, 1800 S. W. 17 St., Miami, Fla.

For Sale—Aluminum tops and targets for ABT Challengers, practically new, \$5 each. Starnes Music Machine Co., Hickory, N. C.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448

Positions Wanted

A-1 Mechanic seeks position; steady, sober, best references; 30 yrs. old; prefer South-west but will go anywhere and settle. Alex W. Zvonar, 1508 N. Linwood Ave., Baltimore 13, Md.

Mechanic—Experienced all types Pinball, Shuffleboards; wants job So. Calif. Box 595, Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Airon Coronets, \$125; A.M.I. Model A, \$295; Watling Scales, like new, \$95; Exhibit Jet Gun, \$175; Bally Heavy Hitter, \$59.50. Miller Newark Distributing Co., 5743 Grand River Ave., Detroit 8, Mich.

Candy Machine Sale—The Midwest's leading distributor of reconditioned Cigarette and Candy Vendors lists these outstanding Candy Machine bargains: 9-18 National with enclosed base, \$79.50; DuGrenier Candyman, wall model, \$42.50; 1949 Stoner Model 102, \$110; terms, cash in advance; your money returned immediately if we cannot ship within 5 days of receipt of order. Equipment unconditionally guaranteed, defective parts replaced within 6 months date of sale. Midwest Vending Exchange, 802 S. State, Indianapolis, Ind.

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Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation; Uneeda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Shipman candy bar machines, \$22.50—cost \$69.50. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Danish Wittenborg All-Purpose Vendor, stainless steel construction, 192-item capacity; sell or trade for what have you. Automatrix, Inc., 1500 Hennepin Ave., Minneapolis, Minn.

For Sale—2 good, clean Panormas, \$175 each or \$320 for both machines; 1/2 deposit, balance C.O.D. Emrich's Amusements, 503 N. 15th, Canon City, Colo.

For Sale—10 like new 5¢ Chlorophyll Vendors, make offer. Ed Klements, 26 Kennedy Dr., Waldwick, N. J.

Horses, Three Thunderbolts, one Rocket Patrol; sell or trade. Want Ristaurat's Stoner Candy, Superior Cigarette Machines, Arcade Equipment, Automatix, Inc., 1500 Hennepin Ave., Minneapolis, Minn.

Packard Hide-Away Speaker, 5 Wall Boxes, 4 Bar Clamps, about 100' feet used 30-Wire Cable, \$75; Seeburg Rifle Range Shoot the Chutes, \$25; Tear Drop Speakers, \$15 each; Wurlitzer 219 Stepper, \$20. Ott Weaver, 1332 Arkansas Ave., Pittsburgh 16, Pa.

Phonographs—Guaranteed A-1; Seeburg 78-100A's, \$575; Evans Constellations, \$375. Stapleton Music Co., 1740 South Ave., Springfield, Mo.

Silver Kings, clean and in good condition for Ball Gum and Charms, \$7 each; for Ball Gum or Peanuts, \$6 each. Gardner & Lose, 2611 Hale Ave., Louisville, Ky.

A BARGAIN—WURLITZER PHONOGRAPHS 34 1015's, 22 1017's, 3 750's and 1 1080; also 91 3031 Wall Boxes and 52 Packard Wall Boxes, warehoused Salt Lake City, Utah. Asking \$4000. Contact CMAC Corp., 50 Church St., N. Y., N. Y.

18 Scientific Ski Bowls, excellent condition, now in operation, \$95 each or any part of 18. Uncle Milly's Arcade, 60 W. First St., Bayonne, N. J.

Wanted to Buy

Wanted to Buy—Pikes Peak; write, stating price and amount. Grand Sales and Service, 2600 Falmouth Ave., Dayton 6, O.

Wanted—Coin Radios, new or used; pay top prices. Box 5085, Daytona Beach, Fla.

Wanted—Erie Diggers; state price. Paul V. Miller, 1619 Woodhaven Ave., Dayton 4, O.

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 692 Main St.
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Badger Exec Tells Export Story

Continued from page 80

waii, Alaska, Canada, Mexico, Central America, Colombia, Venezuela, Puerto Rico, Cuba, Belgium and Holland, with occasional shipments to other countries. The bulk of our shipments is phonographs, with 5-ball games in strong second place. Almost all equipment is rebuilt. There is a demand for rebuilt equipment in many countries where hard-to-get import licenses or dollar permits make it difficult to buy new equipment. Our Export Department has the mechanics and shop facilities to rebuild games or phonographs inside out, to convert machines to different voltages and coins, and paint and spray booths for refinishing the exterior of the cabinets. These facilities, plus our years of experience, enable us to take good care of export orders for rebuilt coin-operated equipment.

Far East Mart

Being on the Pacific Coast we are interested in the Far Eastern market. In 1950 we sent an experienced coin-machine man to Japan who established in Tokyo the firm of Fredemer Badger & Company, Ltd. Since the peace treaty was signed with Japan imports of coin-machines into Japan have been under severe restrictions. However, coin-machines can still be shipped to U. S. Army and Navy facilities. Badger Sales Company, thru our Japanese branch, imports many Japanese products for the U. S. market. The Japanese are ingenious creators of toys and games, millions of dollars of which are shipped to the U. S., but so far as we know nobody in Japan has developed a coin-operated piece of equipment to compete in the U. S. market.

In the Philippines we are fortunate in having as our client and friend, William J. Suter, who is the leading distributor of coin-machines in the Philippines and also one of the best-known and respected importers of general merchandise in that country. Import licenses for coin-machines are rationed out by the Philippine government to established importers. Only a small percentage of applications for licenses are approved.

Guam, Hawaii and Alaska are U. S. possessions, not export markets, but because of their location we pack and ship orders for these points just as carefully as we do export orders. Hawaii and Alaska are growing markets and take a lot of U. S. coin-operated equipment. Guam is quite active even though no longer considered our major Pacific Far East base. We believe more coin-machines are shipped to these U. S. possessions than to any foreign country, with the possible exceptions of Canada and Mexico.

Central America

All Central American countries are good markets for phonographs and people like and play them. But all are in the "revolutionary

belt" and a business man in these little countries never knows when a new regime is going to take over and upset all his plans.

Guatemala is infested with Reds who control key government spots. Until they are cleaned out, the market there for coin-machines will not be as good as it could be. During my last visit to Guatemala, I saw slot machines operating in all retail establishments just like Las Vegas. I was told they were operated by the government and proceeds went to some charity—the name of the charity was not too well known. Tiny El Salvador has a population of only two million but business activity is extremely high and the market for coin-machines is wide-open. The same free market also exists in Panama. Costa Rica is coming out of a financial crisis and should get better as a market for coin-machines. Honduras and Nicaragua have a standard of

living too low to absorb many coin-operated machines.

In South America the biggest and richest markets, Brazil and Argentina have practically shut off coin-machine imports. Imports are under license and the politicians are not issuing licenses for coin-machines. The reason given is that they have no dollars for such "non-essential" luxuries as coin-machines. The same situation exists in varying degrees in almost all countries in South America except Venezuela, where the importer is free to import coin machines and Colombia where licenses are given to importers to bring in machines knocked-down for assembly in a Colombia plant. As may be expected, in all countries where licenses are issued for imports, there is considerable trafficking in licenses, collusion between importers and politicians and the usual charges of graft and favoritism.

Pointers for Exporters

Continued from page 80

in a trade or business probably requires a minimum of an office or sales agency in such a foreign possession.

To take advantage of this section, it is advised that a new domestic subsidiary be established. This new firm should limit its operations to the purchasing of goods manufactured or usually distributed by the parent and their sale in the possessions in order to comply with the provision that 80 per cent of its sales must be made in United States possessions.

There are several disadvantages which may counterbalance the exclusion from federal taxation of gross income derived in a possession, and these should be considered. Firstly, the qualifying corporation cannot be included in a consolidated return (Code Section 141 (e)). Also, the qualifying domestic corporation is deprived of possible credits for foreign taxes (Code Section 131 (g)), and there is the further deterrent that its domestic parent loses the 85 per cent dividends received credit on inter-company dividends paid to it by the new subsidiary (Code Section 26 (b)).

Many American manufacturers of coin-operated equipment and some operators with territories in foreign countries also can derive a tax benefit by incorporating in a foreign jurisdiction.

Such a foreign corporation is not subject to federal income taxes since it is not doing business in the United States (Code Section 231). Moreover, income earned by an American owned foreign corporation will not be subject to the American tax structure until dividends are paid to its domestic parent. Of

course, such a foreign corporation would not be subject to the excess profits tax, and neither would the dividends, received by the parent from the foreign corporation, be subject to the excess profits tax (Code Section 454 (e)). If the domestic parent corporation owns at least 10 per cent of the voting stock of the foreign corporation, the parent can claim a tax credit for the foreign taxes paid by the foreign subsidiary.

The tax credit, which the parent can take, is that proportion of any income and excess profits taxes paid or deemed to be paid to any foreign country upon the accumulated profits of the foreign corporation from which dividends have been paid to the degree that such dividends bear to the amount of such accumulated profits. Of course, another advantage in foreign incorporation is that profits can be accumulated in foreign subsidiaries without incurring the risk of additional surtaxes under Section 102.

While foreign incorporation merits careful consideration because of its many attractions, it is suggested that the disadvantages of this device be appreciated also.

Firstly, while only 15 per cent of dividends from domestic corporations are taxed when dividends are paid over to the parent company (Code Section 26 (b)), all the dividends from foreign corporations not doing business in the United States are subject to normal taxes and surtaxes when they are paid over to the domestic parent. This loss of the 85 per cent dividends-received credit on dividends paid to the parent is a considerable deterrent to the establishment of a foreign corporation.

Another disadvantage of foreign incorporation is that such a corporation cannot be included in a consolidated return with its domestic parent unless it is a wholly owned corporation under the laws of a contiguous foreign country (Mexico and Canada) and maintains solely to comply with the laws of such country as to the title and operation of property (Code Section 141 (g)). The exclusion from consolidated returns can be costly when losses from foreign operations are sustained as they cannot be offset against the profits of the domestic parent.

Chicago Coin

Continued from page 80

and 20-30 scoring. One of its new scoring ideas is the use of the matching score principle either before the 10th frame or just after the game ends. It can also be used with a light-up feature involving the Name Bowler designation on the backglass. This light-up can be for one letter in N-A-M-E B-O-W-L-E-R or all 10 letters.

Another feature which will draw repeat play is the carrying over some of the letters in Name Bowler from one game to the next. Thus if the game ends with five letters of the name illuminated, the next player can start from that point.

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

• Arcade Equipment

	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27	Issue of Dec. 20
Ace Bomber (Mutoscope).....	\$100.00	150.00	\$195.00	\$195.00
Air Raider (Keeney).....	125.00	125.00(2)	125.00(2)	125.00(2)
Astroscope 10c.....	95.00			
Bank Shots (American).....	285.00	285.00		
Basketball (Gottlieb).....	95.00	95.00	95.00	95.00
Big Inning (Bally).....	149.50	149.50	149.50	149.50
Bolascore (Supreme).....	195.00	195.00	195.00	195.00
Boomerang.....	95.00	100.00	100.00	100.00
Challenger (ABT).....	45.00			
Chicken Sam (Seeburg).....	20.00	29.50	29.50	29.50
Counter Grip (Mercury).....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Dale Gun (Exhibit).....	150.00	150.00	150.00	150.00
	34.50	34.50	34.50	34.50
	49.50	50.00	65.00(3)	45.00
	50.00	75.00	94.50	65.00(3)
	75.00	94.50	94.50	75.00
	94.50			94.50
Defender (Bally).....	95.00	95.00	95.00	95.00
Deluxe Athletic Scale (Mercury).....	79.50	79.50	79.50	79.50
Deluxe Photomatic (Mutoscope).....	149.50			
Derby, 4 Player (Chicago Coin).....	150.00	195.00(2)	195.00(2)	100.00
	195.00(2)			
Drop Kick.....	149.50			195.00(2)
Flash Hockey (Colnes).....	75.00	75.00		75.00
Flying Saucer (Mutoscope).....	150.00	150.00	150.00	150.00
Goalie (Chicago Coin).....	75.00	85.00	59.50	85.00
	119.50	125.00	119.50	119.50
	125.00	125.00	125.00	125.00
Gun Patrol (Exhibit).....	215.00	175.00	215.00	215.00(2)
Heavy Hitter (Bally).....	65.00	69.50	69.50	69.50
Hockey (Chicago Coin).....	65.00	75.00	65.00	75.00
Irish Poker.....	85.00	85.00	85.00	85.00
Jack Rabbit (Amusement Corp.).....	95.00	109.50	95.00	109.50
Jet Gun (Exhibit).....	250.00	195.00	265.00	225.00
	265.00			265.00
Kicker & Catcher.....	18.50			275.00
Lite League.....	99.50	99.50	99.50	99.50
Love Meter (Exhibit).....	39.50	39.50	39.50	39.50
Metal Typer Deluxe.....	375.00	375.00	375.00	375.00
Midget Movies.....	195.00			
Midget Ski Ball (Chi Coin).....	125.00	150.00	125.00	199.50
	199.50			
Model F (ABT).....	20.00			
Nite Bomber (Kirk).....		150.00	150.00	150.00
Panorams.....	225.00	225.00	225.00	225.00
Photomatic (Mutoscope).....	250.00	250.00	250.00(early)	250.00
	250.00(early)	250.00(early)	250.00	250.00(early)
	375.00(early)	650.00(2) (late)	650.00(early) (2)	650.00(early)
	625.00(early)			
	650.00(early)			
Pistol Pete (Chicago Coin).....	70.00	75.00	95.00	129.50
	129.50			
Pitch 'Em & Bat 'Em (Scientific).....	185.00	185.00	185.00	185.00
Pokerino (Scientific).....	49.50	99.50	99.50	99.50
	125.00			
Pokerino Jr. (Scientific).....	79.50			
Pony Express (Exhibit).....	250.00			250.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Punch-A-Ball (Genco).....	15.00			
QT Pool Table.....		125.00	125.00	125.00
Quizzer.....	95.00	100.00	100.00	100.00
Rapid Fire (Bally).....	125.00	125.00	125.00	125.00
Recordio (Wilcox-Gay).....	125.00			150.00
Rifle Range Raw Gun.....	105.00	105.00	105.00	105.00
Set Shot.....	200.00			
Shipman Art Show.....	49.50	59.50	49.50	49.50
Shoaker (Acme).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg).....	250.00	275.00(2)	275.00(2)	219.50(2)
	275.00(2)	295.00	295.00	225.00
	295.00			275.00(2)
	295.00			295.00
Silver Gullet (Exhibit).....	125.00	150.00	150.00	150.00
Six Shooter (Exhibit).....	165.00(2)	165.00(3)	165.00(2)	165.00
			185.00	250.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Ski Roll (Eva-).....	125.00	150.00	150.00	150.00
Skill Gun (ABT).....	39.50	39.50	39.50	39.50
Skill Test (Groschen).....	59.50	59.50	59.50	59.50
Sky Fighter (Mutoscope).....	125.00			
Standard Metal Typer.....	325.00	300.00	325.00	300.00
Star Series (Williams).....	75.00	100.00	75.00	100.00
	139.50	139.50	139.50	100.00
	139.50	139.50	139.50	139.50
Sub Gun (Keeney).....	125.00	125.00	125.00	125.00
Target Skill (Genco).....	100.00	100.00	100.00	125.00
Team Hockey (United).....	95.00	125.00	95.00	125.00
Teletiz.....	139.00	169.50	139.00	169.50
	169.50			169.50
Ten Strike (Evans).....	75.00	169.50	75.00	169.50
3-Way Gripper (Gottlieb).....	24.50	24.50	24.50	24.50
Undersea Raider (Bally).....	90.00	95.00	95.00	95.00
Voice-o-Graph (Mutoscope).....	425.00	525.00	425.00	525.00
Western Baseball.....	85.00	85.00	85.00	85.00

Foreign Arcades Make Strides

Continued from page 80

been established. The game is a relatively simple unit with an upright playfield and ball action. Its interest has been so sustained for the past 10 months that few games have been able to compete with it.

Sweden

A surprisingly great number of amusement units made in the U. S. also can be found in the Stockholm area. The majority of them are in the city's two amusement parks—Grona Lund's Tivoli and Nojesfaltet—but there also are many on location in stores and restaurants. While some of the games are of the 1930 to 1935

vintage, a few of the late model postwar units have made their appearances in the city in recent months. In Swedish Arcades, the games are usually operated by special slugs called jetons which are purchased just before play.

One of the coming Arcade centers this year is Havana. There interest in amusement games has reached a point where three of the largest Florida Arcade operators have opened or purchased establishments. Another area which continues to make big strides in the Arcade field is Montreal. The Canadian National Exposition of the past few years has demonstrated to Canadian coinmen the high earning power of Arcade equipment. The result has been that many newcomers and even U. S. interests have opened up Arcades in Canada's eastern provinces.

The kiddie rides have not been installed in many foreign countries to date, there is ample reason to believe that in 1953 this situation will improve. Two of the leading ride exponents, Exhibit Supply and Bally, recently appointed representatives for several countries. Both manufacturers as well as many others in the field are expected to make a strong bid for foreign ride trade this year.

Juke, Game Sales

Continued from page 80

sulted from juke activity. Thus, where old-line coin machine exporters considered only music machines saleable abroad, the current group has proven vendors and games are potentially equally popular if the sales spade work can be accomplished in the near future.

The development of new markets for games and vendors has had a stimulating effect on the export field. Many specialists have entered the field. These not only handle direct requests for equipments but often serve one or more factories in foreign transactions. Another trend has been the setting up by factories of their own export divisions with trained export personnel working full

time on this phase of the business. This followed when game and vendor firms realized the business had grown so rapidly that it warranted specialization.

The most observers believe the export field is just coming of age, certain developments have emphasized how much progress has been made in recent years. Whereas formerly, the foreign transactions were handled with difficulty because of language, coinage and voltage obstacles, today the foreign buyer can expect prompt replies, prompt delivery and better merchandise.

