GDP Inaugural Stacking Up as Real Powwow

Hotel Reservations Come In; Spot Business Flood

WASHINGTON, Nov. 8.—Despite the considerable interest in the inauguration of President Eisenhow- er on Tuesday, business is by no means predo-
minated by it. Many hotels are still selling rooms, and it is expected that the business will pick up as the week progresses. The temperature has been unseasonably warm, and people are enjoying as much as possible of the weather. The inauguration will take place at 10:00 A.M., and the streets in the vicinity of the White House are expected to be crowded. The parade will begin at 11:00 A.M., and will consist of military personnel and bands from various states. The weather is expected to be clear, and the event is anticipated to be a great success.

Billboard Predicts Records' Future With New 'Best Buys'

NEW YORK, Nov. 8.—The Billboard introduces this week's issue a new and revolutionary record buying and selling feature, which will be found regularly in the Billboard Music Charts. This feature is designed to provide the consumer with a clear and concise guide to the relative popularity of each record. Records are ranked on a scale of one to ten, with ten being the most popular. The feature is expected to be of great interest to record buyers and sellers, and is likely to become a staple in the Billboard program.

Of Loyalty and Faith

ASCAP Session Calls Allegiance as Keynote

By Paul Ackerman and Bob Holznet

NEW YORK, Nov. 8.—The members of the American Society of Composers, Authors and Publishers (ASCAP) gathered in New York this week to discuss the key role of faith in the music industry. The conference, held at the Waldorf-Astoria Hotel, was attended by over 1,000 members and featured keynote addresses by prominent figures in the industry. The conference focused on the importance of faith in the music business, with discussions on the role of faith in the composition, production, and distribution of music. The attendees were encouraged to strive for excellence in their work and to remain committed to their faith in all aspects of their careers.

Rush Begins of Names On Christmas Records

NEW YORK, Nov. 1.—The rush of Christmas records is in full swing, with record companies and retailers working hard to meet the demand. The holiday season is a crucial period for record sales, and companies are pulling out all the stops to ensure that their products are in high demand. The rush of records is expected to continue throughout the holiday season, with sales peaking in December. The holiday season is a time of great opportunity for record companies, and they are eager to make the most of it.

Index
Billboard Backstage

BY JOE CIDO

Back in 1938, as a guy digging a tent in the ocean to test the temperature, we started a little feature in the Record Buying Guide. The result...
Climate of Eden' Murky With Dual Themes: BO Forecast Not So Hot

By BOB FRANCIS

Miss Hart has drawn upon a previously unexploited source of comedy (this reporter has never read a novel). "The Man of Her Life," which hits the screen this week, is the story of a man who, after a series of love affairs, Marries his best friend. The novel, which has been described as "a jolly, good-natured" by Miss Hart, follows the course of "the man's love affair with his best friend, who is also his mother." The novel was written by Jane Austen, who sold it to Garbo for $5 million.

LEGITIMATE

Music & Dial, September 15, 1952

Mrs. Hart, who has had a successful career in the theater, has been described as "a murderously talented actress" by her husband,Sumner. "She has a wonderful voice and a great sense of humor," he said. "I'm sure she will make a great success of her new role as Caroline in the play." The play is set in the 18th century and concerns the romance between a young girl and a young man, who are, of course, both in love. The play is directed by Sumner and written by himself.

"The Man of Her Life" opens next Tuesday at the Strand Theater. Miss Hart is expected to play opposite the handsome young lawyer, who is also the star of the play. The play is a hit with critics and audiences alike, and is expected to run for many years to come.
WASHINGTON, Nov. 8.—The Federal Communications Commission's Rockefeller Center in New York City, with Johnnie Carson as host, and a celebrity panel of experts, is scheduled to air a special program on Saturday, Dec. 17.

The program, entitled "The Future of Broadcasting," will feature discussions on the impact of new technologies on the industry, including social media, streaming services, and the growth of on-demand video. The panelists will include experts in the fields of law, economics, and media studies, as well as representatives from major broadcast networks.

The event is being produced by the National Association of Broadcasters (NAB) and is part of the NAB's "Broadcasting Week" celebrations. The program will be broadcast live from the NAB's headquarters in Washington, D.C., and will also be available online via the NAB's website.

"We are excited to bring together some of the brightest minds in the broadcasting industry to discuss the future of the medium," said NAB President and CEO Curtis Frank. "This program will provide valuable insights and projections that will help shape the future of broadcasting for years to come."
Television has always had to lead a sort of trailer-camp existence. There never was time to find out exactly what it was and what it needed for fluid, efficient production ... for television was in too much of a hurry to pause for station identification.

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

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

It was clearer still that television was different from any other advertising medium. It brought with it a staggering complexity ... and a thundering impact, with the most direct and spectacular advertising results the world had ever seen.

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

It is called Television City. And in Hollywood on November 15, 1932, the assembly line begins full operation. Ready to produce programs as they must be done today—with almost the speed of the light on television's screens. Capable of growing in any direction this astonishing medium may take. Providing greater delight for its constantly swelling audiences ... and a constantly better buy for its advertisers.

CBS TELEVISION

MIRACLES MADE EASY
NARTB Asks Co-op
In Political Query

WASHINGTON, Nov. 8—Radio and television broadcasters, whose interests were advanced this week by Harold D. Fellows, National Association of Radio and Television Broadcasters president, to co-operate fully with the Senate Subcommittee on Privileges and Elections in filling out questionnaires on political contributions and expenditures for broadcasts and telecasts, which will be used as a basis for legislation providing for the up-front adjustment of the present financial limits on campaign expenditures. The Bill led by Senator Carter, who was co-chairman of the committee, was introduced by Robert L. Shortliffe, investigator, on the subcommittee.

CONGRATS

Broadcasters
Vole Drive
Wins Big Nod

WASHINGTON, Nov. 8—Broadcasters who worked out of the New York Public Broadcasting System's TV network, Red Network, and the network's licensee, the New York Public Broadcasting Corporation, have been awarded this week for putting over the largest number of radio and television shows of any network in the country. The network's 142 shows, which were broadcast over 1,500 radio and television stations in 142 markets, were produced by the New York Public Broadcasting Corporation.

Kellogg Buys
Moore Seg

NEW YORK, Nov. 8—Kellogg, the world's largest breakfast cereal manufacturer, has acquired the segment of the Moore company, a leading manufacturer of breakfast cereals, for $15 million in cash and the assumption of $10 million in debt. The acquisition gives Kellogg control of the Moore company's extensive distribution network and will expand its product line to include a wider range of breakfast cereals.

ESKIMOS PREFER
HILL MUSIC

CLEVELAND, Nov. 8—Eskimos from the western part of the United States have expressed a strong preference for hill music, according to a survey conducted by the Eskimo Division of the American Indian Arts Council. The survey found that 90% of the Eskimos who responded stated that they preferred hill music, which is characterized by its use of traditional instruments and vocals.

Maxim-May
Mayor
Be Televised

NEW YORK, Nov. 8—The Maxim-May mayoral campaign were be televised live for the first time in New York City, according to the mayor's office. The campaign kicks off with a live broadcast on November 8, featuring the candidates and their running mates, to be followed by a series of debates and forums.

Pearson May
Buy 'Haven'

NEW YORK, Nov. 8—Pearson has expressed interest in acquiring the 'Haven' publishing company, which has been operating under the name Pearson since 1982. The company, which specializes in publishing books on technology, finance, and business, has been owned by a group of investors led by the Pearson family.

Fabian-Fox Mulls
Henry Show

NEW YORK, Nov. 8—The Fabian-Fox show, a popular late-night talk show on CBS, is rumored to be considering a move to a new network, according to sources close to the show. The show has been on the air since 1957 and is currently hosted by Henry Wallace Fabian.

Du Mont Seeks
Okay to Air
Six Gridcasts

NEW YORK, Nov. 8—Du Mont, the television network that was recently acquired by the Hearst Corporation, has sought permission from the Federal Communications Commission to expand its network to six additional cities. The network currently airs in New York City, Chicago, and Los Angeles, and is seeking permission to expand its reach to include Philadelphia, Boston, and Miami.

Costs Into Wild Yonder
For AM-TV Inaugural Sponsors

WISCONSIN, Nov. 8—The costs of launching an AM-TV network have increased significantly since the initial announcement of the network's inaugural sponsors, according to industry sources. The network, which is scheduled to launch in January, is expected to have an initial investment of $25 million, with additional funding expected to be raised through additional sponsorships and advertising.

Masland Quits
ABC-TV Seg

NEW YORK, Nov. 8—Masland, the executive producer of the ABC network's segment of the American Film Institute's television series, has announced his resignation effective at the end of the current cycle. The program, which airs weekly on ABC, has been praised for its high-quality productions and its commitment to showcasing a diverse range of American filmmakers.
The mail with money in it

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

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

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

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

Garry Moore could convince your customers, too.

CBS TELEVISION
**NEW YORK, Nov. 8—**TV networks were considered a demand for a 20 per cent wage increase made by the American Federation of Television and Radio Artists. Negotiators for a new pact to ensure wider participation over extended periods of time.

**APTRA has asked that the board be a review board to consider rules proposals**. This demand stems directly from the trouble being had by APTRA members who have been accused of佣金 of affirmative action in recent years by the network. The contract specifies that an agreement to be made for a period of nine months, and $200, the prevailing wage, and increased. The 20 per cent increase has been negotiated in a group.

**The elimination of the multipledemand for a 20 per cent wage increase** has been sent to the parties to strike. This would send the last round of a series of weekly and bi-weekly shows. The current round is the last one in a series of discussions to be held.

**NEW SCRIPT**

**Story Line**

**For CBS' TV**

**City Detail**

**HOLLYWOOD, Nov. 8—**Deadline today for the broadcast unions, the American Federation of Television and Radio Artists and the Authors Guild, is the statement of a story line format built around the network.

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**Steve Allen**

**Deadline Near**

**NEW YORK, Nov. 8—**The programming department has until December 11 to come up with rules to the network. The committee's agenda includes a story line format built around the network.

**APTRA has asked that the board be a review board to consider rules proposals**. This demand stems directly from the trouble being had by APTRA members who have been accused of佣金 of affirmative action in recent years by the network. The contract specifies that an agreement to be made for a period of nine months, and $200, the prevailing wage, and increased. The 20 per cent increase has been negotiated in a group.

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**Stoppette Buys AM**

**Version of TV-en**

**NEW YORK, Nov. 8—**Stoppette bought "What's My Line?" on the Columbia Broadcasting System's network radio program. The show will be broadcast on Thursday, December 4, in the 8:30-9:00 hour. Stoppette has been successful with the same show on CBS-TV.

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

**WDEL TOPS AM • FM • TV**

**WDEL**

**TOPS AM • FM • TV**

**All stations in this market.**

**Write for Information.**

**Represented by ROBERT MEEEKER ASSOCIATES**

**San Francisco**

**Note:** Reprinted August 1952 by B. C. Pub. Corp., Comstock.
NEWS CAPSULES—COAST TO COAST

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

NEW YORK—No. 8. - The Columbia Broadcasting System, board of directors this week declared a cash dividend of 40 cents a share on its Class A and Class B stock, payable December 1, 1952. The company’s gross income for the first 40 weeks of 1952 was $258,332,992. This was $65,495,418 over the CBS nine-month gross in 1951. Revenues for the first nine months of this year was $159,802,014 versus $124,420,000 over last year.

MUTUAL SKEDS AFFORDED TO TV

NEW YORK—Mutual Broadcasting System announced that it will give a series of six two-day meetings with NBC and CBS in New York City from December 9 to December 13. Each seminar will be followed by a major conference on radio and television. The sessions will cover all phases of the network industry, including programming, sales, station relations and other important areas. The first meeting will be held tonight in the Plaza Hotel.

FOREGOSS FORECASTS 52 SET SALES

LOS ANGELES—Al D. Berg, president of Admiral Corporation, this week estimated that from $500,000 to 1,000,000 TV receivers would be sold in new markets, out of anticipated total sales of $6,000,000, by the end of 1953. His belief there was that present market would absorb a far larger proportion of sales than the 30 new markets expected to come into existence by then.

ROCKET SQUAD TV FILM SERIES SOLD TO TONI

HOLLYWOOD, Nov. 8.—Toni Home Pictures have bought the "Rocket Squad" TV film series and will pick up sponsorship of the show immediately after the show completes its current cycle for Prime Time. Toni will pay $10,000 per episode. This represents a substantial bonus over the $1,000 paid by Philip Morris to the show for its first 10 shows.

EXECUTIVE SPEAKS TO DUB Model Makers

HOLLYWOOD, Nov. 8.—Walt Disney, president of the Walt Disney Company, spoke to Dub Model Makers this week at the studio. Mr. Disney discussed the studio's plans for the coming year and gave the union leaders a preview of some of the films and television specials that the studio has planned for 1953.

FEAST POSTER TV SHOW OUT ON Brame Series

NEW YORK—The first 10 episodes of the Brame film show, scheduled to begin broadcast December 1, will not be run out of New York. The show, which is being produced by the Brame Company, will be carried by the Mutual Broadcasting System.

RADIO...THE AL MORGAN SHOW

NEW YORK, Nov. 8.—General Electric Company will release the first show of its new television series "Al Morgan" this week. The series, which will air on NBC on Thursday nights, will star Al Morgan and will feature a variety of musical and comedy segments.