SAM SOLOMON'S BUYS

United ABC\$225.00
Chi. Coin Basketball Champ 195.00
Spot Life 335.00
Twin Rotation Write
Dale Gun 49.50
Keeney 4 Player Conversion
for long board 195.00
Sunshine Park 395.00

University Coin Machine Exchange
854 N. High St., Columbus 8, Ohio
Tel.: UNIVERSITY 6900

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THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27	Issue of Dec. 20
ABC (United)	165.00	175.00	175.00	200.00
Advance Roll (Genco)	30.00	35.00	34.50	49.50
All Baba (Gottlieb)	34.50	49.50	49.50	49.50
Alice in Wonderland (Gottlieb)	20.00	39.50	39.50	79.50
Aquacade (United)	79.50	79.50	79.50	79.50
Arcadia (Williams)	115.00	99.50	99.50	99.50
Arizona (United)	425.00(2)	425.00	445.00	445.00
Atlantic City (Bally)	435.00	445.00	445.00	445.00
Barnacle Bill (Gottlieb)	34.50	34.50	34.50	34.50
Basketball Champ (Chicago Coin)	185.00	195.00	225.00	250.00
Batting Practice	89.50	89.50	89.50	89.50
Be Bop (Exhibit)	94.50	94.50	94.50	94.50
Big Top (Genco)	64.50	64.50	64.50	59.00
Bing-a-Roll	125.00	125.00	125.00	125.00
Bingo Rolls	65.00	65.00	65.00	65.00
Black Gold (Genco)	59.50	59.50	59.50	59.50
Blue Skies (United)	20.00	20.00	20.00	20.00
Beliers (United)	250.00(3)	250.00(2)	250.00	275.00
Boston (Williams)	50.00	89.50	89.50	89.50
Bowling Champ (Gottlieb)	50.00	74.50	50.00	74.50
Bright Lights (Bally)	175.00	210.00	215.00	250.00
Bright Spot (Bally)	219.50	220.00	265.00	220.00
Buccaneer (Gottlieb)	34.50	64.50	34.50	64.50
Buffalo Bill (Gottlieb)	74.50	74.50	74.50	74.50
Buttons & Bows (Gottlieb)	69.50	55.00	69.50	69.50
Campus (Exhibit)	94.50	94.50	94.50	94.50
Canasta (Genco)	89.50	89.50	89.50	89.50
Caravan	195.00	195.00	195.00	195.00
Carnival	49.50(2)	49.50(2)	49.50	49.50(2)
Carolina (United)	20.00	20.00	20.00	20.00
Champion (Bally)	65.00	89.50	65.00	89.50
Charmaine (Chicago Coin)	79.50	79.50	79.50	79.50
Chinatown	195.00	195.00	195.00	195.00
Cinderella (Gottlieb)	29.50	29.50	29.50	29.50
Citation (Bally)	30.00	79.50	25.00	35.00
College Date (Gottlieb)	59.50	89.50	59.50	75.00
Coney Island (Bally)	325.00	325.00	350.00	350.00
Control Tower (Williams)	349.50	350.00	350.00	350.00
County Fair (United)	95.00	110.00	110.00	110.00
Cross Roads	160.00	160.00	160.00	160.00
Cyclone (Gottlieb)	44.50	74.50	44.50	74.50
Dallas (Williams)	99.50	99.50	99.50	99.50
De-Icer (Williams)	175.00	175.00	175.00	175.00
DeLuxe World Series (Williams)	20.00	34.50	34.50	34.50
Dew-We-Ditty (Williams)	70.00	70.00	70.00	70.00
Double Action	120.00	120.00	120.00	120.00
Double Feature	49.50	50.00	49.50	75.00
Double Shuffle (Gottlieb)	72.50	84.50	85.00	99.50
Dreamy (Williams)	99.50	85.00	85.00	99.50
El Paso (Williams)	39.50	39.50	39.50	39.50
Five Star (Universal)	95.00	99.50	95.00	125.00
Floating Power (Genco)	44.50	44.50	44.50	44.50
400 (Genco)	265.00	250.00	265.00	295.00
Four Horsemen (Gottlieb)	139.50	110.00	139.50	110.00
Four Stars (Gottlieb)	425.00	450.00	49.50	94.50
Freshie (Williams)	450.00(2)	450.00	450.00	450.00
Frotics (Bally)	275.00	295.00	225.00	225.00
Futurity (Bally)	84.50	84.50	84.50	84.50
Georgia (Williams)	165.00	165.00	165.00	165.00
Gizmo (Williams)	59.50	59.50	59.50	59.50
Globe Trotter	69.50	69.50	69.50	69.50
Golden Gloves (Chicago Coin)	109.50	109.50	109.50	109.50
Grand Award (Chicago Coin)	159.50	160.00	159.50	160.00
Handicap (Williams)	165.00	165.00(2)	165.00(2)	165.00(2)
Happy Go Lucky (Gottlieb)	22.50	24.50	24.50	24.50
Harvest Time (Genco)	180.00	175.00	175.00	175.00
Hayburner (Williams)	29.50	29.50	29.50	29.50
Hits and Runs (Genco)	325.00	325.00	325.00	325.00
Holiday (Keeney)	225.00	225.00	225.00	225.00
Hong Kong (Williams)	169.50	169.50	169.50	169.50
Horseshoes (Williams)	40.00	99.50	65.00	99.50
Hor Rod 'Bally'	45.00	195.00	185.00	195.00
Hy-Roll (Bally)	54.50	54.50	54.50	54.50
Jalopy (Williams)	110.00	119.50	110.00	119.50
Jockey Special (Bally)	99.50	99.50	99.50	99.50
Joker (Gottlieb)	25.00	69.50	30.00	69.50
Judy (Exhibit)	99.50	90.00	90.00	99.50
Just 21 (Gottlieb)	129.50	129.50	129.50	129.50
King Arthur (Gottlieb)	75.00	75.00	75.00	75.00
King Pin (Chicago Coin)	60.00	74.50	74.50	75.00(2)
Knock Out (Gottlieb)	75.00	99.50	79.50	99.50
Leader (United)	299.50	310.00	299.50	310.00
Lite-a-Line (Keeney)	99.50	115.00	125.00	145.00
Long Beach (Williams)	195.00	295.00	84.50	84.50
Lucky Inning (Williams)	84.50	84.50	84.50	84.50

	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27	Issue of Dec. 20
Madison Square Garden (Gottlieb)	49.50	\$110.00	\$110.00	\$115.00
Magic (Exhibit)	165.00	49.50	49.50	49.50
Majorette	20.00	20.00	20.00	20.00
Major League Baseball (United)	74.50	74.50	74.50	74.50
Major of 49 (Chicago Coin)	29.50	29.50	29.50	29.50
Mardi Gras	49.50	49.50	49.50	49.50
Maryland (Williams)	84.50	84.50	84.50	84.50
Mermald	150.00	150.00	150.00	150.00
Merry Widow (Genco)	29.50	29.50	29.50	29.50
Minstrel Man (Gottlieb)	159.50	150.00	159.50	125.00
Mountain Climber	165.00	165.00	165.00	165.00
Monterrey (United)	20.00	20.00	20.00	20.00
Moon Glow (United)	20.00	20.00	20.00	20.00
Niagara (Gottlieb)	165.00	165.00	165.00	165.00
Nifty (Williams)	99.50	100.00	100.00	100.00
Oasis (Exhibit)	64.50	74.50	74.50	74.50
Oklahoma (United)	129.50	110.00	129.50	110.00
Old Faithful (Gottlieb)	34.50	34.50	34.50	34.50
One, Two, Three (Genco)	450.00	500.00	515.00	515.00
Palm Beach (Bally)	525.00	525.00	520.00	550.00
Paradise	20.00	20.00	20.00	20.00
Paratrooper (Williams)	190.00	190.00	190.00	190.00
Photo Finish (Universal)	40.00	40.00	40.00	40.00
Pin Bowler (Chicago Coin)	20.00	20.00	20.00	20.00
Pinch Hitter (United)	87.50	99.50	89.50	99.50
Pinky (Williams)	89.50	89.50	89.50	89.50
Playland (Exhibit)	89.50	104.50	89.50	104.50
Playtime (Exhibit)	74.50	74.50	74.50	74.50
Pro-Score (Ponsler)	45.00	45.00	45.00	45.00
Puddin' Head (Genco)	39.50	39.50	39.50	39.50
Punchy (Chicago Coin)	80.00	89.50	89.50	89.50
Quarterback (Williams)	85.00	89.50	85.00	89.50
Quartette (Gottlieb)	165.00	165.00	165.00	165.00
Ramona	20.00	20.00	20.00	20.00
Red Shoes (United)	115.00	115.00	115.00	115.00
Rockette	150.00	150.00	150.00	150.00
Rondevee (United)	20.00	20.00	20.00	20.00
Toss Bow	44.50	69.50	44.50	44.50
St. Louis (Williams)	20.00	20.00	20.00	20.00
Sally (Chicago Coin)	39.50	39.50	39.50	39.50
Saratoga	34.50	34.50	34.50	34.50
Screwball (Genco)	175.00	175.00	175.00	175.00
Sea Jockeys (Williams)	25.00	25.00	25.00	25.00
Select-a-Card (Gottlieb)	34.50	54.50	34.50	34.50
Serenade (United)	89.50	89.50	89.50	89.50
Shantytown (Exhibit)	49.50	49.50	49.50	49.50
Sharpshooter (Gottlieb)	155.00	159.50	159.50	159.50
Shoot the Moon	75.00	119.50	90.00	119.50
Shoe Shoe (Williams)	20.00	20.00	20.00	20.00
Show Boat	190.00	190.00	190.00	190.00
Skill Pool (Gottlieb)	140.00	149.50	149.00	149.00
Slugfest	89.50	89.50	89.50	89.50
South Pacific (Genco)	49.50	49.50	49.50	49.50
Special Entry (Bally)	90.00	90.00	90.00	90.00
Sportsman (Williams)	135.00	135.00	135.00	135.00
Spa Bowler (Gottlieb)	215.00	280.00	335.00	345.00
Spot-Lite (Bally)	345.00	345.00	350.00	375.00
Stardust (United)	20.00	20.00	20.00	20.00
Star (United)	325.00	379.50	325.00	375.00
Stop and Go (Genco)	94.50	94.50	94.50	94.50
Summer Time (Gottlieb)	20.00	34.50	34.50	34.50
Sunshine Park (Bally)	395.00	395.00	395.00	395.00
Super Deluxe World Series (Williams)	275.00	289.50	289.50	275.00
Super Hockey	59.50	59.50	59.50	59.50
Super World Series (Williams)	195.00	275.00	289.50	289.50
Sweetheart (Williams)	65.00	99.50	89.50	89.50
Tahiti (Chicago Coin)	64.50	79.50	64.50	79.50
Tampico (United)	29.50	29.50	29.50	29.50
Tennessee (Williams)	50.00	50.00	50.00	50.00
Texas League (Keeney)	99.50	99.50	99.50	99.50
Thing (Chicago Coin)	64.50	64.50	64.50	64.50
Three Castles (Genco)	149.00	149.00	149.00	149.00
3-4-5	75.00	75.00	75.00	75.00
Three Musketeers (Gottlieb)	29.50	49.50	29.50	49.50
Thrill (Chicago Coin)	165.00(2)	249.50	249.50	249.50
Touchdown (United)	29.50	29.50	29.50	29.50
Trade Winds (Genco)	99.50	99.50	99.50	99.50
Trigger (Exhibit)	49.50	49.50	49.50	49.50
Trip Action (Genco)	94.50	94.50	94.50	94.50
Triplets (Gottlieb)	94.50	115.00	94.50	115.00
Tri-Score (Genco)	99.50	99.50	99.50	99.50
Tumbler (Exhibit)	85.00	95.00(2)	95.00(2)	110.00
Turf King (Bally)	100.00	120.00	149.50	120.00
Tuscon (Williams)	44.50	44.50	44.50	44.50
Utah (United)	84.50	84.50	84.50	84.50
Wild West (Gottlieb)	225.00	225.00	225.00	225.00
Winner (Universal Industries)	45.00	75.00	65.00	75.00
Wizard	99.50	99.50	99.50	99.50
Wizdom (United)	20.00	34.50	34.50	34.50
Wizdom (United)	49.50	49.50	49.50	49.50
Wana (Williams)	265.00	265.00	265.00	265.00
Zingo (United)	265.00	265.00	265.00	265.00

VICTOR... For Beauty and Durability

VICTOR'S Topper Deluxe Globe Style VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

VICTOR'S Baby Grand Deluxe

\$14.25 EA. \$13.25 ea. 100 or more

All machines packed and sold 4 to the case.

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Reconditioned Like New

Atlantic City	\$435
Coney Islands	335
Bright Spots	315
Leaders	310
Bright Lights	220
Conco 400's	295
Turf Kings	120
Citations	30
Hot Rods	40
Genco Advance Rolls	30
Various Flipper Pins	Write

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Guns, Ea. \$199.50

United Super Six Player Alley 334.50

United Six Player, Formica Top 289.50

United Four Player, Formica Top 194.50

Keeney Four Player Bowling League 99.50

Range Rider Mech. Horse, New 425.00

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CONSTRUCTION — In addition to rugged manufacture and positive locking action, only the Herculoock has the Gear-Tooth keyway... a design that is virtually pick-proof and unlike any keyway now in use. Only the Herculoock key will fit.

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INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 10	Issue of Jan. 3	Issue of Dec. 27	Issue of Dec. 20
Bowler, 4 player (Keeney)...				\$225.00
Bowlette (Gottlieb)	\$25.00			15.00
Bowling Alley (Chicago Coin)				
Bowling Alley, 6 player (Chicago Coin)	265.00 295.00 295.00w/p	\$245.00 319.50	\$265.00 295.00w/p 319.50	265.00 295.00w/p 319.50
Bowling Champ (Keeney)....	50.00	50.00		
Bowling Champ, 2 Player (Keeney)	89.50			
Bowling Classic (Chicago Coin)	59.50 69.50 89.50	59.50 109.50	109.50	59.50 69.50 109.50
De Luxe League Bowler (Keeney)	245.00 265.00 295.00	265.00 275.00 295.00	275.00 295.00	195.00 275.00(2) 295.00 325.00 39.00
Deluxe Bowler (Williams) ...	39.50			39.00
Deluxe 6 Player (Chicago Coin)	265.00	265.00w/p	265.00w/p	265.00w/p
Double Bowler (Keeney) ...	79.50 99.50	79.50 99.50	99.50	75.00 79.50 99.50
Double Header (Bally).....	69.50	69.50		
Double Header (Williams)...	45.00(2) 49.50	49.50	45.00 49.50	29.50 45.00(2) 49.50
Double Shuffle Alley (United)		55.00		55.00
Double Shuffle Alley Express Rebound (United)	139.50	139.50	139.50	139.50
8 Player Rebound (Genco)...	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United)	199.50 215.00 225.00(2) 235.00w/p 240.00w/p 245.00(2)	199.50 215.00 235.00w/p 240.00w/p 245.00	199.50 215.00 235.00w/p 240.00w/p 245.00	210.00 215.00 219.50 235.00w/p 240.00w/p 245.00 195.00
Four Player (Keeney)	195.00 225.00 295.00	195.00 295.00	195.00 295.00	
Four Player Shuffle Alley (United)	220.00	220.00	220.00	220.00
Hook Bowler (Bally)	125.00 145.00 149.50	125.00 149.50	125.00 149.50	125.00 145.00 149.50
League Bowler (Keeney)...	115.00 125.00 135.00 139.50	115.00 139.50	115.00 155.00	115.00 125.00 139.50 145.00 150.00 155.00
League Bowler, 4 Player (Keeney)	139.50 195.00	195.00	139.50 195.00	139.50 195.00
League Bowler Super Deluxe (Keeney)	275.00			295.00 45.00
Match-A-Score (United).....				355.00 359.50
Official Shuffle Alley (United)	349.50			29.00
Shuffle Alley (United)	29.00			
Shuffle Alley Deluxe 6 Player (United)	325.00(2) 350.00	315.00w/p 325.00 350.00	325.00 335.00	325.00 335.00
Shuffle Alley Express (United)	35.00 45.00 49.00	39.00 49.00	35.00 49.00	35.00 45.00 49.00
Shuffle Alley 2 Player (United)	60.00	60.00	60.00	60.00
Shuffle Alley Express 2 Player (United)	139.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney)		250.00	250.00	
Shuffle Alley, 6 Player (United)	240.00 245.00 265.00(2) 265.00(2)w/p 315.00	240.00 265.00 315.00	240.00 265.00(3) 265.00(2)w/p 315.00 375.00	240.00 265.00(2) 265.00(2)w/p 315.00
Shuffle Baseball (Chicago Coin)	45.00			45.00
Shuffle Bowler (Bally)	29.00	29.00	29.00	29.00
Shuffle Champ (Bally)				55.00
Shuffle Horseshoe (Chicago Coin)	75.00 129.50	75.00 95.00 129.50	75.00 95.00 129.50	75.00 95.00 129.50 29.00 105.00 125.00(2) 79.50 90.00 95.00
Shuffle Lane (Rock-Ola)....	29.00			
Shuffle Line (Bally)	95.00 105.00 125.00(2)	95.00 105.00 125.00	105.00 125.00	105.00 125.00(2)
Shuffle Slugger (United)	65.00 79.50	65.00	65.00	65.00 79.50
Shuffle Target (Genco)	95.00 119.00	69.50 95.00	69.50 95.00	69.50 90.00 95.00
Shuffle Tournament, 4 player (Universal)	145.00			145.00
Single Shuffle Alley Rebound (United)	50.00 89.50 79.00	50.00 89.50 79.00	50.00 89.50 79.00	50.00 89.50 79.00
Star Alley (United)	350.00 435.00	350.00 435.00	350.00 435.00	350.00 435.00
Star Bowler, 2 Player	89.50			89.50
Strike (Exhibit)				
Super Six Shuffle Alley (United)	350.00(2) 375.00	350.00 375.00	350.00 375.00	350.00 375.00(2)
Super Twin Bowler (Universal)	59.50 69.00(2)	59.50 69.00	59.50 69.00	59.50 69.00(2)
Trophy Bowl (Chicago Coin)	50.00 59.50 89.50 99.50	50.00 59.50 119.50	59.50 89.50 119.50	59.50 89.50 119.50
Twin Bowler (Universal)	49.00	49.00	49.00	45.00 49.00
Twin Shuffle Alley Rebound (United)	145.00 165.00	165.00	165.00	145.00 165.00
Twin Shuffle-Cade (United)	150.00	195.00	195.00	195.00

COIN SITUATION

Like Voltage Problem Eases On Slow Basis

CHICAGO, Jan. 10.—Coinage, like voltage, continues a problem in the export market but there has been a noticeable, tho slow improvement in both since the middle '30's when the situation became so drastic that only the most persevering coinmen concentrated on overseas sales. The current exports still offer problems, U. S. factories and export firms specializing in game, vander and juke sales have overcome many of them by studying foreign coinage. As sales increased, more firms added trained export personnel and have manufactured equipment with special coin chutes tailored for various coins. Most major buyers of coin equipment outside the U. S. use coins similar in size to the American penny, nickels, dimes or quarters or oversized coins which will pass thru the coin chute following a simple adjustment. One coin which is tough to cope with is the Venezuelan G.R. 1250. This is thinner and much smaller than the U. S. dime. Because of its light weight, it frequently will slip thru a coin chute without tripping the mechanism. It also has a tendency to bend easily and then jam the coin chute.

Voltage

The voltage situation has shown a consistent improvement, especially since World War II. Modernization programs in several countries have resulted in the installation of 110 or 220 voltages in many large and small cities. However, most export specialists stress that sales to foreign cities are still on a comparative singular basis. This, they explain, makes it frequently necessary to check with the buyer to determine where the machine is to be located and the voltage to be used. In recent years there has been a trend on the part of buyers to make their own coin and voltage adjustments. This has proved to be a successful change and came about as overseas distributors and operators developed modern service methods and better shop facilities.