DU MONT WILL END TV FILM SYNDICATION

NEW YORK, Nov. 8.—The Du Mont Television Network, which recently folded its entire TV film syndication operation down to a bare-bones operation of just a few shows, was supposedly ordered by the network's board to drop the show. The broadcast was unable to line up enough first-run film properties to survive in an increasingly competitive field, where even the top film distribution outfits are being forced to cut out their prices.

GE Orders 6 TV-Films for Summer ’53

NEW YORK, Nov. 8.—General Electric Company has ordered six more television films for its summer season, which will include six films in addition to the six already ordered last week. The additional films will be completed and released in time for the summer season.

Krasne Exploitation For ‘Heart of City’

HOLLYWOOD, Nov. 8.—Krasne Pictures has announced it will exploit the "Heart of City" film in a drive through the Southern California area. The film is being produced in that area and will be released in a limited run of theaters throughout the Los Angeles area.

Texas Headlights Film 40c

HOLLYWOOD, Nov. 8.—Texas Headlights, a new 40c film for the juvenile market, has been announced by RKO Radio Pictures. The film is being released by RKO in one book of 10 shows, and will be shown in schools and youth clubs throughout the country.

FULL TREATMENT

Krasne Exploitation For ‘Heart of City’

HOLLYWOOD, Nov. 8.—Krasne Pictures and Allied Artists have announced full exploitation for the "Heart of City" film, which is currently being released in theaters throughout the country. The film is being released in a limited run of theaters in the Los Angeles area.

STAGE ORCHESTRA

STAGE ORCHESTRA

NEW YORK—The "Stage and Screen" series, a weekly musical show featuring guest artists, will be broadcast from the Stage and Screen Theatre on Friday nights. The show is produced by Stage and Screen Enterprises, Inc., and will be hosted by Jack Oakie.

HOLLYWOOD—The March of Dimes Campaign, which is composed of several campaigns, will continue throughout the holiday season. The March of Dimes was established in 1938 to promote the health of mothers and children and to prevent birth defects.

TENEMENTS...THE AL MORGAN SHOW

NEW YORK, Nov. 8.—The "Al Morgan" show, which recently folded its entire television series operation down to a bare-bones operation of just a few shows, was supposedly ordered by the network's board to drop the show. The broadcast was unable to line up enough first-run film properties to survive in an increasingly competitive field, where even the top film distribution outfits are being forced to cut out their prices.
Ike Administration to Change Rules Affecting Radio Tele

Continued from page 1

Paul A. Walker and Commissioner Vukovitch, now to be replaced by Republicans early this month, would not FCC be GOP-dominated for the first time since it was created in 1934. Topping the last list of policy changes was the question of the automatic renewal of TV and radio licenses, which, if liberalized, might eliminate renewal procedures of the FCC. Needed is already being discussed in Washington, where the FCC is revoking regulations, and government and industry voices against automatic renewal of channels, the text of these changes is not available. But details on FCC changes, see separate story.

T-V radio coverage of 'Capitol Hill' becomes an automatic renewal of TV and radio licenses, if given to the government by the FCC. Consequently, the agency has been criticized for not following up on its study of the matter.

Washington, D.C., Molten Jr. (Chairman), who is in line to head the FCC, has taken a liberal attitude toward the renewal of TV licenses. He is subject to the speaker's judgment, which is generally consistent with his stand on renewal legislation sponsored by Sen. McCarran, the Inquirer said, but there is less chance of change in the Senate, where the FCC has been subject to the speaker's house. Senate hearings have been held.

GOP Inaugural Stacks Up as Real Pow-Wow

Continued from page 1

plenty of activity for everyone from politicians to news owners.
The TV-radio coverage will be on an unprecedented scale, and associated TV-commercial industry companies have already submitted a proposal to authorize commercial advertising to the FCC for the first time in history. (See separate story.)

Ridder and McGarvey have named a number of top salesmen for the inaugural coverage on Capitol Hill, and the network's new group will facilitate preparation of the program. It is likely to be a major event in the nation's history.

Post-Freeze TV Station Grants at 98

WASHINGTON, Nov. 1--The Federal Communications Commission has authorized the number of post-freeze TV-station grants to 98, with the issuance of two additional commercial construction permits for UHF stations. The total number of permits issued to date is 56 for commercial and non-commercial educational stations.

Grand Cayman Island was the 98th station to be granted a license by the FCC.

840 Mil Plus TV Tube Test Estimate

WASHINGTON, Nov. 1--Electro-

450 Mil Plus Tube Test Estimate

WASHINGTON, Nov. 1--Elec-

TV ON THE SPOT

WLWC Exclusives At Ohio Prison Riot

COLUMBUS, Nov. 1--Tom Reynolds warned that the Ohio State Penitentiary rioters would not be allowed to watch the first exclusive live telecast of WLWC, exclusive live TV coverage of the riot, in the daytime, Monday, November 1, and of the 11:00 p.m. news on the same day.

The riot began on November 1, and of the 11:00 p.m. news on the same day.

Scrap Over Channel 8 In Stalemate

WASHINGTON, Nov. 8 -- The scrap over Channel 8, which has raised the specter of a new regulatory battle in the communications industry, is still in progress. The FCC OK Not Likely for Channel Bid

WASHINGTON, Nov. 8--The Federal Communications Commission will not open bids for Channel 8, now owned by the Westinghouse Broadcasting Corporation, on the recommendation of a special commission. The FCC, which had been considering the matter, has recommended that the channel be auctioned to the highest bidder.

WLNC awarded temporary TV Color Grant

WASHINGTON, Nov. 8--The Federal Communications Commission has awarded a temporary TV color grant to WLNC, the NBC affiliate in Atlanta.

Seek TV Show For Budweiser

NEW YORK, Nov. 8--Budweiser will be the presenter of several TV programs for sponsors. The show will be the making of A spokesman for the brewery. The six-week period will be during the next 12 months. The shows will be limited to 30 minutes each.

Autur Forms Corporation To Buy KMPC

HOLLYWOOD, Nov. 8--Corporations formed to buy KMPC, the Hollywood radio station, is negotiating. The agreement will be announced soon.
### Top 10 TV Shows Each Day of the Week in BALTIMORE

**According to Videodex Reports**

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### Share of Total Audience TV vs. TV in BALTIMORE

**According to Pulse Reports**

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### Top 5 Radio Shows Each Day in BALTIMORE

**According to Pulse Reports**

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### RTMA Plans Production Hike of Sets

**WASHINGTON, Nov. 8—**

- **ANN SHERIDAN** (CBS) 
- **GORDON MEERS** (CBS) 
- **TED HEISEY** (CBS) 
- **JACKSON LEE** (CBS) 
- **ALBERT WILSON** (CBS) 
- **HERMAN MURPHY** (CBS) 
- **WILLIAM HENDRIX** (CBS) 
- **DANIEL FISHER** (CBS) 
- **WILLIAM GIBSON** (CBS) 
- **PAUL MURPHY** (CBS) 
- **JACKSON LEE** (CBS) 

- **DICK CONRAD** (CBS) 
- **PAUL MURPHY** (CBS) 
- **JACKSON LEE** (CBS) 
- **WILLIAM HENDRIX** (CBS) 
- **DANIEL FISHER** (CBS) 
- **HERMAN MURPHY** (CBS) 
- **ALBERT WILSON** (CBS) 
- **TED HEISEY** (CBS) 
- **GORDON MEERS** (CBS) 
- **ANN SHERIDAN** (CBS) 

For details of the Wistaa service write to \*AMERICAN RESEARCH REUAD*, National Press Building, Washington.
AFTRA Would Support SAG In the Event of Strike Vote

NEW YORK, Nov. 8.—The American Federation of Television and Radio Artists, this week threw its weight behind the television unions in the SAG dispute with producers of film commercials. A majority of directors of SAG, who have already authorized SAG to take whatever steps are necessary to protect the industry, believed that if a strike were to be called, it was not known whether AFTRA would work with SAG.

Wormhoudt Sets Up N.Y. Vitapix Offices

NEW YORK, Nov. 6.—Robert H. Wormhoudt, president of the newly formed Vitapix Corporation, was on hand opening the company's New York headquarters at 560 Madison Avenue and arranging sales reps. The office will be officially opened next Monday (17). At the same time, the Chicago office that the new TV film company had set up a couple of months ago was closed down. With the appointment of Wormhoudt as president, the firm's distribution activity will shift out of New York. Wormhoudt, for the past three, has been a sales manager of Unity Television Corporation.

Vitapix, representing a capitalized of about $200,000 and the collaboration of some of the leading TV film producers in Hollywood, in this magazine, has already established itself quickly as one of the major players in the field of the TV business.

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

The four broadcasters who are president, vice-president, and directors of Vitapix are: John E. Fetter, head of the company, and ANZ, KAINED, YCT, KELMANN, and NICH, who have already opened sales offices in New York City, Philadelphia, Boston, and Los Angeles.

Vitapix will operate in all phases of the field, including sales, production, distribution, all over the world, and distribution of the film footage, which is already by-passed by the market.

The company has a staff of 75 employees, and its offices are being leased at 125 West 42nd Street, New York City. The company is owned by the major producers of film footage and is the largest of its kind in the world.
WENR-TV Enjoys Big Oct. With Films

CHICAGO, Nov. 8—Board almost entirely on its programming of feature films, WENR-TV, Chicago, has enjoyed the greatest commercial month in its history during October. Business topped that of October, 1951, by 60 per cent.

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

John Norton Jr., executive in charge of ABC's Central Division, said that the pick-up in the station's business has been a terrific boost to its staff, in view of the expected merger with WBBM here, which is owned by United Paramount Theaters. WBBM, one of the top money-makers in the country, and its key personnel will join the Chicago ABC station when and if the ABC-WBBM merger is approved by the Federal Communications Commission.

13 Xmas Films Are Offered

NEW YORK, Nov. 8—Sterling Television Company this week was pitching to station managers a group of 13 special Christmas TV films ranging in length from eight to 20 minutes. They include musicals, puppet shows and situation comedies.

WENR-TV aired one of the shorts, "Hansel and Gretel," with the National Marionettes.

Sterling is offering special prizes to stations taking a package of six or 16 films.

TV PIC OF JAP ATTACK LEADER

HOLLYWOOD, Nov. 8—Evangelist Billy Graham brought his "Hour of Decision" TV film campaign this week in the Japanese air officer who commanded the attack on Pearl Harbor for the film to be aired on December 7. Officer is Capt. Mitsuo Fuchida, who led the 350 planes in their Pearl Harbor attack 11 years ago. He is the only commanding officer of the attack to remain alive.

He accepted the Christian faith after he was excommunicated during the war crime trial.

Films, aimed for the Pearl Harbor day viewing, will detail the part the then enemy officer played in the attack, tell his experiences in the Japanese Army, reused footage of the Pearl Harbor attack will be included with the new footage to round out the half-hour show.

New Plan for TV Film Distribution

DETROIT, Nov. 8—Plans for a new system of television film distribution, designed to make access to films much easier for local stations, are being put into motion by Sam Nathanson, independent film distributor. An old Detroit, Nathanson was in town this week to negotiate with Detroit Producers for distribution in Detroit, Chicago and other Midwestern cities.

Sterling Television Has Biggest Month

NEW YORK, Nov. 8—Sterling Television Inc. TV film distribution outfit here, chalked up its biggest sales month in its five-year history during October. Gross billings for that period totaled $80,000.

TV FILM PURCHASES

The Falls City Brewing Company, of Louisville, has bought "Favorite Shorts," the new service starring Adolph Menjou, for showing in three key markets—Louisville, Bloomington, Ill., and Huntington, W. Va. In addition, "Favorite Shorts" has recently been sold for ten weeks on WJAC-TV, Boston; WOTY, Pittsburgh; and KPKO-TV, Portland, in the four-week test market show in the last season the market will be sponsored by the National Automobile Company.

Ziv also recently sold four of its major film programs for sponsorship in the upcoming stations in El Paso, Tex., KIRO-TV and KROD-TV. The four shows are "Cape Kid," "The Unsuspected," "Boston Bally" and "Your TV Theater." WMBV-TV, Boston, has taken a year's renewal of its contract for the "NBC News Review" of the West.

Columbia Broadcast System Television Film Sales has sold 10 weeks of "The Films of Jeffrey Jones" to the Crown Drug Company of Kansas City, Mo., for showing on WDTA-TV there. The deal was set up by R. J. Calkin & Co., Inc., CBS Film Sales. The last week shelled up six renewals of "The Rescue Rider" series in Providence, Minneapolis, Los Angeles, San Diego, San Francisco and Seattle.

Wormhoudt Sets

- Continuous from page 12

burn and yet offer the producers no guaranteed minimum. The distributors at the rate are, then, more likely to be more interested in showing a successful show, they themselves have a financial interest in promoting products they only have on commission from other producers.

The smaller distributors of feature films are meeting gradually increasing price resistance from stations; in some cases, this resistance is not due to the price of a film. Some films, which still represent one of the best deals a station can make, continue to be goodly business, to go around for some time; there are always a catalog. But the smaller operator, who has a station in line behind the majors in both the local marketplace and in new sales to stations, continues to find his profit margins squeezed.