New Horse Ride Is Set By Capitol

NEW YORK, Jan. 10.—Lightning, a miniature coin-operated horse ride, is being manufactured by Capitol Projectors here. Leo Willins, Capitol exec, said that production on the ride started this week, with current weekly output set at 25. The ride will be sold thru regular distributors. Over-all length is 48 inches as is the height. The base is 18 by 37 inches and the uncrated weight is 180 pounds. Casters are optional at \$10. The ride may be purchased under a finance plan which allows the operator up to 18 months to pay. Samples will be sent to approved operators on request. Willins also announced that three-dimensional Midget Movies would be ready for the market within 30 days. He would not go into detail.

Mass. City Stops Op Pin Licenses

SALEM, Mass., Jan. 10.—Pinball machines in 60 locations thruout the city have been banned by Mayor Francis X. Collins. City Clerk Augustine J. Toomey carried out the order by denying operators' license renewals for 1953. Looting of pinball machines by teen-agers was blamed by operators for the mayor's action. Marshal Joseph V. McDonough said that two of six juveniles questioned admitted breaking into pinball machines. Local laws prohibit persons under 18 to play pinball machines.

IMPORTERS...

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2. Satisfied Customers All Over the World

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ALL RECONDITIONED, GUARANTEED
 New and Used
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All Models!

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FOR BIG CASH PROFITS
 LATE EXHIBIT BIG BRONCOS
 ATOMIC JET SPACE SHIPS
 METEOR SPACE SHIPS
 75 LATE MIDGET MOVIES
 15 METALTYPER
 and a big assortment of
 BALLY CHAMPION HORSES
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 HOT ROD and MIDGET RACER
 Automobile Rides

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Planning A Baseball Batting Range? See The "VARSITY"

BASEBALL PITCHING MACHINE

As durable as a 30 game winner. Amazingly accurate, built to LAST by one of the very FIRST in the automatic pitching machine business. Heavy gauge, all steel construction. Roller bearings used in all moving parts.

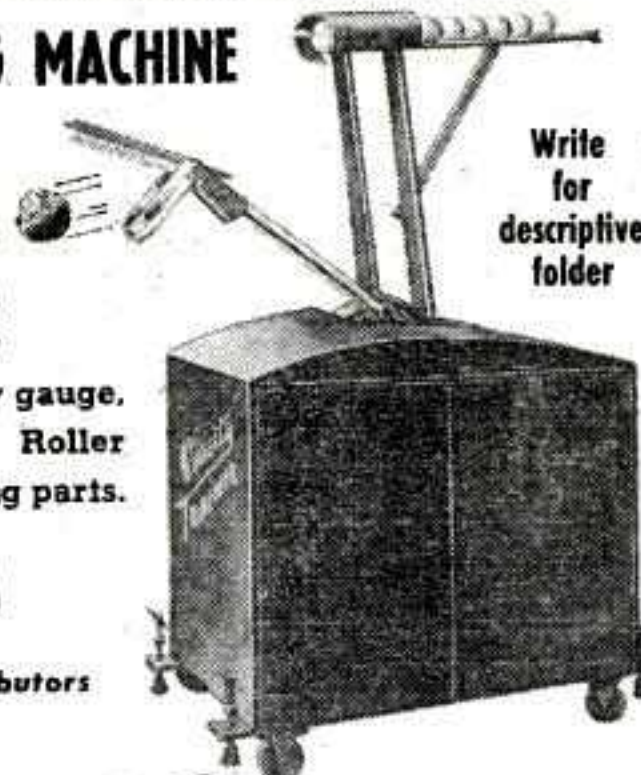
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DUDLEY Sports Co.

DUDLEY BLDG., 633 2nd Ave. (34th St.)
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WEIGHT 375 lbs.
 LENGTH 3 ft.
 WIDTH 2 ft.
 OVERALL HEIGHT 5 ft. 5 in.



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SHUFFLE GAMES

- Un. Official Bowler \$349.50
- United 6 Player 265.00
- 5-Player 225.00
- TWIN REBOUND 145.00
- Shuffle Slugger 79.50
- Shuffle Express 45.00
- Bally Shuffle Line 125.00
- Shuffle Target 119.00
- Super Twin Bowler 69.00
- Shuffle Alleys 29.00
- Rock-Ola Shuffle Lane 29.00
- Chi. Coin Classic 69.50
- Chi. Coin Trophy 89.50
- Keeney League Bowler 125.00
- Keeney Deluxe LB 245.00
- Keeney Super Deluxe LB 275.00
- Bally Hook Bowler 145.00
- Chicoin Baseball 45.00
- EXHIBIT STRIKE 89.50
- WILLIAMS DOUBLE HEADER 45.00
- Keeney 4-Way Bowler Shuffleboard Conversion 225.00
- Universal Shuffle Tournament, 4 Player Shuffleboard Conversion 145.00

KEENEY BOWLING CHAMPS

2-Player Conversion for Shuffleboard, thoroughly reconditioned for long service—\$89.50

Genuine Deluxe FORMICA TOPS

With orig. Silk Screen playing instructions AT THE RIGHT PRICE! Complete with cement for easy installation. For all United 8 ft. games.
 In Lots \$13.50 ea.
 Write for Quantity Prices.
SHUFFLEBOARD SUPPLIES
 Shuffle Game Wax, Case (12) \$ 3.30
 Fast Wax, Cape (12) 4.50
 Pucks (Set of 8) 7.50
 Score Sheets, 10 pads Fluorescent Lights, pair 22.50
 Used Rock-Ola Shuffleboard Lites, pr. 12.50
 Adjusters 18.50
 New Shuffleboard Scoreboards, Overhead 125.00
 Wall Model 95.00



Seeburg Wallbox W4-L56, 54, 104, 254, wireless, reconditioned \$32.50
 Cigarette Machines—25c Slot
 Nat'l 930's & 950's \$89.50
 Nat'l 750 \$85.00
 Reconditioned & Refinished

SHUFFLEBOARDS
 18.20-22 SPECIAL!
 ft. with new Play Fields. **WRITE**

PURVEYOR Shuffleboard Co.

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SAY YOU SAW IT IN THE BILLBOARD! when answering ads...

FOR SALE

- United 6 Player Deluxe Shuffle Alley \$295.00
- United 6 Player Big Pins, Formica Top 260.00
- United 5 Player Big Pins, Formica Top 235.00
- Chi Coin Match Bowler 49.50
- Keeney 2 Player Shuffle Alley 95.00
- Chi Coin Twin Bowler With Fly Back Pins 32.50
- Universal Super Twin Bowler 39.50
- Bally Double Header 25.00
- Williams Jalousy, Very Clean 159.50
- Williams Star Series 75.00
- Williams Slugfest 149.50
- Universal 5 Star 80.00
- United ABC, Very Clean 140.00
- United Stars, Like New 325.00
- United Leader 325.00
- Silver King Duck Hunters, New Wvr. Bar Box Model 2140. Like New 12.50
- Bally Futurity, Like New 275.00
- Seeburg Bear Guns, Very Clean 249.50
- Seeburg 5-10-25c 3-Wire Wall Box 32.50
- Seeburg 5c 3-Wire Wall Box 15.00
- Seeburg 1946 Phonograph 149.50
- Seeburg 1947 M. Phonograph 169.50
- Seeburg 100, 78 RPM 650.00

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We need all types of Arcade Equipment. Send us a list of what you have for sale.

MONROE COIN MACHINE EXCHANGE, Inc.
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO
 (Tel.: Superior 1-4600)

MUST SELL!

- 1 Triple Bell, 5-5-5 \$100.00
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- Seeburg Shoot the Bear 200.00
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- Wms. Music Mite 35.00
- 2 Springtime 69.50
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- 1 Keeney 49.50
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- 2 Canasta 20.00
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- Keeney 4 Pl. 8' Formica Top 150.00
- Keeney 2 Pl. Rebound 39.50
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- 2 Super Bonus Bells, 5-25 \$100.00
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- Wms. Long Beach 225.00
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- 3 Seeburg Low Boys, Perfect, Clean 35.00
- 1 Pin Bowlers 49.50
- 1 College Daze 44.50
- 2 Shanty Town 39.50
- 3 Tri-Scores 39.50
- 1 Genco Rocket 49.50
- Speedway, Play Ball and Build Up 19.50
- Un. 5 Pl. Reg. 200.00
- Un. Shuffle Cade Twin 75.00

TERMS: Full amount with orders, F.O.B. Philadelphia.
K. C. SPECIALTY CO. 410 Market St., Philadelphia 6, Pa.
 Market 7-6865 or 7-6391

SHUFFLE GAMES

United SIX PLAYER	\$265
United FIVE PLAYER	225
United FOUR PLAYER	200
United OFFICIAL SHUFFLE ALLEY	365
Keeney BIG LEAGUE BOWLER	185
Keeney LEAGUE BOWLER	115
Keeney KING PIN	35
Chi. Coin BOWLING ALLEY	45
Chi. Coin TROPHY BOWL	50
Williams DOUBLE HEADER	50
Bally HOOK BOWLER	95
Bally SHUFFLE LINE	95

MISCELLANEOUS EQUIPMENT

Exhibit SIX SHOOTER	\$165
Bally TURF KING	145
Bally FUTURITY	275
Bally CHAMPION HORSE	Write
Exhibit PONY EXPRESS HORSE	50
Exhibit DALE GUN	50
Keeney BOWLING CHAMP	(2 Player Shuffleboard Attachment) 50
Williams MAY BURNER	160
Williams SEA JOCKEY	175
Williams SPARK PLUG	165
Williams JALOPY	195

BINGO GAMES

BALLY

BRIGHT LIGHTS	\$210
PROLICS	450
ATLANTIC CITY	315
BRIGHT SPOT	315
ONEY ISLAND	315
SPOT LITES	335
PALM BEACH	525

UNITED

A.B.C.	\$150
STARS	325

KEENEY

LIT-A-LINE	\$115
------------	-------

GENCO

"400"	\$265
-------	-------

100 Telequiz \$85.00 Ea.

NEW GAMES

Williams

FOUR CORNERS	Bally
BEAUTY	United
10TH FRAME BOWLER	Gottlieb
QUEEN OF HEARTS	Chicago Coin
10TH FRAME BOWLER	Chicago Coin
DELUXE BOWLER	Chicago Coin

TERMS: 1/2 deposit, balance sight draft.

WILLIAMS DISK JOCKEY

A tantalizing game! In-line scoring plus "double feature" carry-over. Fast flippers... 27 ways to score replays.

FORMICA TOPS

For 8" United games, special glue included.

\$16.95 Ea.

Lots of 5 or more \$15.00 Ea.

50% of U. S. Mfrs. Exporting 1-10% of Annual Production

Most Have Own Export Divisions, Add \$1-\$60 to Vender Cost

CHICAGO, Jan. 10.—Over 50 per cent of U. S. vender manufacturers are engaged in exporting their product, ranging from a minimum 1 to a high 10 per cent of annual output, a survey by The Billboard revealed this week.

With the expected termination of steel, copper and aluminum allocations this year, further expansion in the export market is anticipated by a majority of the companies. Also, increased metals supplies will permit this rise in foreign trade with a simultaneous increase in equipment available for the domestic customer, manufacturers point out.

Most export business is conducted thru a firm's own export division. Two other common methods of handling foreign trade are thru a forwarding company or agent and thru brokers. A number of firms rely on forwarding agents to handle the paper work and other details of out-country shipments. In some foreign shipments, the forwarding company also handles the crating as well as making out all papers.

Crating, paper work and other time and material-consuming details of export trade (including the cost of maintaining an individual export division or fees to a broker or forwarding agent) result in higher machine cost, ranging from \$1 per bulk vender up to \$25 and \$60 on soft drink cup machines. This is in addition to duties, taxes and other customer-borne costs common to the export-import trade.

Mfrs. Report

The Rowe Corporation, New York, attributes record sales of \$37,000,000 during 1952 to a combination of trends in automatic merchandising; an upswing in the export market, an increase in variety of goods sold thru vendors and the development of in-plant feeding operations via vender.

Robert Z. Greene, president, stated Rowe's main export item was its cigarette machine. These are, mainly, going to Canada and Latin American countries "from which dollars can be remitted to the United States."

Stoner Manufacturing Corporation, Aurora, Ill., is shipping its Univendor line to European countries, Africa and Canada. It has set up its own export division.

Exporting solely to Europe at the present time, Spacarb, Inc., Stamford, Conn., anticipates foreign trade will constitute from 5 to 10 per cent of total 1953 business volume. Export of Spa-

carb cup drink machines was "negligible" during the last three years.

Spacarb, which has its own export division, estimates extra packing and other costs amount to \$50 per machine. Much detail work is eliminated or minimized by utilizing an export house. Cost of the latter is usually paid for by the foreign purchaser.

Albert Cole, president of Cole Products Corporation, Chicago, reports the firm's Cole-Spa beverage equipment is currently being exported to Germany, Cuba, Venezuela and Panama. He looks for a 5 per cent increase in export activities this year over 1952, when 3 per cent of total production went to foreign buyers. Prior to 1952, Cole did not export equipment.

Canadian sales are effected thru Cole's Canadian division, Cole Products of Canada, Montreal.

For foreign business, with the exception of Canada, Cole has a separate export division. About \$25 is added to the U. S. list of Cole-Spa machines going to foreign buyers. Much paper and related detail work in exports is minimized thru cash or letters of credit.

Ice Cream Eqpt.

Ice cream vendors are exported to European, South American nations and to Canada by the Fred Hebel Corporation, Chicago. Fred Hebel, president, reports that 2 per cent of output went to foreign customers last year and he expects at least 3 per cent of total 1953 production to be exported.

Hebel, which handles foreign business thru export concerns, figures extra cost amounts to 5 per cent of U. S. list per unit.

Advance Machine Company, Chicago, ships its bulk and small package product vendors to South America, Canada and Asia. Utilizing a forwarding company, F. C. Black, secretary, estimates \$1.25 to \$4 extra cost per unit depending upon the number of machines in a shipment.

Black said that in some foreign shipments, Advance has the forwarding firm handle the crating as well as all paper work. Cost of both are included in the extra charge above.

Harold F. Burt, head of Silver-King Corporation, Chicago, is exporting bulk vending equipment thru brokers to South and Central America, Cuba and Canada.

Burt, who entered the export market in 1935, figures extra cost on exported units to be \$1 per machine.

Shipman Manufacturing Company, Los Angeles, is currently exporting its candy and multi-item small package vendors solely to Canada. Jack Olson, sales manager, reports the firm handles all Canadian business directly.

William Rabkin, president of International Mutoscope Corporation, Long Island City, N. Y., states the firm's export division ships to South America, Canada, Asia, Europe and Africa. Extra-cost crating depends upon type of equipment, which consists of photo, postcard and allied vending lines. Mutoscope plans to expand its export business during 1953.

SHUFFLE ASSN. HEAD EYES '53

DETROIT, Jan. 10.—Confidence that 1953 will be a "banner year" in the shuffleboard field was voiced by Fred Chlopian, long-time trade association executive, upon assuming the office of president of the Detroit Shuffleboard Association. He succeeds Michael Benson of the Michigan Nickel Company.

"In the year just closed our organization has had its headaches and its triumphs," Chlopian said. "Our greatest pleasure has been to observe the fine spirit of co-operation of many of the operators."

"LITTLE CHOO-CHOO"



Designed by World Famous Manufacturer of Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

KING AMUSEMENT CO.
Mt. Clemens, Mich.



INTERNATIONAL MARKET!

Children of all nations will enjoy the lifelike action of **HOBBY HORSE**—it's one of the hottest export coin machines on the market. This real money-maker costs far less than other full size units. Only \$750.00 buys it, and it's fully guaranteed for a year. Finance plan available to domestic operators... 25% down will handle. **WRITE FOR FULL DETAILS TO:**

UNITED TOOL & ENGINEERING CO.
COLCHESTER, ILLINOIS

PHONOGRAPHS FOR EXPORT

Since 1929 Automatic Phonograph Buyers in all parts of the world have depended upon the sincerity and integrity of Atlas Courteous, Personal Service. You, too, may have confidence in our broad experience for your purchases of phonographs. Our export department offers a complete selection of machines of highest quality, all makes and models. Each is completely reconditioned and handsomely refinished, and is tested by the famous Atlas "Constant Operation" system. Each machine is specially packed for export to assure arrival in good condition.

WE CAN NOW SUPPLY GOOD POSTWAR MODEL MACHINES SEEBURG 100-SELECTIONS

WURLITZER MODEL 1250 • A. M. I. MODELS A-B-C
MANY OTHER LEADING MAKES AND MODELS

JANUARY SPECIALS	ROCK-OLA 1422.....	\$145.00	Postwar. Completely Reconditioned and Refinished. Export-Boxed.
	SEEBURG 1-46.....	145.00	

Write for Our New, Illustrated Postwar Phonograph Catalog

ATLAS MUSIC CO.
2202 N. WESTERN AVE., CHICAGO 47, ILL., U.S.A. CABLE: ATNOVCO, CHICAGO



Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATION!

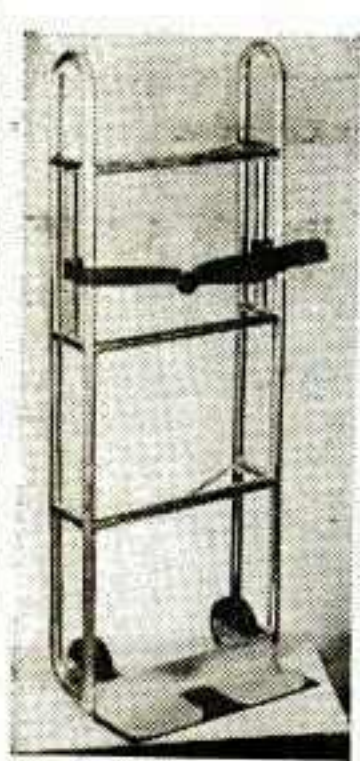
Buy Your ALUMINUM DISCS in Rolls of 100
Small Extra Charge. Bulk Also Available.

STANDARD METAL TYPER CO.
1318 N. Western Ave. Chicago 22, Ill.

Here's What You Need!

COVEN CART-SLED

For All Phonographs and Games



\$38.50 Straps Included F.O.B. Chicago 1/2 deposit required FULLY GUARANTEED

- Strong . . . Light • Capacity 1000 lbs.
- Weight 28 lbs. • 52" high, 19" wide
- Streamlined • Tubular Steel Construction • 5" Solid Rubber Wheels • Slides on Curbs and Stairs

PHONOGRAPHS

Completely Rebuilt—Ready for Location

AMI A	\$295.00	Wurlitzer 1015	\$175.00
AMI B	450.00	Wurlitzer 1100	329.50
AMI C	475.00	Wurlitzer 1250	450.00
Seeburg M100A	649.50		

BALLY CHAMPION HORSE—Write

EXCHANGE SPECIAL
1015 and 1100 color cylinders \$3.00 per pair. Must have your old frames prepaid to us.

COMPLETE LINE
of used late-model Pin Games. Also complete stock of parts for Phonographs and Games.

COVEN

distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

Export Bids Force Genco Output Hike

CHICAGO, Jan. 10.—Genco Manufacturing & Sales Company has increased its output of the Jumpin' Jacks amusement game because of heavy export as well as domestic demand, Owners Avron Gensburg and Sam Lewis announced.

Gensburg pointed out Jumpin' Jacks had proved popular in South American and European conventional and club locations because of the little floor space required. The game is housed in an upright cabinet 18 by 24 inches. It is 64 inches high. Another factor which has aided its popularity in the export market is its crated weight of 190 pounds, occupying only 16 cubic feet in transit.

Jumpin' Jacks is played with six balls, with an option of purchasing an additional six balls during a single game. Thru the purchase feature the player enhances his chances of recording replays. The two locks on the playfield and the ease of servicing thru the front are among the game's mechanical features. Genco has in stock a wide range of coin chutes which fit the demands of all European and South American countries.

SPECIAL! "POP" CORN SEZ 10c VENDORS

RECONDITIONED LIKE NEW! WRITE

SPECIAL—PANORAMS
Guaranteed Reconditioned WRITE.

NEW—WRITE

Un. 10-Frame Star	Queen of Hearts
Un. 10-Frame Super	K'ney Team Bowler
Bally Beauty	Ex. Super Twin Rot
Jumpin' Jack	Exhibit Big Bronco
Wms. Disk Jockey	Exhibit "Trigger"

C. C. 4-Player 10th Frame Spl. Bowler.

Foreign Buyers: Write for Our Special Export List.
CLAYT NEMEROFF • CHARLEY PIERI

MONARCH COIN MACHINE, INC.
2257-59 N. Lincoln Ave., Chicago 14, Ill.
Phone: Lincoln 9-3996-7-8

MERCURY ATHLETIC SCALES—NEW

Counter Model

This sensational proven Penny Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors. Write us for distributors' prices and all other information. Place orders now for early delivery.

Write, wire or phone.
GREAT LAKES SYSTEM
Phone: OWen 4-6331
C-5274 S. Dort Hwy. Flint, Michigan

Calendar for Coinmen

January 18—National Coin Machine Distributors' Association, winter meeting, Saxony Hotel, Miami.
 January 21—Music Operators' Guild of Michigan, organizational meeting, Sheraton-Cadillac, Detroit.
 January 27—Western Vending Machine Operators' Association, Unique Cafe, Los Angeles.
 February 9—Wisconsin Phonograph Operators' Association, monthly meeting. Place to be announced.

PROGRESS, PLANS, RULES

Canadian Vender Assn. Ready to Roll in '53

MONTREAL, Jan. 10.—Modeled after its American counterpart, the National Association of Automatic Merchandisers, the Canadian Automatic Merchandising Association is still in the throes of organization. President Alan King announced that a charter application had been made, however, and that the association would become active soon.

Currently, there are 12 members who are mainly in the vending distributing and manufacturing fields. With the granting of the charter, the membership roll is expected to expand, with distributors, operators and suppliers contributing to and actively supporting the organization as a representative voice of a young Canadian industry.

Officers and a board of directors have been elected, with a program already laid out for the coming year. It includes a drive for new members thru an intensive advertising and publicity campaign: The potential is great, but the problem is one of stressing such an organization and selling its importance to the new members, King pointed out.

Membership Rules

Requirements for membership are the same as those of the American association. They cover any business engaged in manufacturing, selling, owning and leasing or operating machines for the vending of merchandise or service, or engaged in any combination of two or more of these activities. Anyone engaged in or connected in any manner with the business of manufacturing, selling, owning, leasing or operating coin-

operated amusement devices is not eligible for membership." Associate memberships are being granted to firms selling merchandise and supplying parts to members of the association. However, they are not eligible to vote in the election of officers, nor hold office.

CAMA plans to carry out a program of public relations and information for the general public. It also plans to make the advantages of automatic merchandising more generally known and to make representations to the government to obtain amendments to legislation considered detrimental.

The dissemination of information on the industry and maintenance of ethics in the trade are other objects.

1st Move

One of the first specific matters to be dealt with will be the 15 per cent excise tax now imposed on all vending machines.

A problem which has recently arisen in Canada, that of high-pressure salesmen and blue-sky operations by certain American companies, also is to come under the scrutiny of the new association. CAMA claims that these men have taken advantage of the naivete of many, with the result that the industry as a whole will be looked upon with disfavor. The association intends to "supply good information regarding the operation of vending machines to the Better Business Bureau, various Boards of Trade" and other bodies in a position to advise anyone considering entering the field.

As yet, the basis on which to schedule membership dues has not been adopted. One plan being considered would determine dues by the number of employees of each member. But whatever decision is made, it will be made with a view to attracting as many operators as possible in order to give the association the most representative collection of thought and influence of the industry, King stressed.

At present, no thought is being given to the organization of a trade show. But as the association grows and Canada becomes more conscious of vending machines, such exhibitions would be held either in Montreal or Toronto, it was announced.

In addition to King, who also heads Polarmat Company, Montreal, other association officials are Prokop V. Havlick, Opal Manufacturing Company, Toronto, vice-president, and Alan G. Chalmers, E. J. Piggott, N. F. Leach, of Toronto, and E. A. Goodeve, R. E. Dettner and E. F.

Wittenborg Sets Units for Union News Operation

Distributor Cites Operation, History Of Danish Machine

NEW YORK, Jan. 10.—Two four-column Wittenborg multiple venders will be installed in the Pennsylvania Station here within the next few days, according to Bob Ferman, executive vice-president of Automatique, Inc., U. S. representative for the Danish firm which manufactures the machines. The units have been sold to the Union News Company, which will operate them.

Wittenborg vending machines have been manufactured in Denmark for 30 years, and the present machine retains most of the basic features of the original design. Automatique has been U. S. representative for Wittenborg since June, and first exhibited the units in the U. S. at the September convention of the National Automatic Merchandising Association in Chicago.

Since that time, some 40 columns have been sold and put on location in this country. The machines are similar in appearance and operation to the Automat, with each column vending and displaying 12 different items thru a window.

Many Models

The units are built in many models because of the manufacturing set-up to the Danish firm. Whereas most American manufacturers have their tools and dies made by outside firms, Wittenborg makes its own dies. Thus, over the years, Wittenborg has accumulated a large inventory of dies, and is capable of mass-producing a unit to order at a relatively low cost.

Two models are available for sale in the U. S. The model 510 has 12 circular trays in each column; each tray has partitions which may be set by the operator to accommodate whatever items he is vending. Trays come in two, three, four, six and eight compartment varieties. The operation is mechanical, with a spring revolving the tray to the next compartment when the window is lifted after the coin has been inserted. Model 470 is not equipped with trays, but comes with a hot plate. Both may be had with refrigeration units.

Ferman said that one two-column unit has been on location at the Brooklyn YMCA for three months, dispensing snack items and toilet goods. During that time, he said, there have been no misfunctions reported.

Another two-column unit is on location at Fort Morgan, Colo. It vends cartoned eggs by the dozen, and is installed in front of a dairy store. The Colorado operator sells seed to farmers and is paid, not with cash, but with eggs. He converts his eggs to cash thru his vending operation, buys more seed and continues the cycle.

Another two-column unit has been on location in a Veterans Administration hospital in Texas where it is reportedly grossing \$15 a day in snack items.

Distributors

U. S. distributors for Automatique are Larry Eilman, New York; Bob Metzger, Cincinnati; Hal Shikles, Kansas City, Mo., and John Bennett, Greensboro, N. C.

The venders are sold to operators at prices ranging from \$195 for the single-column Model 470 to \$1,265 for the three-column Model 510, which has an enamel cabinet and stainless steel columns for outdoor use.

Holub Introduces New Type Dust-Free Drill

SYCAMORE, Ill., Jan. 10.—Holub Industries, Inc., has introduced a new masonry drill which eliminates dust packing. Called Hi-Twist, it can be used for concrete, stone, brick and similar materials in addition to copper, brass and other soft metals.

Special design removes dust as it forms in the hole. Sizes range from 11/64-inch to 1-inch for spiral fluted and 1 1/2 to 1 3/4 inch for straight fluted drills. It may be used to help prepare wall-mountings for small vending equipment.

DAVIS Guarantee

- ✓ Mechanism overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

SEEBURG M-100-A

Reconditioned, Refinished Like New

\$669

Phonographs listed below are complete and in good working order at the low prices listed. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

SEEBURG		WURLITZER	
148 ML	\$240	1250	\$399
148 M	195	1080	125
147 M or S	140	AMI	
146 M or S	125	A	\$260
1951 Hideaway	49	B	360
Envoy, Major, Classic, Hightone	49	C	460
		ROCK-OLA	
		1432, 50 Record	\$419
		1422	94

WALL BOXES

AMI 5c, 10c, Reconditioned	\$29.50
Wurlitzer 4851, 5c, 10c, 25c, Like New	\$9.00
Wurlitzer 4820, 5c, 10c, 25c, Like New	\$4.00
Wurlitzer 4820, 5c, 10c, 25c, Converted	\$1.50
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	\$6.50
Wurlitzer 3021, Reconditioned	9.95
Wurlitzer 219 Stepper	22.50
Wurlitzer 248 Stepper	49.00
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Reconditioned, Refinished	34.50
Seeburg 3W5-L56, 5c, 10c, 25c, 3-Wire, Reconditioned, Refinished	34.50
Seeburg 3W2-L56, 5c, 3-Wire, Reconditioned, Refinished	11.95
Seeburg W1-L56, 5c, Wireless, Reconditioned, Refinished	7.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DAVIS

DISTRIBUTING CORP.

SEEBURG FACTORY DISTRIBUTORS
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BRANCHES IN BUFFALO • ROCHESTER • ALBANY

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PRODUCTS

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EXCLUSIVE WORLD-WIDE SALES AGENCY

ADDRESS YOUR INQUIRIES TO:

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 CABLE: "JODCO"—CHICAGO

SEE SEABOARD FOR VALUES

WILLIAMS LONG BEACH	\$195.00
GEORGIA	75.00
MERMAID	95.00
FOUR HORSEMEN	95.00
SHOO SHOO	80.00
GENCO ROCKET	45.00
TUCSON	25.00
SOUTH PACIFIC	55.00
KNOCK-OUT	50.00
BOMBER	55.00
TRI-SCORE	35.00
SPARK PLUG	135.00
JALOPLY	160.00
STAR SERIES	50.00
MARYLAND	45.00
CONTROL TOWER	100.00
NIFTY	80.00

Terms: 1/3 deposit with order, balance C.O.D.

SEABOARD NEW YORK CORP.

790 Albany Ave., Hartford, Co. Phone: 46-1666

Buy VICTOR for Better Bulk Vending

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Baby Grand Deluxe

VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23	\$14.20	Each	\$14.20
24 to 47	14.00	24 to 47	@ 14.00
48 to 99	13.75	48 to 99	@ 13.75
100 or more	13.20 ea.	100 or more	@ 13.20

All machines packed and sold 4 to the case.

SIDMOR VENDING COMPANY

2137 Fifth Avenue Pittsburgh 19, Pa.

FOR EXPORT

Before machines leave any of our warehouses for Export, they must be thoroughly inspected by a capable mechanic, checked for outer appearance (paint and condition of cabinet) and then carefully packed in the proper type of heavy carton or box to insure them reaching you in perfect condition and ready for immediate operation. We have been Coin Machine Distributors since 1923 and are thoroughly experienced in Exporting. That's IMPORTANT TO YOU!

SAVE MONEY and get the best by writing NOW for our complete list of Phonographs, Pin Games and other Coin Operated Devices.

"The House that Confidence Built"

SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky.
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Shaffer Specials

in better quality buys

SEEBURG		AMI	
M-100-A (78)	WRITE	Model "C"	\$399.50
148-ML (Blonde)	\$239.50	Model "B"	349.50
146	129.50	Model "A"	249.50
1946 Hideaway	89.50	5/10 Wall Box	25.00

EXPORT SPECIAL		WURLITZER	
Wurlitzer 800	\$39.50	1100	\$275.00
Wurlitzer 700	39.50	1015	125.00
Wurlitzer 750	49.50	1017 Hideaway	99.50
Rock-Ola 39-40	39.50	3020 5/10/25 Wall Box	22.50

SEEBURG SHOOT THE BEAR \$219.50
WURLITZER 219 STEPPERS 21.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio
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1327 Capitol Ave.
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EXCLUSIVE SEEBURG DISTRIBUTORS

A NEW BIGGER PROFIT HORSE

Built to "STAND UP" with rugged dependability. Priced . . . to MAKE MORE MONEY! Mechanism engineered to accommodate other bodies (swan, bunny, etc.)



LIST PRICE **\$325.00**
F.O.B. N.Y.
ONE YEAR GUARANTEE

DIMENSIONS:
Height 48"
Length 48"
Base 18"x37"

**CALL ME—LEO WILLENS
AT OUR EXPENSE!**

CAPITOL PROJECTOR CORP.

556 West 52nd Street

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PLaza 7-8725

**SPECIALISTS IN PARTS AND SUPPLIES FOR
COIN MACHINES!**

ATTENTION: FOREIGN BUYERS

We are the OLDEST and LARGEST company in the U. S. A. SPECIALIZING exclusively in parts and supplies for pin games, phonographs and shuffle alleys. Special attention given to export orders. If you don't have our 122-page illustrated catalog #20, send for your FREE copy today

BLOCK MARBLE COMPANY

1425 N. BROAD ST.

PHILADELPHIA 22, PA.

SAY YOU SAW IT IN THE BILLBOARD!

PACKAGING ABC'S

Experts Tell Requirements For Overseas

CHICAGO, Jan. 10.—While many newcomers have mastered some of the high points of exporting in a relatively short time, one of the complications of the trade—even for veterans—is the packaging for the long hauls. A high percentage of the exporters use packing specialists.

The importance of packaging can be readily figured. If the game, music box or vender does not arrive in good shape the transaction will frequently prove costly and even have a bearing on future relations with foreign companies.

As might be expected there are several reliable packaging specialists in the key export areas of New York, Detroit, Chicago, New Orleans, San Francisco, Seattle and Biloxi, Miss. A survey of three packaging companies in Chicago which had long experience in juke, game and vender assignments, resulted in these tips on over water shipments:

All moveable and breakable parts must be secured, so that rough handling in loading or unloading will not damage the coin machines. On short water hops, the coin shipments should be put in a crate lined with materials which act as a shock buffer. Both the crate and the equipment also should be covered with 30-30 laminated waterproof paper.

On long water deliveries such as New York to Europe, New Orleans to Venezuela and San Francisco to Japan, the export specialists advise the use of a lined wooden box plus the laminated waterproof paper. Weight plays a key role in the expense of any shipment but in this case the packaging experts recommend spending a little more on proper crating rather than run the risk of damaged coin machines and an unhappy customer.

RELAXER

Coin-Operated Massage Chair By Niagara

ADAMSVILLE, Pa., Jan. 10.—The Niagara Manufacturing & Distributing Corporation here, manufacturer of massage equipment, is now making a coin-operated automatic unit.

The machine consists of a leather-covered arm chair, with motors concealed behind the leather. A coin starts the mechanism.

Gumbels' department store in Philadelphia recently installed eight of the new units. Niagara is now making nine pieces of massage equipment for coin operation, ranging from hand units to table types. The firm sells outright and rents to operators.

GAME EXPORTS HIT NEW HIGH

CHICAGO, Jan. 10.—The final figures on 1952 game exports will not be available until April this year. One thing about it is certain—a new all-time high will be set. During the first eight months of 1952 the value of games shipped totaled \$1,560,028. The previous record for the full calendar year was set in 1951—\$1,519,422 in games shipped to foreign operators and distributors.

Following is a summary of game exports in the postwar period and including eight months of 1952, thru August:

1946	\$459,935
1947	681,009
1948	353,544
1949	295,482
1950	701,971
1951	1,519,422
1952 (8 month)	\$1,560,028

VICTOR . . . For Profitable Trouble-Free Operation . . .

VICTOR'S Topper DeLuxe Globe Style



VICTOR'S Topper DeLuxe Half-Cabinet Style



VICTOR'S Baby Grand DeLuxe



\$14.25 ea.

\$13.25 ea.

100 or more
All machines packed and sold 4 to the case.

1 to 23 \$14.20 Ea.
24 to 47 14.00 Ea.
48 to 99 13.75 Ea.
100 or more 13.20 Ea.

ACE VENDING & DISTRIBUTING CO.
2702 W. Pico Blvd.
Los Angeles 6, Calif.

USED FIVE BALL GAMES PERFECT CONDITION—READY FOR LOCATION

Gottlieb— Bank-a-Ball \$ 40.00 Basket Ball 70.00 Chinatown 215.00 Crossroads 195.00 Double Feature 95.00 Fear Horsemen 75.00 Gin Rummy 35.00 Glamor 110.00 Happy Days 210.00 Happy Go Lucky 180.00 Hit 'n' Run 175.00 Mermaid 135.00 Quartette 185.00 Rose Bowl 140.00 Skill Pool 205.00 Watch My Line 55.00	Genco— Canasta \$ 30.00 Double Action 45.00 Harvest Time 45.00 Hits and Runs 40.00 Mercury 45.00 South Pacific 75.00 Springtime 75.00 Stop and Go 75.00 Tri-Score 25.00
Exhibit— Campus \$ 55.00 Jannie 30.00 Playland 45.00	Williams— De-Icer \$ 45.00 Jomino 185.00 El Paso 35.00 Georgia 75.00 Majorities 175.00 Olympics 195.00 Rag Mop 85.00 Shoo Shoo 95.00 Sluggest 145.00
Chicago— Fighting Irish \$ 50.00 Football 35.00 Whizz Kids 165.00	United— Arizona \$ 50.00 Red Shoes 75.00 Utah 45.00

ARCADE GAMES

Williams STAR SERIES \$ 45.00	Exhibit SILVER BULLETS \$110.00
Seeburg BEAR GUN 195.00	Chicago PIN LITE Bowler 2 player rebound 85.00
Gottlieb BOWLETTE 25.00	

SERVICE OUR WATCHWORD

Morris Novelty Co., Inc.
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HERE IS IMPORTANT NEWS

Write or cable immediately for our free 1953 coin-machine catalog and new 1953 Export Price lists. Get our low prices for new and reconditioned coin machines, phonographs, amusement games, vending machines, all models and brands. Valuable information. Sensational bargains in rebuilt equipment, packed for export, ready for shipment. All rebuilt machines shipped for export guaranteed first-class condition. Our Export Department is complete, prompt, immediate shipment, properly packed to insure safe delivery on all our equipment. Write or cable for your catalogs and price lists NOW

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"OLDEST AND LARGEST EXPORTER OF COIN OPERATED MACHINES ON THE PACIFIC COAST." ESTABLISHED IN 1928.