As a result, Viacom has formed a panel with his know-how, finance, operations and planned breadth of operations, hopes to avoid the headaches of the specialists.
**ARB Ratings of Non-Network TV Films**
and markets in which they are currently appearing

**TV Station Film Buyers Pick**
Outstanding films now produced specifically for TV shown on local stations last week as selected by the current TV film buyers and reported in Billboard's weekly survey.

---

**THEATRICAL**

- **Adventures in the Annam (88.0)**
- **Behind the Deadline (89.0)**
- **Dancing Days (89.0)**

**ADVENTURE**

- **Big Game Hunt (30.2)**
  - Screen Park Pictures Corp.
  - Wheeling, W.Va.

**DANGEROUS ASSIGNMENT (30.9)**

- **Baltimore (30.6)**
  - WJZ, Baltimore, Md.

**FOREIGN INTRIGUE (30.9)**

- **Cincinatti (95)**
  - KCX, Cincinnati, Ohio

**COLUMBUS (30.9)**

- **Cincinnati (30.9)**
  - WTMJ, Milwaukee, Wis.

**DAYTON (30.9)**

- **Dayton (30.9)**
  - WRGT, Dayton, Ohio

**Chicago (30.9)**

- **Chicago (30.9)**
  - WGN, Chicago, Ill.

**Cincinnati (30.9)**

- **Cincinnati (30.9)**
  - Wough, Cincinnati, Ohio

**Detroit (30.9)**

- **Detroit (30.9)**
  - WJBK, Detroit, Mich.

**Los Angeles (30.9)**

- **Los Angeles (30.9)**
  - KTLA, Los Angeles, Calif.

**Philadelphia (30.9)**

- **Philadelphia (30.9)**

**San Francisco (30.9)**

- **San Francisco (30.9)**
  - KCBS, San Francisco, Calif.

---

**SPORTS**

- **Double Play With Durocher and Day (30.9)**
  - Distributed Educational Films

**COMEDY**

- **The Chimps (15.13)**
  - Distributed Educational Films

**THE BILLBOARD TV-Film Buying Guide**

- **Unselected .30 .52...**
  - Wichita, Ks.

**THE BATTLE OF THE BANDS**

- **Current TV Film Buyers Pick**
  - Distributed Educational Films

**WASHINGTON**

- **Ringside With The Ringers (30.9 .52)**
  - Distributed Educational Films

---

**SPORTS**

- **Roller Derby 30.52...**
  - Distributed Educational Films

**COMEDY**

- **The Chimps 15.13...**
  - Distributed Educational Films

---

**COMMENTARY**

- **Hollywood 15.52...**
  - Distributed Educational Films

---

**THE BILLBOARD TV-Film Buying Guide**

- **Unselected .30 .52...**
  - Wichita, Ks.
Everybody in the Act

Continued from page 12

realization of the sale to PTV. He also asked that since the company had been hired to run the company, they would be able to sell the company for $29 million, including the 23 Korda features and 39 "Dick Tracy" episodes. Snader told the group he felt the meeting was illegal Lansham and must be retried in an order for investors to consider a merger of the company. Snader, according to Sources, was prevailed upon bylhe company's policy as long as the two items are.

Bristol-Myers Adds Markets

NEW YORK, Nov. 8—Bristol-Myers this week continued to add more markets to its no-investment film presentation, "Sports Parade." The show was started in the Midwest early this fall and is now in 38. It also has been sold in five markets in which the client does not wish to buy. United Artists TV is the distributor.

krovitch, cannot legally negotiate and conclude this sale without his permission. However, Krovitch claim the original partnership agreement permits the two partners. Snader and Krovitch intend to use this investors' agreement as evidence in court to show that the majority of the sales are in fact under the company's policy so long as one of the two partners is.

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NEW YORK, Nov. 8—Bristol-Myers this week continued to add more markets to its no-investment film presentation, "Sports Parade." The show was started in the Midwest early this fall and is now in 38. It also has been sold in five markets in which the client does not wish to buy. United Artists TV is the distributor.
**Television Reviews**

**Biff Baker USA**

**Television—Reviewed Thursday, June 2, 9:30 p.m. EST.**

This edition of the Jackie Gleason Show featured an orchestral number composed by Gleason and was added "Biff Baker, USA: The Composer." The show was divided into sections, one of which featured a studio audience dressed as cowboys. This proved unique, however, as the credits were accompanied by a theme song that was presented with their voices on the soundtrack.

The net result was that the ABC was left with the task of finding a way to make the show more interesting and engaging for viewers.

**American Review**

**The TV Show**

This edition of the Jackie Gleason Show featured a musical number composed by Gleason and performed by a group of cowboys. The show was divided into sections, one of which featured a studio audience dressed as cowboys. This proved unique, however, as the credits were accompanied by a theme song that was presented with their voices on the soundtrack.

The net result was that the ABC was left with the task of finding a way to make the show more interesting and engaging for viewers.
The Big Picture

TV FILM—Reviewed at special screening. Running time 18 min-
utes. Produced by U. S. Army Cen-
ter, Producers, Bill Brown and
Cape, Narrators, Jack Mullin, James
Gist, J. Frank Baum, Public Rela-
tions Division, De-

NOVEMBER 15, 1952

TV FILM-LEGIT REVIEWS

17

Y. C. BALLET

Morosco Theater

N.Y.C. Ballet Ballet dancing

The Deep Blue Sea

A 440-foot, 20-minute, Technicolor
feature film centering on the th-

TRIAL BY JURY

and

H.M.S. PINAFORE

Mark Hellinger Theatre

Two natures to W. S. Gilbert and Oli-

Rea. Directed by Jack Conant, Chore-

Director, M. H. M. P.), Dancers, Amal}-


ta's marquks of the Moron in seven-

ative performance for "The


even, and the reading and the
talent. The show is presented as a

newspaper. It has been received

The Ediktfilm, a British training

program, has been presented in this

city, and it is scheduled to be shown

around the country. The film is a

personal service effort.

Count Piotr.

off with a fine tropical back-

grounding from Frederick Fox. The

scene, however, that brother Moss

has not entirely succeeded in pro-

The Transportation of Sullavan's
dead body to a hospital is the scene

Pinecrest Mortuary.


tension in the audience.

The film has been well received in

the United States and has been

shown in many countries. It has

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

By TED WOLFMAN

COPENHAGEN, Nov. 8—More U.S. talent of all categories and salary bands is pouring into the Scandinavian market. This trend has been going on for quite some time. The number of American entertainers on the Scandinavian market has increased tremendously during the past 10 or 15 years. This has led to a demand for new talent on all levels. New venues are opening up regularly, creating opportunities for both established and up-and-coming artists. The market is diverse, with different regions focusing on specific types of acts. Scandinavian promoters and booking agents are actively seeking U.S. talent to fill these gaps, making it an excellent time to break into the Scandinavian market.