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Buckley CRISS-CROSS
JACKPOT BELLS**

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

**BUCKLEY
WALL AND BAR
MUSIC BOXES**

20-24-32
Record Selections
5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

ONE BALLS

SUNSHINE PARK	WRITE
FUTURITY	\$275.00
TURF KING	100.00
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MISCELLANEOUS

1250 WURLITZER	\$445.00
SEVEN HIGH POOL TABLE	65.00
UNIVERSAL TWIP BOWLER	40.00
C. C. BOWLING ALLEY	40.00
UNITED'S DOUBLE SHUFFLE	40.00

FIVE BALLS

FROLICS	\$475.00
SPOT LITE	300.00
CONEY ISLAND	300.00
SKILL POOL (GOTT.)	195.00
HIT 'N' RUN (GOTT.)	175.00
ALL STAR BASKETBALL (GOTT.)	160.00
SPORTSMAN (WILLS)	100.00
SHOO-SHOO (WILLS)	75.00
BANK-A-BALL (GOTT.)	40.00
BUTTONS & BOWS (GOTT.)	40.00
MOON GLOW (UNITED)	22.50
SELECT-A-CARD (GOTT.)	22.50

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

UNITED ALLEYS		ARCADE EQUIPMENT	
5 Player	\$215.00	Ace Bomber	\$150.00
5 Player with Formica and large pins	240.00	Astroscope, 10"	75.00
4 Player	240.00	Bat-A-Ball, New	75.00
4 Player with Formica and large pins	265.00	Boomerang	45.00
6 Player Deluxe	325.00	Bally Big Inning	165.00
6 Player Supers	350.00	Bally Defender	95.00
1 Player Shuffle Alley Rebound	50.00	Bally Heavy Hitter	65.00
Express	35.00	Bally Rapid Fire	125.00
Genco Target Skill	100.00	Chi. Coin Pistol	75.00
Chi. Coin Horseshoes	75.00	C. C. Midget Skee Ball	125.00
Genco 8 Player Rebd	125.00	Chicken Sam	185.00
Exh. Twin Rotation, Write		C. C. Basketball	225.00

CIGARETTE MACHINES

C-8 Electric	\$150.00
7-Col. Keeney Electric	185.00
Rowe Diplomat Elec. tric & Clock	185.00
National 750	95.00
Rowe 10 Col. Presi- dent	100.00
Uneda 500, 15 Col.	115.00
8 Col.	95.00
Uneda Monarch	150.00
10 Col.	110.00
DuGrenier Challenger, 7 Col.	125.00

HORSES, ROCKET AND SPACE SHIPS AND CHOO-CHOO TRAINS. Both new and used - immediate delivery, lowest prices.

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★ MACHINES IN GUARANTEED OPERATING CONDITION!

- Completely checked and reconditioned by our staff of expert mechanics—refinished to look brand new!
- Changes for operation on any type electrical current can be made at nominal charge.
- Coin Chutes adapted to fit almost any coin.

★ MACHINES CAREFULLY CRATED!

- Durable crates used on all shipments.
- Steel-banded for extra safety.
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★ TO GET THE MOST FOR YOUR DOLLARS, WRITE TODAY FOR LITERATURE AND PRICE LIST ★

Complete Stock of All Types of Coin Operated Equipment: Amusement Games, Phonographs, Shuffle Games.

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PIN GAMES		BINGO GAMES	
GOTTlieb:		Atlantic City	\$425.00
Buccaneer	\$44.50	Frolic	495.00
Barnacle Bill	29.50	Palm Beach	475.00
Bowling Champ	44.50	Coney Island	295.00
WILLIAMS:		Spot Lite	315.00
Star Series	\$97.50	Bright Spot	315.00
Saratoga	29.50	Turf King	100.00
Freshie	69.50	Sunshine Park	WRITE

PHONOGRAPHS

Evans '52	\$395.00	Wurlitzer 1080	\$129.50
Wurlitzer 1015	149.50	AMI "C"	475.00

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125 SIXTH AVE., N. NASHVILLE 2, TENN.

OPERATORS! BUY DIRECT FROM FACTORY

"TOT-JET" KIDDIE RIDE
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\$395.00 FOB Los Angeles → Price \$625.00

Write for Brochure

STANDARD GAMES CO.
(Manufacturers) Culver City, Calif.

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

Coinmen You Know

Continued from page 90

Cincinnati

Automatic Phonograph Owners' Association held its regular monthly meeting Tuesday (13) at the Hotel Sheraton Gibson. Executive board members' meeting at 8 p.m. saw these members on hand: Sam Chester, Abe Villinsky, Joe Westerhaus, Paul Pusateri, Nat Barfield, Phil Ostand and Bill Harris. Rotating members of the board for January and February are Charles Kanter and Sam Gerros.

Lawrence A. Kane Jr., who has been serving with the Marines in Korea for the past year, spent a month's leave with his parents, Mr. and Mrs. Lawrence A. Kane Sr., at their home in Indian Hill. Milton Cole, who owns and operates the Ohio Specialty Company, has returned from Denver and the West Coast, where he spent the holidays with Mrs. Cole's parents. They were accompanied by their daughter.

Sam Gerros and his family have returned from a holiday vacation in Miami, where they visited Mrs. Gerros' parents. Harry Hester and Harry Bunnell, who own and operate the B & H Vending Company, have moved their office from 1200 Reading Road to 711 Jefferson Avenue, Reading, O. Bernard Stillmaker, who with his brother, Richard, owned and operated the Stillmaker Amusement Company, has moved to Miami. He disposed of his part of the business to an APOA operator.

New York

Teddy Cohn, son of Nat Cohn, Conat Sales, last week was inducted into the Army. He reports to Camp Kilmer, N. J. Sal Petillo, Van Next Music Company, has moved from Manhattan to new offices in the Bronx. Morris Wurtzek, C&S Music, was injured when he fell down the front steps of his home. He is expected to be laid up for several weeks.

Morris Gelford, Elma Music Company, is vacationing in Florida. Nancy Calland, wife of Frank Calland, AMSWEU prexy, is still in the hospital, but her condition is reported improved. Harry Berger has a new horse ride out, Palomino. It has been placed on test location and is ready for distribution. Berger says that the ride mechanism has been simplified to the point where it has no relays, and 42 parts have been eliminated without affecting the functioning. Al Simon reports that business is slow but that the six-player 10-frame is holding up well.

Washington

Michael Bushdid, owner of Michael Coin Devices, rented every available juke box for New Year's Eve parties. Mrs. G. L. Sinclair, Northern Virginia Music, says her business has hit a post-holiday slump. Dorothy Brockman, of Nelson & Company, local Capitol records distributor, is pleased with the bang-up business brought on by the holidays. The Johnny Standley recording of "It's in the Book" has broken all local records for sales. This was partly due to the terrific plugging of the number by Bill Mayhugh, d.j. at WPIK in nearby Alexandria, Va.

Bill Turner of Nelson & Company, attended a regional dealer meeting in Baltimore recently. George Cervantes, Southern Wholesalers, local Victor records distributor, believes the Hugo Winterhalter recording of "Never Smile at a Crocodile" will be among his best sellers. Bayne E. Phipps, Spacarb of Washington, Inc., is out of town on business for a few days. Max Silverman, owner of the Quality Music, was pleased with tremendous Christmas sales.

Jim Schwartz, of Schwartz Bros., local Mercury records distributor, believes the new year will be a profitable one. Sales during 1952 were high, and Schwartz feels confident that this year will be even better. James Bowen, head of Kwik Kafé of Washington, reports coffee sales picking up again due to the cold weather. Warm weather had slowed business for a few weeks.

EXPORTERS! NOV SHMAZ KA POP*

*See us FIRST for . . . Finest Values—Greater Selection

ARCADE	SHUFFLE GAMES	RIDES
Now Delivering! New EXHIBIT SPACE GUN!	NEW! KEENEY'S 10 PLAYER TEAM BOWLER	NEW NEW PROFITS APPEAL
"First-Conditioned" EXHIBIT JET GUN \$195	With dynamic new bonus play feature!	BIG BRONCO RUDOLPH THE RED NOSED REINDEER TRIGGER RAWHIDE PETE THE RABBIT SPACE PATROL HOT ROD
Seeburg SHOOT THE BEAR \$265	KEENEY DE LUXE LEAGUE BOWLER \$245 LEAGUE BOWLER 135	5 BALLS
Chi. Coin 4 PLAYER DEXY 195 TELEQUIZ, w/film 139 Keeney AIR RAIDER 119 CHICKEN SAM 105 RIFLE RANGE RAY GUN 105 UNITED TEAM HOCKEY 95 Wms. QUARTER BACK GOALEE 85 Chi. Coin GOALEE 85 Ex. FOOT EASE 85 IRISH POKER 85 Ex. DALE GUN, late 75 Ex. DALE GUN 65 Chi. Coin HOCKEY 65 ABT CHALLENGER 29	SUPER 4 PLAYER \$375 DELUXE SIX PLAYER 325 SIX PLAYER 245 FIVE PLAYER 225 FOUR PLAYER 195 SKEE ALLEY 79 SHUFFLE SLUGGER 45 SHUFFLE EXPRESS 49	COTTIEB MINSTREL MAN \$115 MADISON SQUARE GARDEN 110 WATCH MY LINE 85 COLLEGE DAZE 85 3 MUSKETEERS 85 DOUBLE SHUFFLE 75 BOWLING CHAMP 65 BUTTONS & BOWS 65 TELECARD 49
NEW BALLY BEAUTY UNITED SHOWBOAT Genco JUMPING JACKS	CHICAGO COIN SIX PLAYER w/Jumbo Pins \$295 SIX PLAYER 245	SOUTH PACIFIC \$89 HARVEST TIME 85 TRI-SCORE 75 BIG TOP 59 1-2-3 PUDDINGHEAD 45 CHICAGO COIN PIN BOWLER \$115 THING 75 GOLDEN GLOVES 65 GRAND AWARD 45 TRINIDAD 35
"First-Conditioned" BALLY PALM BEACH \$515 FROLIC 445 ATLANTIC CITY 425 SPOT LIGHT 345 BRIGHT SPOT 325 CONEY ISLAND 325	BALLY SHUFFLE LINE \$105 UNIVERSAL SUPER TWIN BOWLER \$ 69 TWIN BOWLER 49	SHANTYTOWN \$89 JUDY 85 TUMBLEWEED 85 PLAYTIME 65 UNITED SWEEPSTAKES \$215 UTAH 39 AQUACADE 39 BABY FACE 39 WILLIAMS JALOPY \$185 SWEETHEART 95 BOSTON 75 MARYLAND 35 RAINBOW 35 Many others. Write for complete list.
UNITED BOLERO \$250 A.B.C. 150	WILLIAMS LONG BEACH \$195 KEENEY LITE-A-LINE \$125 GENCO "400" \$255	AMERICAN BANK SHOTS - Floor Samples SPECIAL \$285
	Chicago Coin's Beautiful 45 RPM Phonograph HIT PARADE Brand New Special \$150 Limited Quantity!	MUSIC

FIRST DISTRIBUTORS

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750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

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We are specialists in reconditioned SEEBURG SELECT-O-MATIC M100A as well as a complete line of other leading makes like AMI—WURLITZER—ROCK-OLA

ALL SHIPMENTS HAVE Atlantic's TRIPLE TEST GUARANTEED

Our foreign shipping experts know how to expedite your orders so you get them FAST—SAFE—IN PERFECT OPERATING CONDITION.

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Geared to sell all phases of the market including . . .

- Coin Machine Operators
- Kiddie Ride Operators
- Arcade Owners
- Outdoor Show Ride Operators
- Park Owners

* . . . AND EVERY WEEK . . . Beginning in the FEBRUARY 7th ISSUE . . . A Special KIDDIE RIDE Department in The Billboard devoted to the news about kiddie ride equipment, locations and operators.

PLUS BONUS CIRCULATION . . . A SPECIAL REPRINT OF THE COIN OPERATED KIDDIE RIDE SECTION DISTRIBUTED TO KEY EXECUTIVES IN PRIME LOCATIONS . . .

- | | | |
|-----------------|-------------------------|-------------------------|
| Including . . . | Department Stores | Drive-In Theaters |
| | Super Markets | Filling Station Chains |
| | Suburban Market Centers | Juvenile and Toy Stores |
| | Variety Stores | Key Resort Hotels |

A Bonus Circulation that will do an outstanding public relations job at the location level for operators of Coin Operated Kiddie Rides.

THE BEST ADVERTISING BUY OF THE YEAR BACKED BY A POWERFUL PROMOTIONAL CAMPAIGN TO HELP GET YOUR 1953 SELLING DRIVE OFF TO A FAST START . . .

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- ★ MUSIC MACHINES



★ Active Amusement Machines Company enjoys an enviable reputation as one of the leading exporters of coin-operated equipment. This reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give you requirements our very best attention.

We are exclusive
**WURLITZER
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in Delaware—S. Jersey—
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★ **ACTIVE
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ALL WAYS!"

FOREIGN BUYERS—

WE CAN FILL YOUR NEEDS FOR PHONOGRAPHS, GAMES AND OTHER COIN-OPERATED EQUIPMENT! BIG SELECTION—HIGHEST QUALITY—SPECIAL LOW EXPORT PRICES—PROMPT, EFFICIENT SERVICE! WRITE FOR PRICE LIST!

NEW SELECTION— FIVE BALLS —NEW PRICES!

Trade Winds . . . \$29.50	St. Louis . . . \$44.50	Carnival . . . \$49.50
Mardi Gras . . . 29.50	El Paso . . . 39.50	Hit Parade . . . 29.50
Merry Widow . . . 29.50	Dallas . . . 44.50	One-Two-Three . . . 34.50
Puddin' Head . . . 39.50	Maryland . . . 49.50	Aquacade . . . 39.50
Three Feathers . . . 64.50	Screwball . . . 34.50	Tampico . . . 64.50
Big Top . . . 64.50	Black Gold . . . 59.50	Playland . . . 89.50
Wisconsin . . . 34.50	Sharpshooter . . . 49.50	Floating Power . . . 44.50
Summer Time . . . 34.50	Buccaneer . . . 34.50	Serenade . . . 34.50
Oklahoma . . . 64.50	Cinderella . . . 29.50	Tennessee . . . 29.50
Dew-Wa-Ditty . . . 34.50	Ali Baba . . . 34.50	Super Hockey . . . 59.50
Saratoga . . . 39.50	Barnacle Bill . . . 34.50	Thrill . . . 29.50
Tucson . . . 44.50	Double Shuffle . . . 49.50	

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LEAGUE BOWLER . . . \$139.50	TROPHY BOWL . . . \$59.50
DOUBLE BOWLER . . . 79.50	BOWLING CLASSIC . . . 59.50

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WALL BOX SPECIALS!

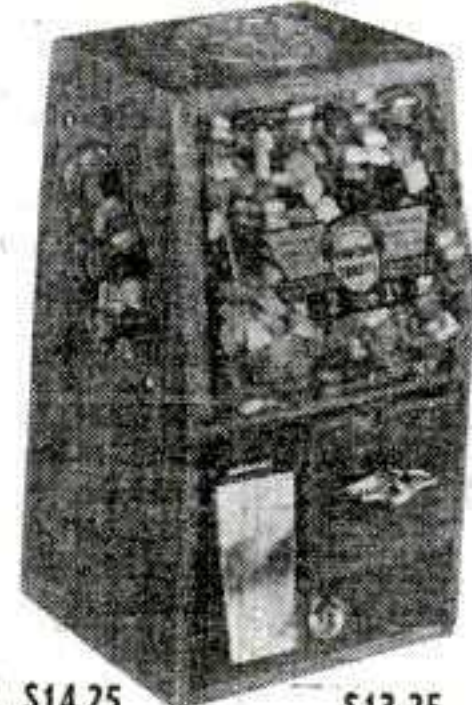
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5¢ Wire—Wireless . . . \$9.95
Packard Boxes . . . \$7.50

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VICTOR'S Topper DeLuxe Half-Cabinet Style VICTOR'S Baby Grand DeLuxe VICTOR'S Topper DeLuxe Globe Style



1 to 23 . . . @ \$14.20	Each	1 to 23 . . . @ \$14.20	Each
24 to 47 . . . @ 14.00	\$14.25	24 to 47 . . . @ 14.00	14.00
48 to 99 . . . @ 13.75	ea.	48 to 99 . . . @ 13.75	13.75
100 or more . . . @ 13.20		100 or more . . . @ 13.20	13.20

CLEVELAND COIN MACHINE EXCHANGE

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Electric Scoreboards Overhead, 15-21 pts. Horsecollar, \$125 ea. 15-21-50 pts. \$95.00 ea.
Wall Models, 15-21 pts. and 15-21-50 pts. \$95.00 ea.
Fluor. Shufflebd. Lights (set of 4) . . . \$12.00
Shuf. Scorepads, Ea. . . 25
Pucks (set of 8) . . . 12.00
Dbl. Faced Pucks . . . 1.49
Wax, DoZ. 3.00

3 Chicoin Overhead Scoreboards, Ea. \$79.50
Climatic Adjusters, Set . . . \$12.00
22' Maple Tops, brand new, crated 90.00
8' New Side Cushion Shuffleboards . . . 89.50
Chi. Goalee 59.50
Keeney 4-Pl. Leag. Bowler, 9 Ft. . . 139.50

BINGO GAMES
Bright Lights . . . \$219.50
Coney Island . . . 249.50
Lite-A-Line . . . 99.50
Bright Spot . . . 349.50
Stars . . . 379.50
Spot Light . . . 349.50
Leader . . . 325.00
Holiday . . . 299.50
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TICKETS
2500 7-11 . . . \$1.15 bag
2179 R.W.&B. 1.00 bag
2460 Lucky 7 . . . 1.10 bag

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2369 Milwaukee Ave. Chicago 47, Ill.
Tel.: Dickens 2-3444

UNITED ALLEYS		ARCADE EQUIPMENT	
3 Player	\$215.00	Ace Bomber	\$150.00
5 Player with Formica and large pins	240.00	Astroscope, 104	95.00
6 Player	240.00	Bat-A-Ball, New	75.00
6 and large pins	265.00	Boomerang	45.00
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4 Player Supers	250.00	Bally Defender	95.00
2 Player	60.00	Bally Heavy Hitter	65.00
1 Player Shuffle Alley Rebound	50.00	Bally Rapid Fire	125.00
Express	35.00	Chi. Coin Hockey	75.00
Genco Target Skill	100.00	Chi. Coin Pistol	75.00
Chi. Coin Horseshoes	75.00	C. C. Midget Skee Ball	125.00
Genco 8 Player Reb'd	125.00	Chicken Sam	105.00
Exp. Twin Rotation	Write	C. C. Basketball	225.00

CIGARETTE MACHINES

C-8 Electric	\$150.00
9-Col. Keeney Electric	185.00
Rowe Diplomat Electric & Clock	185.00
National 750	95.00
Rowe 10 Col. President	100.00
Uneda 500, 18 Col.	115.00
Uneda Monarch, 8-Col.	95.00
Uneda Monarch, 10 Col.	110.00
DuGrenier Challenger, 7 Col.	125.00

HORSES, ROCKET AND SPACE SHIPS AND CHOO-CHOO TRAINS. Both new and used—immediate delivery, lowest prices.

All merchandise factory reconditioned.

AMI Distributors for Northern Ohio

NOW DELIVERING MODEL D

M. S. GISSER Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

Coinmen You Know

Continued from page 90

Cincinnati

Automatic Phonograph Owners' Association held its regular monthly meeting Tuesday (13) at the Hotel Sheraton Gibson. Executive board members' meeting at 8 p.m. saw these members on hand: Sam Chester, Abe Villinsky, Joe Westerhaus, Paul Pusateri, Nat Barfield, Phil Ostand and Bill Harris. Rotating members of the board for January and February are Charles Kanter and Sam Gerros.

Lawrence A. Kane Jr., who has been serving with the Marines in Korea for the past year, spent a month's leave with his parents, Mr. and Mrs. Lawrence A. Kane Sr., at their home in Indian Hill. Milton Cole, who owns and operates the Ohio Specialty Company, has returned from Denver and the West Coast, where he spent the holidays with Mrs. Cole's parents. They were accompanied by their daughter.

Sam Gerros and his family have returned from a holiday vacation in Miami, where they visited Mrs. Gerros' parents. Harry Hester and Harry Bunnell, who own and operate the B & H Vending Company, have moved their office from 1200 Reading Road to 711 Jefferson Avenue, Reading, O. Bernard Stillmaker, who with his brother, Richard, owned and operated the Stillmaker Amusement Company, has moved to Miami. He disposed of his part of the business to an APOA operator.

New York

Teddy Cohn, son of Nat Cohn, Conat Sales, last week was inducted into the Army. He reports to Camp Kilmer, N. J. Sal Petillo, Van Next Music Company, has moved from Manhattan to new offices in the Bronx. Morris Wurtzok, C&S Music, was injured when he fell down the front steps of his home. He is expected to be laid up for several weeks.

Morris Gelford, Elma Music Company, is vacationing in Florida. Nancy Calland, wife of Frank Calland, AMSWEU proxy, is still in the hospital, but her condition is reported improved. Harry Berger has a new horse ride out, Palomino. It has been placed on test location and is ready for distribution. Berger says that the ride mechanism has been simplified to the point where it has no relays, and 42 parts have been eliminated without affecting the functioning. Al Simon reports that business is slow but that the six-player 10-frame is holding up well.

Washington

Michael Bushdid, owner of Michael Coin Devices, rented every available juke box for New Year's Eve parties. Mrs. G. L. Sinclair, Northern Virginia Music, says her business has hit a post-holiday slump. Dorothy Brockman, of Nelson & Company, local Capitol records distributor, is pleased with the bang-up business brought on by the holidays. The Johnny Standley recording of "It's in the Book" has broken all local records for sales. This was partly due to the terrific plugging of the number by Bill Mayhugh, d.j. at WPIK in nearby Alexandria, Va.

Bill Turner of Nelson & Company, attended a regional dealer meeting in Baltimore recently. George Cervantes, Southern Wholesalers, local Victor records distributor, believes the Hugo Winterhalter recording of "Never Smile at a Crocodile" will be among his best sellers. Bayne E. Phipps, Spacarb of Washington, Inc., is out of town on business for a few days. Max Silverman, owner of the Quality Music, was pleased with tremendous Christmas sales.

Jim Schwartz, of Schwartz Bros., local Mercury records distributor, believes the new year will be a profitable one. Sales during 1952 were high, and Schwartz feels confident that this year will be even better. James Bowen, head of Kwik Kafé of Washington, reports coffee sales picking up again due to the cold weather. Warm weather had slowed business for a few weeks.

EXPORTERS! NOV SHMAZ KA POP*

*See us FIRST for... Finest Values—Greater Selection

ARCADE	SHUFFLE GAMES	RIDES
Now Delivering! New EXHIBIT SPACE GUN!	NEW! KEENEY'S 10 PLAYER TEAM BOWLER With dynamic new bonus play feature!	NEW NEW PROFITS APPEAL
"First-Conditioned" EXHIBIT JET GUN \$195	"First-Conditioned" and Resurfaced KEENEY DE LUXE LEAGUE BOWLER \$265 LEAGUE BOWLER 135	BIG BRONCO RUDOLPH THE RED NEEDED REINDEER TRIGGER RAWHIDE PETE THE RABBIT SPACE PATROL HOT ROD
Seeburg SHOOT THE BEAR \$265 Chi Coin 4 PLAYER DERY 195 TELEQUIZ w/film 139 Keeney AIR RAIDER 119 CHICKEN SAM 105 RIFLE RANGE RAY GUN 105 UNITED TEAM HOCKEY 95 Wms. QUARTERBACK 85 Chi. Coin GOALIE 85 Ex. FOOT EASE 85 IRISH POKER 85 Ex. DALE GUN, late 75 Ex. DALE GUN 65 Chi. Coin HOCKEY 65 ABT CHALLENGER 29	UNITED SUPER 4 PLAYER \$375 DELUXE SIX PLAYER 325 SIX PLAYER 345 FIVE PLAYER 225 FOUR PLAYER 195 SKEE ALLEY 79 SHUFFLE SLUGGER 65 SHUFFLE EXPRESS 49 CHICAGO COIN SIX PLAYER \$295 w/Jumbo Pins. 245 SIX PLAYER 245	5 BALLS COTTLEB MINSTREL MAN \$115 MADISON SQUARE GARDEN 110 WATCH MY LINE 85 COLLEGE DAZE 85 3 MUSKETEERS 85 DOUBLE SHUFFLE 75 BOWLING CHAMP 65 BUTTONS & BOWS 45 TELECARD 49
BINGO 5 BALLS NEW Bally BEAUTY United SHOWBOAT Genco JUMPING JACKS "First-Conditioned" BALLY PALM BEACH \$515 FROLICS 448 ATLANTIC CITY 425 SPOT LIGHT 345 BRIGHT SPOT 325 CONEY ISLAND 325	SHUFFLE LINE \$105 UNIVERSAL SUPER TWIN BOWLER \$49 TWIN BOWLER 49 GENCO SHUFFLE TARGET 595 WILLIAMS DOUBLE HEADER \$45 DELUXE BOWLER 39	SOUTH PACIFIC \$89 HARVEST TIME 85 TRI-SCORE 75 BIG TOP 59 1-2-3 PUDDINGHEAD 35 CHICAGO COIN PIN BOWLER \$115 THING 75 GOLDEN GLOVES 65 GRAND AWARD 45 TRINIDAD 35 EXHIBIT SHANTYTOWN \$89 JUDY 85 TUMBLEWEED 85 PLAYTIME 65 UNITED SWEEPSTAKES \$215 LUTAN 59 AQUACADE 29 BABY FACE 29 WILLIAMS JALOPY \$185 SWEETHEART 95 BOSTON 75 MARYLAND 55 RAINBOW 35 Many others. Write for complete list.
AMERICAN BANK SHOTS Floor Samples SPECIAL \$285	MUSIC Chicago Coin's Beautiful 45 RPM Phonograph HIT PARADE Brand New Special \$150 Limited Quantity!	VENDING Keeney's Electric CIGARET MACHINE "The Pack You See is the Pack You Get!"

FIRST DISTRIBUTORS

Joe Kline & Wally Finke
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

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NATIONAL OFFERS THE BEST IN RECONDITIONED EQUIPMENT

- MACHINES IN GUARANTEED OPERATING CONDITION!
- Completely checked and reconditioned by our staff of expert mechanics—refinished to look brand new!
- Changes for operation on any type electrical current can be made at nominal charge.
- Coin Chutes adapted to fit almost any coin.

- MACHINES CAREFULLY CRATED!
- Durable crates used on all shipments.
- Steel-banded for extra safety.
- Lined with water-proof paper.

TO GET THE MOST FOR YOUR DOLLARS, WRITE TODAY FOR LITERATURE AND PRICE LIST

Complete Stock of All Types of Coin Operated Equipment: Amusement Games, Phonographs, Shuffle Games.

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKINGHAM 1-6466) CHICAGO 14

ROUTE FOR SALE

One of the finest routes in the country. Music and Legal Games in the vicinity of Columbus, Ohio; about 50 100 Seeburgs (45) and Alleys and Games.

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Phone: Lawndale 7275

PIN GAMES		BINGO GAMES	
GOTTLIEB:		Atlantic City	\$425.00
Buccaneer	\$44.50	Frolie	495.00
Barnacle Bill	29.50	Palm Beach	475.00
Bowling Champ	44.50	Coney Island	295.00
WILLIAMS:		Spot Lite	315.00
Star Series	\$97.50	Bright Spot	315.00
Saratoga	29.50	Turf King	100.00
Froshie	69.50	Shine Park	WRITE

PHONOGRAPHS

Evans '52	\$395.00	Wurlitzer 1080	\$129.50
Wurlitzer 1015	149.50	AMI	475.00

ROCK CITY AMUSEMENT CO.
125 SIXTH AVE., N. NASHVILLE 2, TENN.

OPERATORS! BUY DIRECT FROM FACTORY

"TOT-JET" KIDDIE RIDE (Rocket Ship Type)
\$395.00 FOB Los Angeles → List Price \$625.00

Write for Brochure
STANDARD GAMES CO. (Manufacturers) Culver City, Calif.

7370 So. Bankfield

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

do you want the finest in Coin Operated Music Equipment RECONDITIONED LIKE NEW FOR EXPORT!

We are specialists in reconditioned SEEBURG SELECT-O-MATIC M100A as well as a complete line of other leading makes like AMI—WURLITZER—ROCK-OLA

ALL SHIPMENTS HAVE Atlantic's TRIPLE TEST GUARANTEED

Our foreign shipping experts know how to expedite your orders so you get them FAST—SAFE—IN PERFECT OPERATING CONDITION.

SATISFACTION GUARANTEED!

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583 10th Avenue • New York 36, N.Y. Phone: CHickering 4-0760
Branches in Newark, N. J. and Hartford, Conn.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

In the JANUARY 31st Issue of The Billboard

A SPECIAL COIN OPERATED KIDDIE RIDE ISSUE*

Geared to sell all phases of the market including . . .

- Coin Machine Operators
- Kiddie Ride Operators
- Arcade Owners
- Outdoor Show Ride Operators
- Park Owners

* . . . AND EVERY WEEK . . . Beginning in the FEBRUARY 7th ISSUE . . . A Special KIDDIE RIDE Department in The Billboard devoted to the news about kiddie ride equipment, locations and operators.

PLUS BONUS CIRCULATION . . . A SPECIAL REPRINT OF THE COIN OPERATED KIDDIE RIDE SECTION DISTRIBUTED TO KEY EXECUTIVES IN PRIME LOCATIONS . . .

- Including . . .
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|-------------------------|-------------------------|
| Department Stores | Drive-In Theaters |
| Super Markets | Filling Station Chains |
| Suburban Market Centers | Juvenile and Toy Stores |
| Variety Stores | Key Resort Hotels |

A Bonus Circulation that will do an outstanding public relations job at the location level for operators of Coin Operated Kiddie Rides.

THE BEST ADVERTISING BUY OF THE YEAR BACKED BY A POWERFUL PROMOTIONAL CAMPAIGN TO HELP GET YOUR 1953 SELLING DRIVE OFF TO A FAST START . . .

AD DEADLINE: JANUARY 22

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- ★ MUSIC MACHINES



Active Amusement Machines Company enjoys an enviable reputation as one of the leading exporters of coin-operated equipment. This reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give you requirements our very best attention.

We are exclusive
WURLITZER DISTRIBUTORS
in Delaware—S. Jersey—
S. E. Pennsylvania

★ **ACTIVE AMUSEMENT MACHINES CO.**
666 N. Broad Street Philadelphia 30, Pa.
Phone: FRemont 7-4495
"You can ALWAYS depend on Active—ALL WAYS!"

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WE CAN FILL YOUR NEEDS FOR PHONOGRAPHS, GAMES AND OTHER COIN-OPERATED EQUIPMENT! BIG SELECTION—HIGHEST QUALITY—SPECIAL LOW EXPORT PRICES—PROMPT, EFFICIENT SERVICE! WRITE FOR PRICE LIST!

NEW SELECTION—FIVE BALLS—NEW PRICES!

Trade Winds . . . \$29.50	St. Louis . . . \$44.50	Carnival . . . \$49.50
Mardi Gras . . . 29.50	El Paso . . . 39.50	Hit Parade . . . 29.50
Merry Widow . . . 29.50	Dallas . . . 44.50	One-Two-Three . . . 34.50
Puddin' Head . . . 39.50	Maryland . . . 49.50	Aquacade . . . 39.50
Three Feathers . . . 64.50	Screwball . . . 34.50	Tampico . . . 64.50
Big Top . . . 64.50	Black Gold . . . 59.50	Playland . . . 89.50
Wisconsin . . . 34.50	Sharpshooter . . . 49.50	Floating Power . . . 44.50
Summer Time . . . 34.50	Buccaneer . . . 34.50	Serenade . . . 34.50
Oklahoma . . . 64.50	Cinderella . . . 29.50	Tennessee . . . 29.50
Dew-Wa-Ditty . . . 34.50	Alli Baba . . . 34.50	Super Hockey . . . 59.50
Saratoga . . . 39.50	Barnacle Bill . . . 34.50	Thrill . . . 29.50
Tucson . . . 44.50	Double Shuffle . . . 49.50	

USED SPECIALS

KEENEY	CHICAGO COIN
LEAGUE BOWLER . . . \$139.50	TROPHY BOWL . . . \$59.50
DOUBLE BOWLER . . . 79.50	BOWLING CLASSIC . . . 59.50

PHONOGRAPH SPECIAL!
Packard
Manhattan . . . \$79.50

WALL BOX SPECIALS!
Seeburg Postwar
5¢ Wire—Wireless . . . \$9.95
Packard Boxes . . . \$7.50

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan
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VICTOR . . . The Choice of Operators . . .

VICTOR'S Topper Deluxe Half-Cabinet Style	VICTOR'S Baby Grand Deluxe	VICTOR'S Topper Deluxe Globe Style
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1 to 23 . . . @ \$14.20	Each	1 to 23 . . . @ \$14.20	Each
24 to 47 . . . @ 14.00	\$14.25 ea.	24 to 47 . . . @ 14.00	\$14.00
48 to 99 . . . @ 13.75		48 to 99 . . . @ 13.75	\$13.75
100 or more . . . @ 13.20		100 or more . . . @ 13.20	\$13.20

CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Avenue Cleveland 15, Ohio

<p>Electric Scoreboards Overhead, 15-21 pts. Horsencollar. \$125 ea. 15-21-30 pts. \$125 ea. Wall Models, 15-21 pts. and 15-21-30 pts. \$95.00 ea. Fluor. Shufflebd. Lights (set of 4) . . . \$12.00 Shuf. Scorepads, Ea. . . 25 Pucks (set of 8) . . . 12.00 Dbl. Faced Pucks . . . 1.49 Wax, Doz. 3.00</p>	<p>3 Chicoin Overhead Scoreboards, Ea. \$79.50 Climatic Adjusters, Set . . . \$12.00 22' Maple Tops, brand new, crated 90.00 8' New Side Cushion Shuffleboards . . . 89.50 Chi. Goalie 59.50 Keeney 4-Pt. Leag. Bowler, 9 Ft. . . . 139.50</p>	<p>BINGO GAMES Bright Lights . . . \$219.50 Coney Island . . . 349.50 Life-A-Line . . . 99.50 Bright Spot . . . 349.50 Stars . . . 379.50 Spot Light . . . 349.50 Leader . . . 399.50 Holiday . . . 325.00 S-Star . . . 99.50 Circus . . . 445.00</p> <p>Genco "Jumpin' Jacks," Kwik Shoe Shine Mach., Bl. & Dr. . . . \$54.50</p>
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TICKETS
3500 7-11 . . . \$1.15 bag
2170 R.W.&D. 1.00 bag
2460 Lucky 7 1.10 bag

F.O.B. Chicago—1/3 Deposit.
MID-STATE COMPANY
2369 Milwaukee Ave. Chicago 47, Ill.
Tel: Dickens 3-3444

Philip Morris Holds Regional Sales Meets

NEW YORK, Jan. 10.—A series of regional meetings is being held by the Philip Morris sales organization, with confabs concluded Tuesday (6) in Atlanta and Thursday (8) in Dallas, and a Los Angeles meeting set Monday (12), a Chicago conference Thursday (15) and a New York get-together Monday (19).

In the realigned PM sales, advertising and sales promotion set-up, Ray Jones is vice-president in charge of sales and George Henn is vice-president in charge of sales service and administration. Roger Greene is advertising manager.

Robert Larkin has been boosted to sales promotion director, with George Harris director of Dunhill sales; Joseph Cahn, military sales director, and Bree Johnson in charge of the field sales force.

Appointed to newly created regional sales manager posts are George Karnal, New England, New York and New Jersey; M. B. Beckwith, Mid-Atlantic; G. E. Winter, Wisconsin, Illinois, Michigan, Ohio and Kentucky; C. E. Lloyd, Minnesota, Missouri, Iowa and the Dakotas; Jack O'Connor, the eight Western States and Hawaii, and Jack C. Prokop, who transfers from Detroit to take over the Southwest.

Alfred E. Lyon, chairman of the board, said that the strongest advertising support ever given one brand of cigarettes will mark the PM merchandising plans for 1953. He predicted that the year would be "the best year in Philip Morris history."

MARS BIG 3

Jef Saucer . . . \$995

Venus Air Sled . 795

Mermaid II . . . 595

See Your Distributor or Write

Mars Manufacturing Co.

1111 E. Elizabeth Avenue
Linden, N. J.

FOREIGN BUYERS

EVERYWHERE

We can fill all your requirements for the finest pin games, music machines, arcade machines and alleys. Our shipments are properly crated for export, and deliveries are prompt and efficient.