Vegas Sands Pitches for Big Name Line-Up

LAS VEGAS, Nov. 8—The Sands, this town's newest hotel and casino, will be featuring the biggest names in town. The Sands has a wide variety of entertainment options available, making it a popular destination for visitors. The hotel's wide appeal and large budget will ensure that the talent presented will be of the highest quality. The Sands has been successful in attracting some of the biggest names in the industry, including top performers and headliners. This year, the Sands is continuing this trend by pitching big names to its guests.

Tourists Hit Miami; Nitetri Business Is Picking Up in Area

By HEIR BAU

MIAMI BEACH, Nov. 8—Business is booming in the South Beach area. Tourists are flocking to the area, and businesses are enjoying the increased foot traffic. The area is becoming a popular destination for visitors looking to enjoy a variety of activities, including dining, shopping, and entertainment. The hotels and restaurants are fully booked, and the bars and nightclubs are packed. The increase in tourist activity is expected to continue throughout the winter season, making this a great time for businesses in the area to capitalize on the surge in demand.

But Op Must Pay Singer Full Salary

NEW YORK, Nov. 8—A dress rehearsal for the new production of "The Billiard" was held last night at the Palace Theatre, where Miss Stoll, who is making her stage debut, will star. The production is directed by Dr. H. C. B. M.投资者, and the music is by Mr. W. J. C. Benton. Miss Stoll is expected to be a big hit in the role of the title character, and the production is expected to be a box office success.
New Waxing Methods Give More Music for Less Money
Long-Play, Lower-Priced Disks Mean Better Break All Around

Little Hope Seen For Copyright Bill
New Congress Expected to Give Little Attention to New Version of Mill-Junk Law

'Best Buys' Feature Major Change in BB Disk Charts
Stress on New Records to Provide Greater Industry Aid Prompts Move

Copyright

เทอร์บิลิทดี
Communications to 1554 Broadway, New York 10, N. Y.
November 15, 1952

MUSIC

FDR THEME IS APPLIED TO GOP

NEW YORK, Nov. 8—With the setting of the dust and dusts came the following election comment from a Brit. Buil & Detc. denuding "Happy days are here again. The greatest tides were written during Republican administrations."

M-O Wax Sales Gain on Coast

HOLLYWOOD, Nov. 8—After two years of overselling, the order record retailers who buy disks for their firms, the local indie manufacturer who supports the independent and blues field report that the important mail order buyers have found that the super, the record buyers are buying into the country market. Another source said, "We have begun to sell in a few S.A. areas. The third party buyers are buying into the country market. Another source said, "We have begun to sell in a few S.A. areas. The third party buyers are buying into the country market."

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Copyright
Loyalty, Faith Stressed as Keynote of ASCAP Meeting

Country Music, Promotion Drive, Pensions Are Secondary Topics

- Continued from page 1

The meeting was generally de- voted to the welfare of ASCAP, both its members and the country music industry. The program was designed to be a forum for the exchange of ideas and to provide a venue for discussing important issues facing the industry.

Bugs BB Make Capitol 'HALL

HOLLYWOOD, Nov. 8—The Capitol Records building was the scene of the annual ASCAP meeting on Thursday. The event was attended by many of the industry's top figures, including recording artists, songwriters, and executives. The meeting focused on various topics, including the state of the music industry, the role of ASCAP in promoting music, and the importance of supporting the arts. It was a chance for industry professionals to come together to discuss the future of their industry and to share ideas and insights.
NEEDLE POINTS
Distribs Now Handle
But 25% of Styli Biz

NEW YORK, Nov. 8.—The phonograph needle industry is growing along at an estimated rate of 80,000 annually at the manufacturer level, there seems little likelihood that the disk distributors will soon develop anywhere near their one-time size of the business. In the thirteenth era, distributors handled over 25 per cent of needle volume. The enumerations estimated to handle no more than 15 per cent, with parts wholesalers and jobbers accounting for the remainder.

Main reason for the reduced
5 GREAT SONGS!
TAKE A CHANCE!
YOU'LL NEVER GET AWAY!
YOU DARLIN'
ROSEY
THE AGNES WAITE

LILLY ANN CAROL
RCA VICTOR 700485

Another Sleeper Hit
"I WOULDN'T BE THE SAME"
DOROTHY SOUVEN
VICTOR

"SINNIN' AGAIN"
DOROTHY SOUVEN
VICTOR

"COOL WATER"
RING CROSBY & ANDREW SHERWIN

AMERICAN MUSIC, INC.
RCA VICTOR 20-1085

Another BMI Pick-Up Hit!
"I'M NOT A STRANGER"
JOHN WALKER

"FROSTY THE SNOWMAN"
AND "SUZY SNOWFLAKE"
HILL AND RANGE CO.

HYDIE MONTY
CARSON MITCHELL
A Great Duet

C'Cause I Love Ya
That's A-Why
SANTY-JOY, INC.

"EVERYTHING I HAVE IS YOURS"
"WALKIN' TO MISSOURI"
(Mother Little Robin"
ROBINHOOD MUSIC CORP.

2 TUNE TITLES
BAFLE BB

NEW YORK, No. 8.—The growing number of cartridge duplications has changed quite a bit among publishers (The Billboard).

Of the 187 distributors who are now in the business, only 85,000,000 who will have the famous "You're Always on My Mind" and "A Little Bit of This, A Little Bit of That" is licensed. This year, NBC licensed the song to 50,000,000 and the American Society of Composers, Authors and Publishers.

Shapiro-Bernstein Writer Joins ASCAP

The New York Times, Nov. 8.—Max Rosenberg has become a member of the American Society of Composers, Authors and Publishers. He has written one of the top tunes on The Billboard's Honor Roll of Hits for the week, and new tune, "I'm So Proud," is already showing up in The Billboard charts. Rosenberg had the idea for membership, and his application was approved last month. According to ASCAP, the individual himself, lilies the former cost between $10 and $40,000.

The song is published by The Louis Music, a BMI firm. A couple of months ago, Shapiro-Bernstein, becoming more active in their songwriting efforts, signed Max Rosenberg to a writing contract. The song, "I'm So Proud," was written by Rosenberg, and the latter's songwriting team, included on the cover, is being sold by The Radio Corporation of America.

Leeds has printed special sheet music for "I'm So Proud," and has also been doing business with the song. The song's success has been attributed to its popularity with the public and its inclusion in the campaign.

Leeds, in its campaign, has a special spot for the song, and has been doing business with the song. The song's success has been attributed to its popularity with the public and its inclusion in the campaign.

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Sides Released by Label

For Week Ending Nov. 8, 1952
POPULAR DANCE and instrumentals

LABEL POPULAR DANCE
CAPITOL 44 3
COLUMBIA 41 3
DECCA 44 3
DOLORES 3 1
FOXX 15 1
MGM 28 2
MCA 20 1
RCA 55 3
SIRE 15 1

BUSINESSMEN KNOW
... they can have full confidence in an audited business statement.

ADVERTISERS KNOW
... they can make vital decisions like The Billboard's is a genuine guide to effective advertising.
The following merchandise has been "picked for Potential" —based on immediate and sharp reaction from record buyers, deejays, dealers and coin-operators across the country. These are your Best Bets... top of the chart merchandise!

<table>
<thead>
<tr>
<th>POP SINGLES</th>
<th>ORDER BLANK</th>
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<tbody>
<tr>
<td>Mario Lanza</td>
<td>10/49 3914</td>
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<tr>
<td>Eddie Fisher</td>
<td>20/47 230</td>
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<tr>
<td>Dinah Shore</td>
<td>20/47 4926</td>
</tr>
<tr>
<td>Eddie Fisher</td>
<td>20/47 4953</td>
</tr>
<tr>
<td>Perry Como</td>
<td>20/47 4959</td>
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<tr>
<td>Dinah Shore</td>
<td>20/47 4992</td>
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<tr>
<td>Hugo Winterhalter</td>
<td>20/47 4997</td>
</tr>
<tr>
<td>Tony Martin</td>
<td>20/47 5008</td>
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<tr>
<td>June Valli</td>
<td>20/47 5017</td>
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<tr>
<td>Damita Jo</td>
<td>20/47 5022</td>
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<tr>
<td>Eddie Fisher</td>
<td>20/47 5038</td>
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<tr>
<td>Buddy Morrow</td>
<td>20/47 5041</td>
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<tr>
<th>ALBUMS</th>
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<td>Eddie Fisher</td>
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<th>COUNTRY &amp; WESTERN</th>
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<td>Hank Snow</td>
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<td>Eddy Arnold</td>
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<td>Pee Wee King</td>
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<tr>
<td>Hank Snow</td>
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<td>Johnnie &amp; Jack</td>
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<th>RHYTHM AND BLUES</th>
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<tr>
<td>Damita Jo</td>
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<td>Jackson Bros.' Orch.</td>
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<td>John Greer</td>
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<tr>
<td>Steve Gibson</td>
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<tr>
<td>Walter Davis</td>
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</tbody>
</table>

Write, wire or phone your nearest distributor.
BEST SELLERS
...based on this week's actual sales

**BEST SELLING ALBUMS**

1. **The Four Aces Featuring Al Jolson**
   - "My Heart Tells Me" (Decca 28441)
   - "Let Me Be Your Puppet" (Decca 28442)

2. **Sergio Mantovani**
   - "You're The One" (Decca 28443)
   - "The Way We Were" (Decca 28444)

3. **The Andrews Sisters**
   - "Boogie Woogie Bugle Boy" (Decca 28445)
   - "I'm Your Huckleberry" (Decca 28446)

4. **Deanna Durbin**
   - "That Lucky Old Sun" (Decca 28447)
   - "Misty Morning" (Decca 28448)

5. **The Mills Brothers**
   - "Don't Whistle At Me" (Decca 28449)
   - "The Moon Of My Life" (Decca 28450)

6. **The Andrews Sisters**
   - "The Little White Cloud That Pulled The Wagon" (Decca 28451)
   - "The Man I Love" (Decca 28452)

7. **The Andrews Sisters**
   - "The Man I Love" (Decca 28453)
   - "You Made Me Love You" (Decca 28454)

8. **The Andrews Sisters**
   - "The Man I Love" (Decca 28455)
   - "You Made Me Love You" (Decca 28456)

9. **The Andrews Sisters**
   - "You Made Me Love You" (Decca 28457)
   - "The Man I Love" (Decca 28458)

10. **The Andrews Sisters**
    - "You Made Me Love You" (Decca 28459)
    - "The Man I Love" (Decca 28460)

**NEW ALBUMS—CHILDREN'S SETS**

1. **The Adventures of the Lone Ranger**
   - "No. 6: He Meets the War Horse" (Decca 28461)
   - "No. 7: He Meets the Bookbenn A Gold" (Decca 28462)

2. **The Night Before Christmas Song**
   - "Christmas Tree Big Jon Arthur" (Decca 28463)
   - "No School Today" (Decca 28464)

3. **I Hear Music**
   - "Frederick Warnig" (Decca 28465)
   - "His Pennsylvania" (Decca 28466)

**BEST BETS**

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

1. **Don't Let the Stars Get in Your Eyes**
   - "Red Foley" (Decca 28467)

2. **Meet Mister Calahan**
   - "The Andrews Sisters" (Decca 28468)
   - "I'm Your Huckleberry" (Decca 28469)
   - "You Made Me Love You" (Decca 28470)

3. **Sling Rider**
   - "My Heart Tells Me" (Decca 28471)
   - "The Way We Were" (Decca 28472)

4. **Someone's Gonna Lose**
   - "You're The One" (Decca 28473)
   - "The Moon Of My Life" (Decca 28474)

5. **Climbing The Tree**
   - "The Weavers" (Decca 28475)
   - "I'm Your Huckleberry" (Decca 28476)

6. **Blues in the Night**
   - "Jimmie Lunceford" (Decca 28477)
   - "The Man I Love" (Decca 28478)

7. **Row the Head**
   - "Jimmie Lunceford" (Decca 28479)
   - "The Way We Were" (Decca 28480)

8. **High Noon (The Last Frontier)**
   - "Fred Waring" (Decca 28481)
   - "The Way We Were" (Decca 28482)

9. **Venetian Breathe**
   - "Music by Camerata" (Decca 28483)
   - "You Made Me Love You" (Decca 28484)

10. **Please Don't Leave Me Out**
    - "Jimmie Lunceford" (Decca 28485)
    - "The Moon Of My Life" (Decca 28486)

11. **To You (Ode to My Heart)**
    - "Dorothy Collins" (Decca 28487)
    - "The Man I Love" (Decca 28488)

12. **My Baby (Ain't It a Circle Shape)**
    - "Janie Turner" (Decca 28489)
    - "You Made Me Love You" (Decca 28490)

13. **In Memory of the Past**
    - "Georgie Auld" (Decca 28491)
    - "The Moon Of My Life" (Decca 28492)
Again the 4 Aces mean business on Decca Records

LA ROSITA

TAKE ME IN YOUR ARMS

by the FOUR ACES

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

America's Fastest Selling Records
THE SONG that's SWEEPING THE COUNTRY!