Send for Our Lists

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

15 YEARS OF EXPERIENCE, EFFICIENCY AND INTEGRITY IN EXPORTING COIN MACHINES!

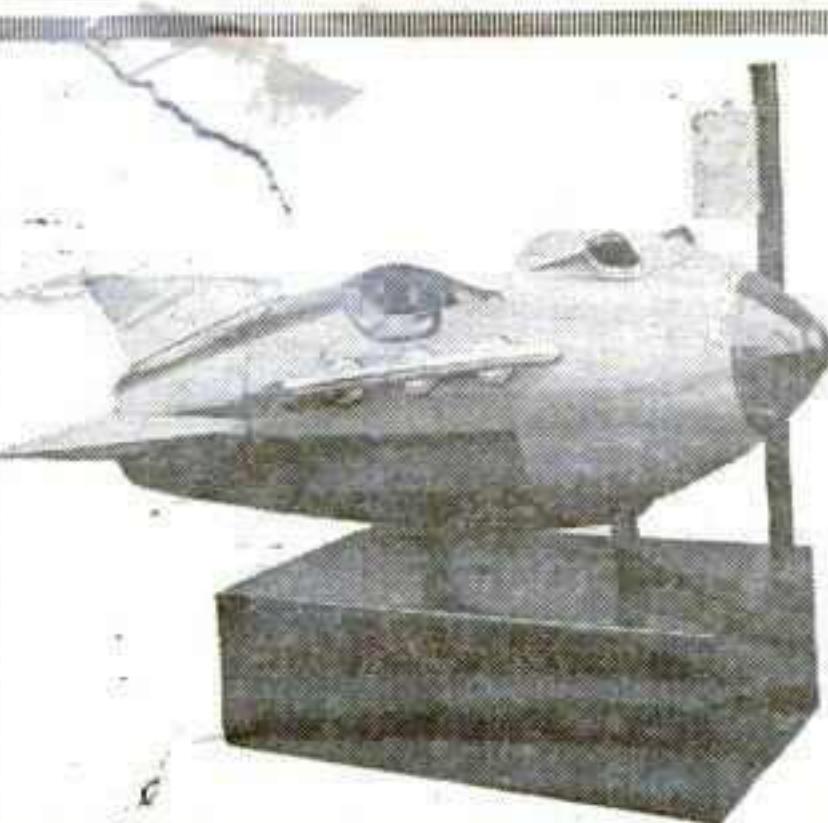
Bally Carnival (5-Ball)	\$ 39.
Gottlieb Telectra (5-Ball)	49.
Chicago Coin Champion (5-Ball)	64.
Chicago Coin Punchy (5-Ball)	69.
Exhibit Playland (5-Ball)	69.
Williams Freshie (5-Ball)	79.
Williams Majorettes (5-Ball)	
Brand New	185.
United 3-A-5 (Bingo)	145.
United A-B-C (Bingo)	155.
Bally Palm Beach (Bingo)	510.
Universal Twin Bowler	49.
Wurlitzer 750-E Phonograph	79.
Wurlitzer 1100 Phonograph	299.
Seeburg 148-ML, Blond	249.

Many Others Available

Write for Complete List

IRV OVTZ

ACME-INTERNATIONAL Distribs.
Phone: Whitehall 3-0813
2027 N. Halsted St., Chicago 14, Ill.
U.S.A.



RUGGED, SIMPLE CONSTRUCTION MAKES OUR RIDES THE OPERATORS' DREAM

BUILT LOW
Easy for Children to Get in & Out!

EVERY OPERATOR NOW CAN AFFORD TO INVEST IN AMUSEMENT RIDES

Our units sell at a low, low price!

WELD-BUILT BODY CO.

5903 Preston Court Brooklyn 34, N. Y.
Cloverdale 8-0593

Easiest Maintenance in the Business:

- ALL PARTS GUARANTEED 6 MONTHS
- GEAR TYPE MOTOR
- ONLY TWO MOVING PARTS
- SIMPLE, COMPACT 6 VOLT TRANSFORMER TO OPERATE LIGHTS
- ALL METAL CONSTRUCTION—NO WORRY ABOUT WARPAGE
- COIN COUNTER
- ROBCO TIMER
- ONCE PLACED ON LOCATION, REQUIRES NO ATTENTION FOR MONTHS

Our Rides' All Metal Construction gives operators the opportunity of placing units on outdoor locations!

BETTER BUY from BANNER

Where you get . . .
The Best

NEW and RENEWED MECHANICAL HORSES ROCKETS and SPACE SHIPS at the RIGHT PRICE

Write, wire or phone

BANNER SPECIALTY COMPANY
Endorsing Only the Best Since 1917

Home Office
199 W. Girard Ave., Phila. 23, Pa.
Branch
1508 Fifth Ave., Pittsburgh 19, Pa.

ONE BALL

Turf King	\$ 99.50
Futurity	249.50
Sunshine Park (Like New)	395.00

BINGO

ABC	\$135.00
Bright Light	210.00
Coney Island	295.00
Spot Light	315.00
Long Beach (Like New)	395.00
Frolic	465.00

FIVE BALL

C. C. Tahiti	\$ 40.00
Un. Pinch Hitter	40.00
Wms. Sweetheart	49.50
Genco Big Top	49.50
C. C. Hockey	59.50
Wms. De-Icer	59.50
Wms. Georgia	69.50
Gott. Sharpshooter	84.50
Gott. 4 Horsemen	84.50

ARCADE

C. C. 4 Player Derby	\$149.50
Seeburg Bear Gun	249.50

PHONOGRAPHS

Aireon Coronet	\$ 35.00
Aireon Fiesta	40.00
1422 Rock-Ola	85.00
146 Seeburg	119.50
147 Seeburg	139.50
1015 Wurlitzer	125.00
Model "A" AMI	269.50
Model "C" AMI	469.50

WALL BOXES

Seeburg W1L56	\$ 5.00
Seeburg W4L56	19.50
Buckley	5.00
Packard	5.00

All equipment clean, good operating condition. Half cash, balance C.O.D.

Hermitage Music Co.

423 Broad St. Nashville, Tenn.

FOR SALE!

GOTTLIEB LATE PIN GAMES. MILLS, JENNINGS, PACE, WAT LING BELLS. KEENEY, BALLY CONSOLES. A-1 Condition. **GENERAL COIN MACHINE CO.** 225 N. 9th St. Philadelphia, Pa. Walnut 2-4378

ATTENTION EXPORTERS—IMPORTERS!

'JUMPIN JACKS'

UPRIGHT BALL GAME

PERFECT FOR EXPORT!

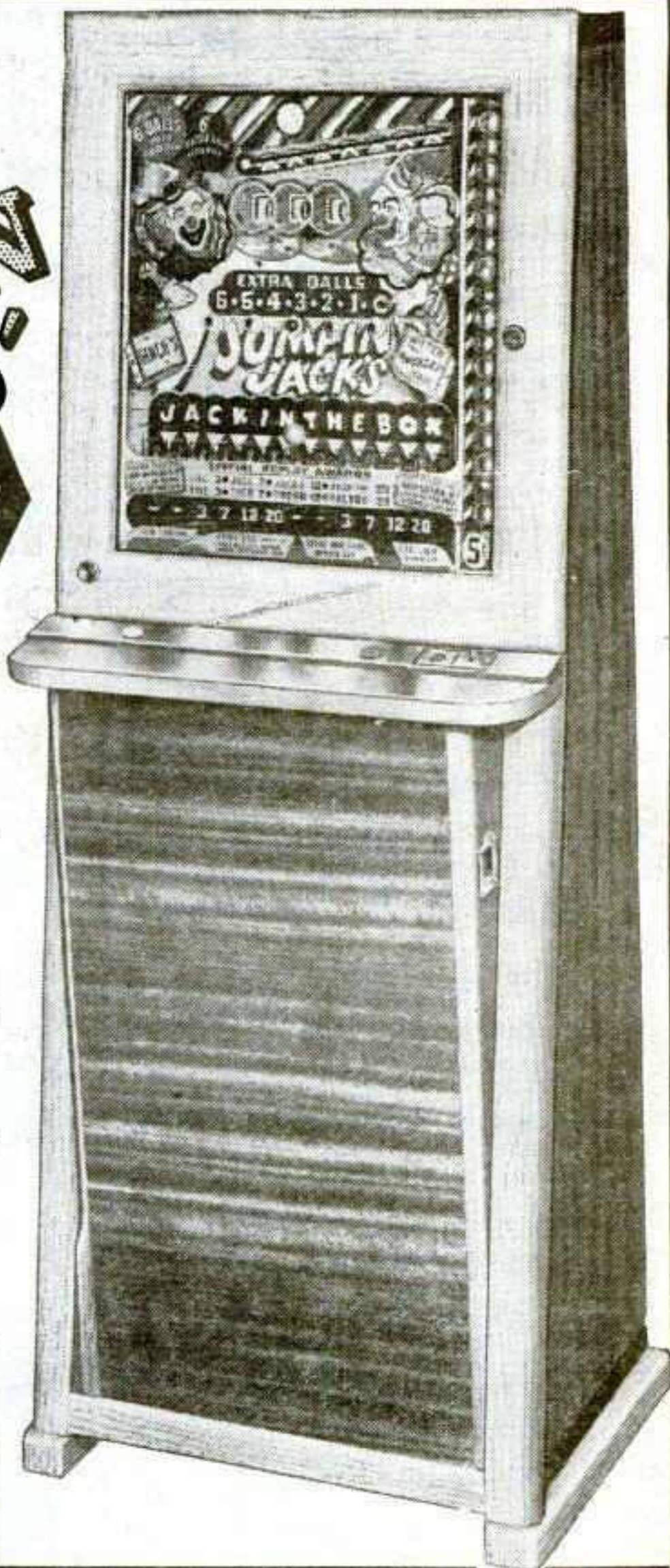
- ★ Exclusive "SPACE-SAVER" Design! Only 24" by 17" by 64" high
- ★ Saves on Shipping Costs! Weighs only 190 lbs. (crated)
- ★ Simple TROUBLE-FREE Action! All Parts Easily Accessible From Front
- ★ Fast Play—(20 seconds)—FAST PROFITS! In Any and Every Location

POPULAR NEW FEATURES BOOST OPERATORS' EARNINGS

- Exciting "Eye-Level" Action
 - In-Line and Sequence Scoring
 - New "Mystery Spot" Feature—adds Suspense and Temptation
 - Tremendous Replay Possibilities
- Up to 20 Replays for 3-to-6 Letter Combinations.
100-200-400 Replay Combinations.
Extra Balls Feature—6 Extra Balls for 6 Extra Coins.

Distributorships still open in choice territories all over the world. Write or wire for details.

GENCO MFG. AND SALES CO.
2621 NO ASHLAND AVE., CHICAGO 14, ILL.
CABLE ADDRESS "GENCO"



FOREIGN IMPORTERS

We still have available for immediate shipment abroad the . . .

WORLD FAMOUS

PHOTOMATIC

T.M. Reg. U.S. Pat. Off.

Outstanding coin-operated photographic machine . . . produces a beautiful framed photo while you wait.

Since 1936 Photomatics have proven themselves steady money makers on all five continents. This exceptional machine has been selling millions of photographs each year at excellent profits. Fully automatic . . . easy to operate . . . adaptable to any coin and electric specifications . . . long service life.



STANDARD MODEL

DELUXE MODEL

INTERNATIONAL MUTOSCOPE CORPORATION

World's Largest Manufacturer of Automatic Photographic Machines
For Special Low Export Prices and Full Information, Write to . . . 44-02 Eleventh Street, Long Island City 1, New York, U. S. A.
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67,000 ACTIVE BUYERS

read The Billboard classified columns each week.

EMPIRE EXPORTS

... We want repeat business ... we give highest quality always! Years of Export experience will save you money on packing and transportation ... write for catalog.

\$59.50 SPECIALS!

- 1-Univ. Super Twin Bowler
- 2 Player Rebound
- 2-Bally Gold Cup, 1-Ball
- 3-Gott. Buccaneer, 5-Ball

SHUFFLE GAMES

- UNITED 10th FRAME STAR S. A.
- UNITED 10th FRAME SUPER S. A.
- CHI. 6 PLAYER BOWL-A-BALL, 10'
- CHI. 10th FRAME SUPER MATCH BOWLER, 6 PL.
- CHI. 10th FRAME SPECIAL, 6 Player
- Keeney 10 Player Team Bowler
- Star Bowler, 10', 2 player, wood balls. \$350.00
- United Super SA, 6 Player, 9' 350.00
- United DeLuxe S.A., 6 Player 245.00
- United 5-Player S.A., 6 Player 220.00
- United 4-Player 165.00
- United Twin Rebound 150.00
- United Twin Shufflecade 150.00
- Un. Double SA Express Rebound, 8' 139.50
- Un. 2-Player SA Express 139.50
- United Single SA Rebound 139.50
- Chicoin 6-Player, Formica Top 295.00
- Chicoin Shuffle Horse Shoes 129.50
- Chicoin Bowling Classic 89.50
- Chicoin Trophy Bowl 149.50
- Hally Hook Bowler 99.50
- Bally Shuffle Line 125.00
- Keeney DeLuxe League Bowler 295.00
- Keeney League Bowler, 4 Player 195.00
- Keeney Double Bowler 99.50
- Wms. Double Hgads 49.50

ARCADE

- AUTO-PHOTO
- EXH. SPACE GUN
- EXH. JET GUN
- ABT RIFLE SPORT

- Wico Major Leaguer \$1295.00
- 4 Player Derby 195.00
- Metal Typer 325.00
- Photomatic, Late 550.00
- Photomatic, Pre-War 250.00
- Voice-o-Graph, 35c 525.00
- Bing-o-Roll 125.00
- Chi. Basketball Champ 250.00
- Triple Strike, Floor Sample 169.50
- Shoot the Bear 295.00
- Chi. Midget Skee Ball 195.00
- Chi. Pistol 129.50
- Star Series 139.50
- Pokerino Jr., New Merc. 13-Way Ath. Scale, New 99.50
- Telequiz & Film 169.50
- Goatee 119.50
- Jack Rabbit 109.50
- Team Hockey 125.00
- Chicken Sam, Rebuilt 150.00
- Pokerino 99.50
- Life League 99.50
- Exh. Dale Gun 94.50
- Battling Prac. 89.50
- Marion Scale 89.50
- Quarterback 89.50
- Flash Hockey 75.00
- Art Show & Film 49.50
- Mercury Counter Grip 34.50
- ABT Challenger 29.50
- Acme Shocker 24.50
- ABT Skill Gun 39.50
- Groot. Skill Test 39.50
- Ex. Love Meter 39.50
- Gott. 3-Way Grip 24.50
- Hit-A-Homer 24.50
- Big Inning 195.00
- Flip Skill and Stand 69.50

5-BALLS

- NEW UNITED SHOW BOAT
- BALLY BEAUTY
- GENCO JUMPIN' JACKS
- CHI. BIG PIT
- QUEEN OF HEARTS
- WMS. DISC JOCKEY

BINGO

- Frolics \$465
- Atlantic City 450
- Stars 345
- Spot Life 345
- Coney Island 350
- Bright Spot 350
- Bolero 250
- Bright Lights 265
- A-B-C 175
- 5 Star 145
- Life-a-Line 145

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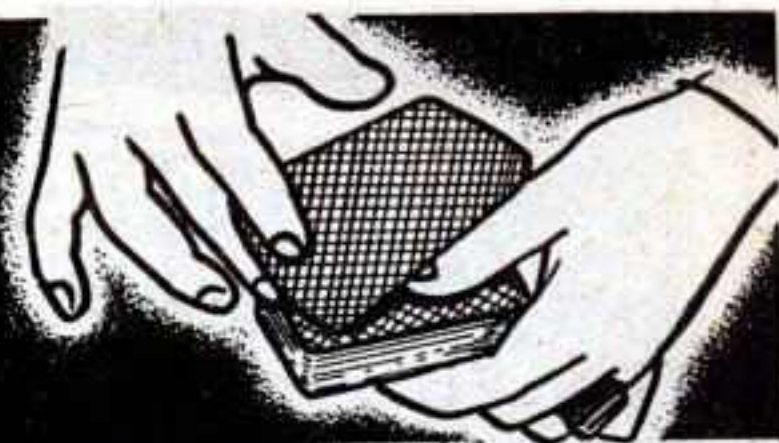
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4 OF A KIND!

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Yes! **27** WAYS TO SCORE REPLAYS plus

the Tantalizing new **"DOUBLE FEATURE"** which **DOUBLES** the "in-line" replays for next game when bumpers 1 to 5 are hit in consecutive order.

Yes **IT SURELY PULLS REPEAT PLAY!**

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100% Skill

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1 You shoot the ball with cue as in regular pool. 10 balls for 10c; 5 for each player.

2 Depending on the skill with which the ball is aimed and hit, ball jumps into desired tier and pocket.

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More fun for players, more profit for you, thanks to new **SELECT-A-SPOT** feature and new **TRIPLE-SPOTS** roll-over feature

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BALLY BEAUTY will put new life into your locations... add important dollars to your daily collections. Get BALLY BEAUTY now from your nearest Bally Distributor.



The **CHAMPION** Ballyhorse Bally **SPACE-SHIP** SEE PAGE 110

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REALISTIC Jet rocket design, with thrilling pulsating motion, plus sounds that coincide with action — builds powerful illusion of flight. Action starts at the drop of the coin. Movable Joy Stick fires machine guns with nerve tingling rat-a-tats!

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 to the money-making twins



Stampfer's
 DEPARTMENT STORE
 Dubuque, Iowa

December 22, 1952

Mr. Nat Cohn
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The prompt delivery of the Atomic Jet and its subsequent acceptance by the small fry has been absolutely phenomenal. With no attempt to be sacrilegious, I might tell you that the Jet out-pulled Santa Claus who opened at a rival store the day I broke with a small ad on your fabulous machine.

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Cordially yours,

Robert Halleck

Robert Halleck

RH:jl

I want to take this opportunity to wish you the most prosperous New Year in your activity and I don't see how you can fail with the fine products you have.

Sincerely,

Abe Susman

Abe Susman

*Letters available for inspection on request.

ATOMIC
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For results that count up to real profits—start operating the money-making twins today!

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Manufactured by NASCO exclusively for

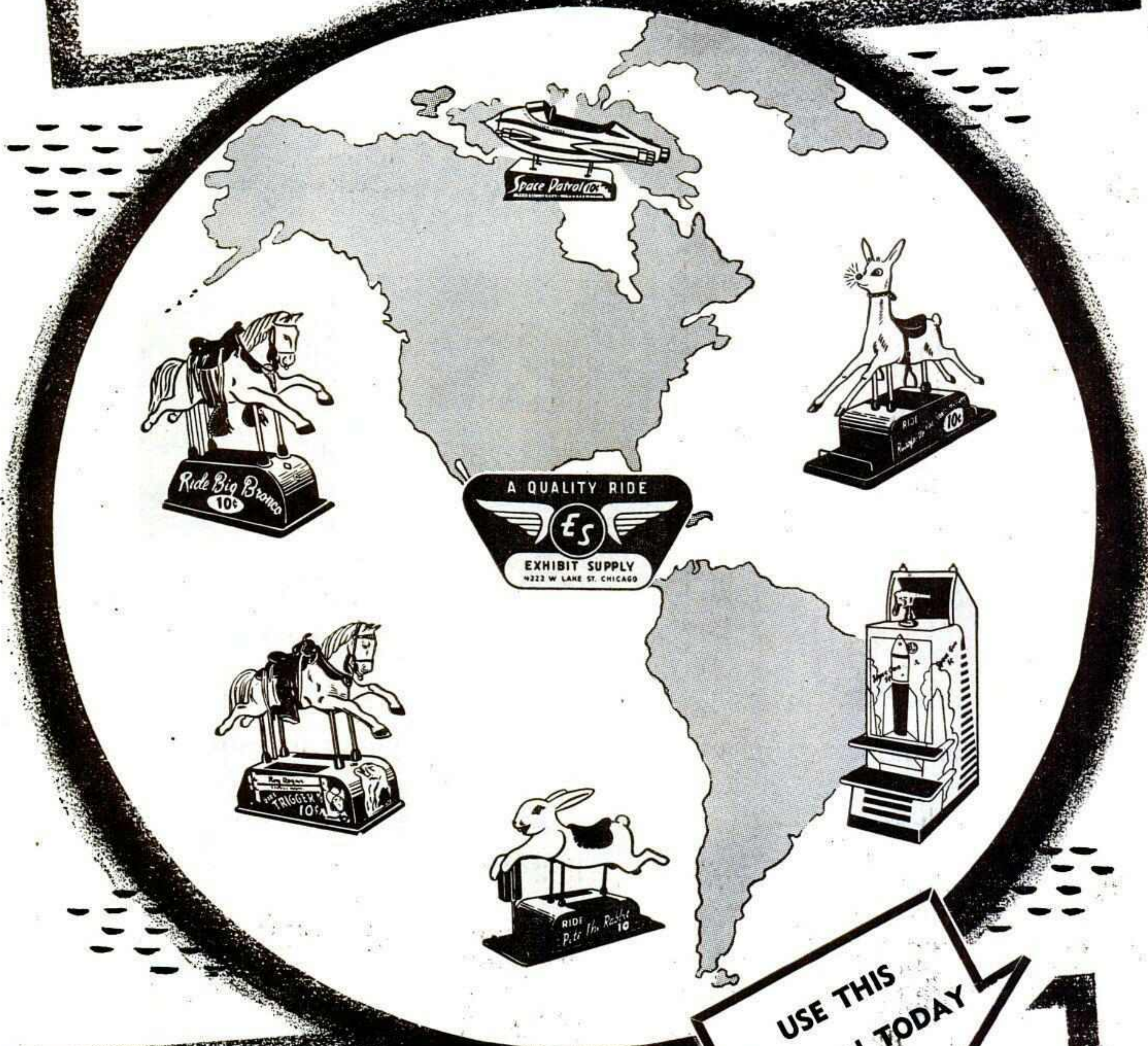
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Children the world over, wherever coin operated equipment is in use, will love the realism of a ride on Big Bronco or Trigger, and squeal with delight at the chance to ride on Pete the Rabbit or go zooming thru space in the Space Patrol ship. Parents, too, will be assured that their children are safe when they ride EXHIBIT-BUILT equipment because it is backed by more than 50 years of manufacturing experience and designed for long service and maximum safety . . . and operators know their earning power will increase when they place trouble-free EXHIBIT-BUILT equipment on location. For information on where you can buy EXHIBIT-BUILT equipment on location, or overseas shipment, contact

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Please send me complete information on how I can get into the profitable Kiddie Ride business.

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NEW FEATURES GALORE!

NEW Name Spelling Feature--each time a player matches the last number of his score with lighted number a letter of "Name Bowler" lights up.

NEW At operator's option 1-2-5 or 10 letters may be awarded each time a number is matched.

NEW When "Name Bowler" is completely spelled out (lit) a special winner is made.

NEW Number to be matched may be adjusted to light up at end of game, or at start of 10th frame.

CONVERTIBLE
to Straight Match or
10th Frame Bowler

- 7-10 SPLIT PICK-UP!
- EASY TO READ INDIVIDUAL SCORE DIALS!
- PUCK GLIDES SMOOTHLY OVER FORMICA PLAYFIELD!
- JUMBO "FLY-AWAY" PINS!

NOW DELIVERING all 4 popular profit making bowling games!

10th FRAME SPECIAL BOWLER

10th FRAME *plus* 5th FRAME
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1. SCORES MADE IN 5th FRAME DOUBLED!
2. 10th FRAME FEATURE!
3. HIGH SCORE OF THE WEEK!
4. 7-10 SPLIT PICK-UP!

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MATCH BOWLER **BOWL-A-BALL**

Players Actually Bowl
with a Ball . . .
Not a Puck!

Super 6 PLAYER MATCH BOWLER

LOCATIONS CAN NOW MEET PLAYERS' DEMANDS . . .
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IN ANY OF THESE 4 WAYS!

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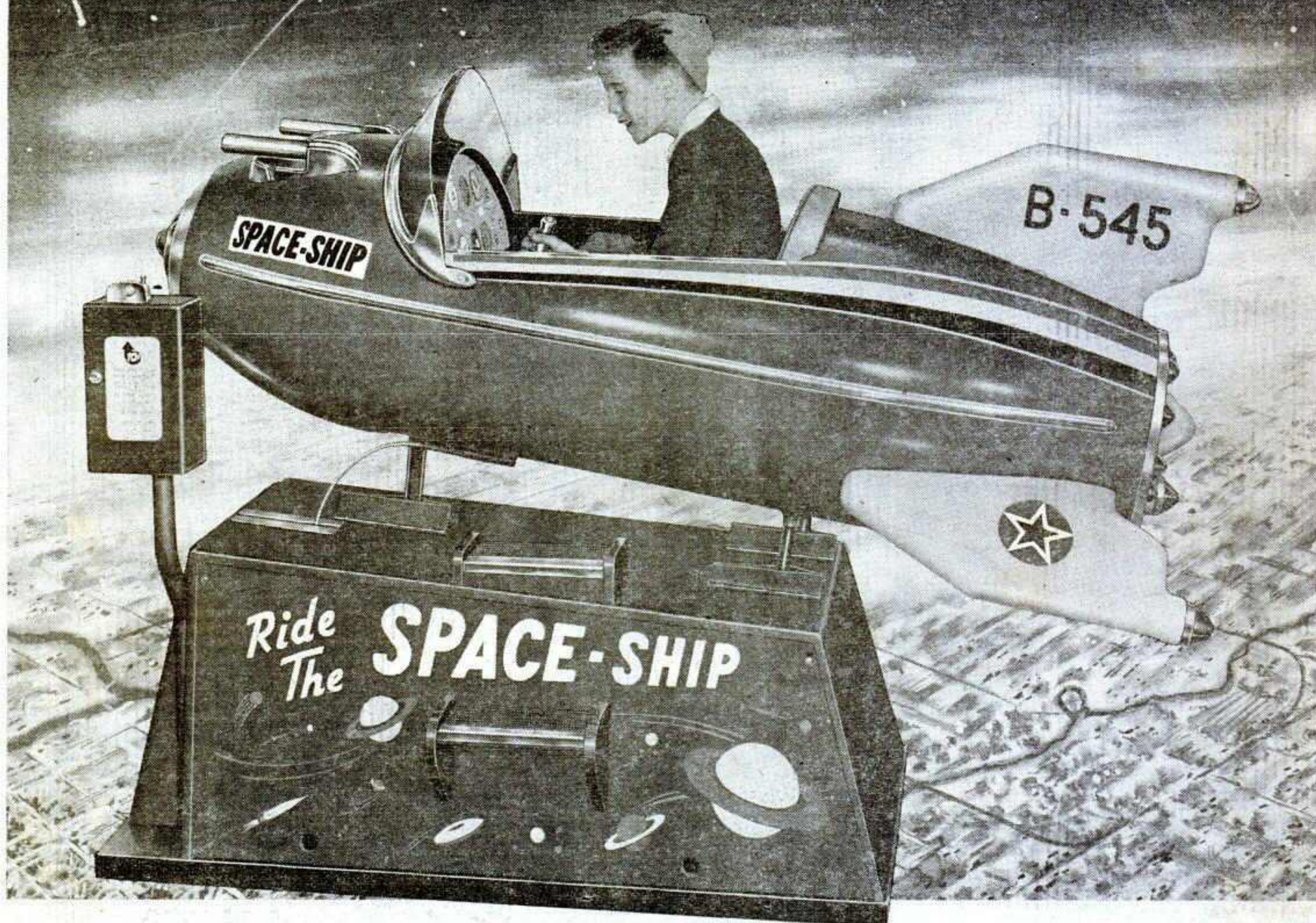
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Bally® *SPACE-SHIP*

**new exclusive DIVE-DIP-ROLL-SWING action
captures biggest play, insures biggest profit**

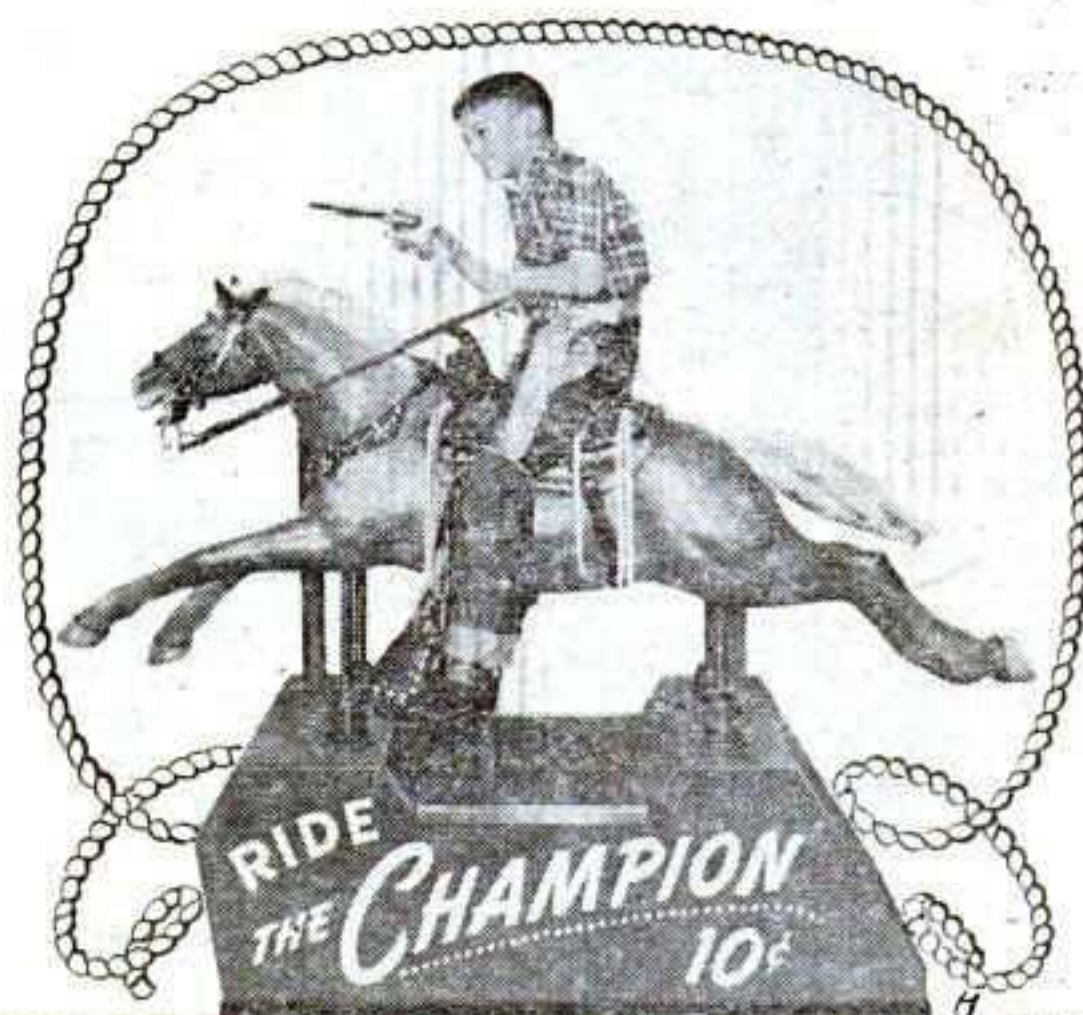


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- ★ Positively Safe ★ Sturdy Construction ★ Simple Mechanism ★ National Rejector

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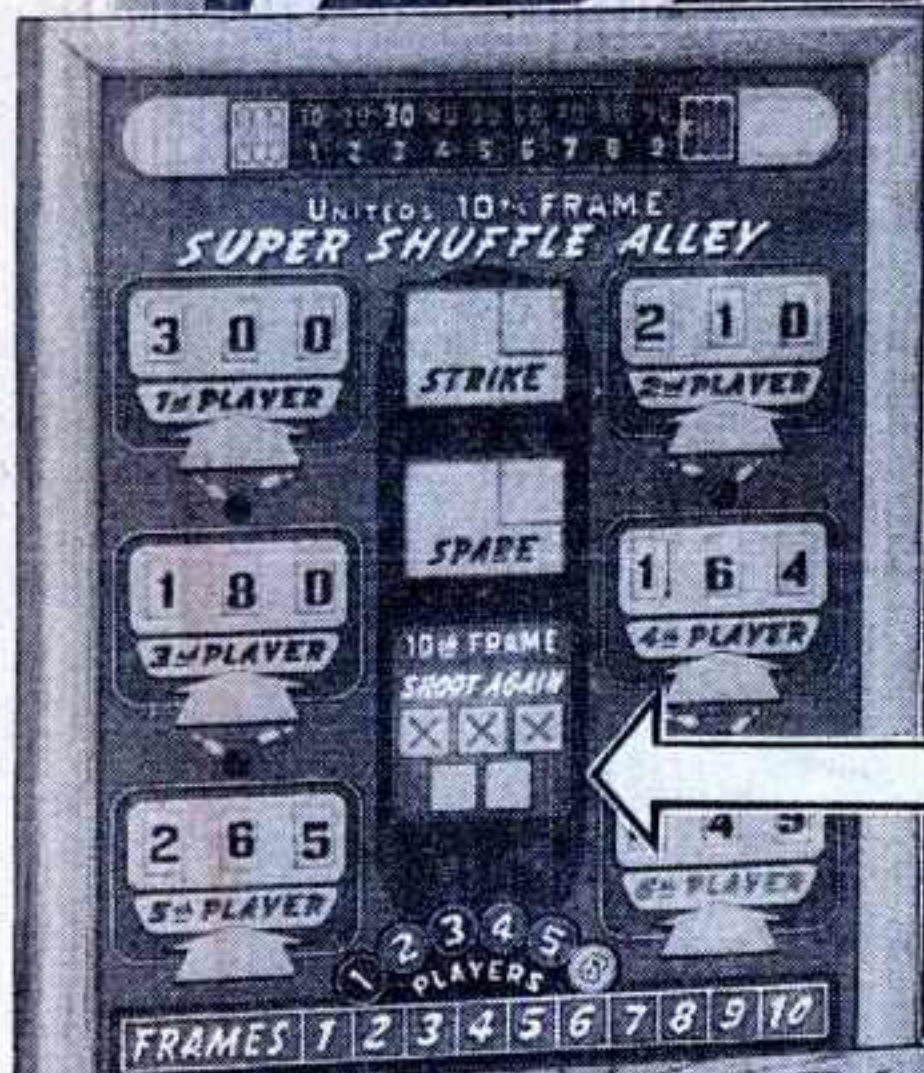
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Super Shuffle-Alley

with
Extra Play—Extra Profit

10TH FRAME

FEATURE



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HIGH SCORE
FOR THE WEEK
FEATURE

PLAYER WRITES NAME
ON BACK-GLASS

STRIKE OR SPARE FLASHER LIGHTS
CAN PICK UP 7-10 SPLIT
FORMICA PLAYBOARD

**HIGHEST
SCORE
KEY
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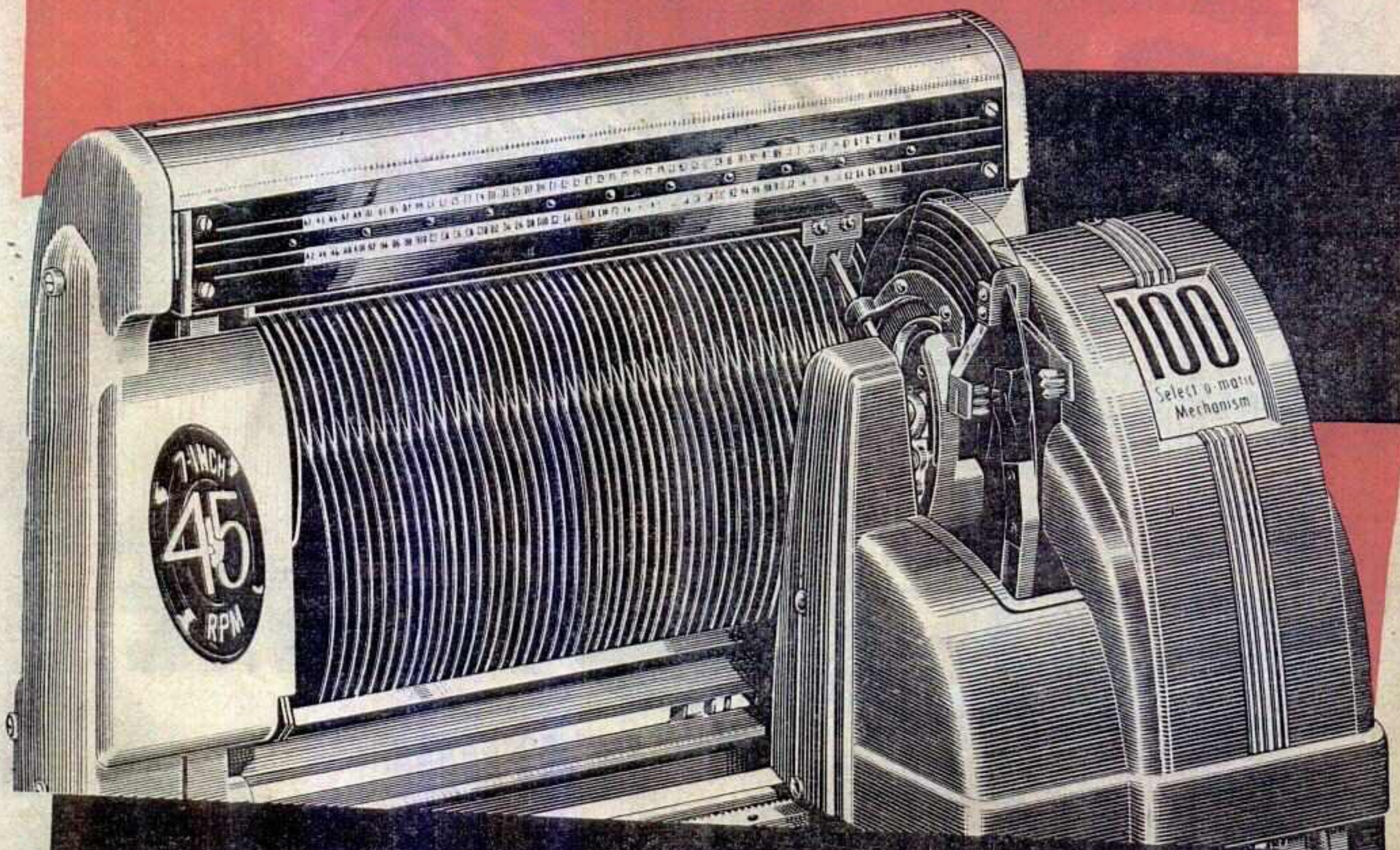
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