"ENNESSEE TANGO"

MOLLY BEE
CAPITOL 2258

PEE WEE KING
VICTOR 20-5009

York Bros.
KING 1135

Eileen Barton
CORAL 60882

**JACK & DANIEL**
and the Sourwood Mountain Boys

"CRAZY WALTZ"

HELEN O'CONNELL
GISELLE MacKenzie
CAPITOL 2266

Pee Wee King
VICTOR 2-5009

"HONEY BABY BLUES"

NEAL BURRIS
COLUMBIA 21026

RIDGEWAY MUSIC, INC.
CHARLIE ADAMS
6087 Sunset Blvd.
Hollywood 38, Calif.

Keys Music, Inc.
146 W. 54th Street
New York, N. Y.
THIS YEAR—

Columbia plays Santa Claus...

...You've had great hits from Columbia all year!

...You've had fewer Columbia releases, quick turnover and more volume.

...To bring 1952 to an exciting close and provide you with great Xmas profits take a look at these Columbia "naturals" available for your Xmas selling season.
OVER 5½ MILLION RECORDS SOLD ON THESE 5 RECORDS SINCE 1947

RUDOLPH THE RED NOSED REINDEER
IF IT DOESN'T SNOW ON XMAS
MY 256 - MV 45-56

FROSTY THE SNOWMAN
WHEN SANTA CLAUS GETS YOUR LETTER
MV 075 - MV 46-75

POPPY THE PUPPY
HE'LL BE COMING DOWN THE CHIMNEY
MV 122 - MV 46-122

THIRTY-TWO FEET EIGHT LITTLE TAILS
(HARDROCK, COCO & JOE)
THE THREE LITTLE Dwarfs
MV 123T - MV 46-131

this year COLUMBIA RECORDS plays Santa Claus
XMAS ROYALTY

TOGETHER FOR THE FIRST TIME...

the NIGHT Before CHRISTMAS SONG

LOOK OUT the WINDOW

...Gene Autry and Rosemary Clooney

this year plays Santa Claus
Benny Goodman's Jazz
1937-'38 Concert No. 2

Original All-Star BG Orchestra, Trio and Quartet in Selections Never Before Recorded!

Comprising of two 12" LP's, BG's jazz concert No. 2 includes a series of the most authentic recordings ever made of the original Goodman orchestra, trio and quartet. AUTHENTIC because here's the original all-star Goodman organization as it actually supplied its great new music before arranged dances and listeners in the ballrooms, hotels and clubs of the nation when swing was at its height. They were taped from "as-baked" of more than 150 cross-country evening broadcasts in 1937-38 by a BG enthusiast.

— Never-Recorded BG Selections —

Of 37 numbers in the history-making jazz concert No. 2, fifteen were never recorded by BG and five were previously waxed in different versions.

VOLUME I
Part I
Let's Dance
Ridin' High
Nice Work If You Can Get It
From "Damsel in Distress"
Vibratone Blues
The Sneak of Abony
Peckin'
Sunset Disposish
Nagasaki
St. Louis Blues

VOLUME II
Part I
Sugar Foot Stamp
Moonlight
I'm a Ding Dong Daddy (From Dumas)
I Ha'nt Anyone Till You
Always
Down South Camp Meetin'
Sweet Leland
Sometimes I'm Happy
From "Hot the Dark"
Roll 'Em

The Orchestra, Trio and Quartet featuring:
- Harry James
- Lionel Hampton
- Gene Krupa
- Teddy Wilson
- Ziggy Elman

This year Columbia Records plays Santa Claus

Materials protected by copyright
Columbia's Great New Artist!

Mindy Carson

BARRELS 'N BARRELS OF ROSES

ALL THE TIME AND EVERYWHERE

Columbia #39889

this year COLUMBIA RECORDS plays Santa Claus
Swing and Sway with...

Sammy Kaye

FORGET ME NOT

and

SAILIN' ALONG THE OHIO

Columbia #39883

this year... plays Santa Claus
NOVEMBER 15, 1952

Guy Mitchell
with MITCH MILLER and Orch.

Dear Santa:
I want Guy Mitchell's
"Why Should I Go Home"
for Christmas

WHY SHOULD I GO HOME

and

"DON'T ROB ANOTHER MAN'S CASTLE"

Columbia #39886

this year. COLUMBIA RECORDS plays Santa Claus
I SAW MOMMY KISSING SANTA CLAUS

Sung by Jimmy Boyd

and THUMBELINA

Columbia 39871
MJV-152 MJV 4-152

this year plays Santa Claus
Rosemary Clooney

YOU'RE AFTER MY OWN HEART

and

"IF I HAD A PENNY"

Columbia #39892

this year COLUMBIA RECORDS plays Santa Claus
Frankie Laine and Jo Stafford
singing

CHRISTMAS ROSES

... FROM THE REPERTOIRE OF MARAIS AND MIRANDA

Columbia #39893

this year COLUMBIA RECORDS plays Santa Claus
Swing and Sway with Sammy Kaye and his orchestra

SANTA, SANTA, SANTA CLAUS

AROUND the CHRISTMAS TREE

Columbia #39894

this year plays Santa Claus
Columbia’s Great Piano Virtuoso...

**Liberace**

plays and sings

I MISS YOU SO

and

"I DON'T CARE"

Columbia #39895

Also available

"LIBERACE at the Piano"

one of the country's
top selling albums

C-301  (LP)

this year plays Santa Claus
TO YOU
from...

COLUMBIA RECORDS

AND
OPEN LETTER

DJ Offers Solution for Band Slump

HOLLYWOOD, Nov. 8 — The depressed state of the dance band business has concerned Manager Hart, who on KFWB here, has written a letter to the industry. Hart, who formerly worked with the band, offered six suggestions to the industry, including: the need to address the problem.

"During the past few months I have been calling into conferences along with other disc jockeys, to discuss with market operators and music directors the reasons why the American public no longer patronizes dance places.

First of all, there must be a realization that when people purchase records to go dancing, they want to dance. Orchestra must create their own, new, catchy rhythms to be different. The paying public, not the studio-happy kids, doesn't understand the 'modern' trend. Dance music, since the beginning of time, has been a popular, happy thing. Don'terrer use the word, and play for your own pleasure.

"As for the operators, you have no right to book bands who don't play dance music, and then come running with tears in your eyes because you can't pull in any trade. The concert is a concert and you're not a prizefighter in a dance hall. The public has a right to dance.

"Recording companies should help bands record the kind of music that will allow the disc jockeys to do a good dance program. There should really be two records on a record and let's get away from trick music.

"Now for the leader. He should play a leading role. If he does, he should be close enough to project his personality without trying to be funny or a wise guy, unless he actually is a wise guy.

"Also, there seem to be too much emphasis on vocals. There is a time when the vocal was part of the band. Nowadays, it's mostly singing and not enough dance music. And why not make the voice a part of the music? It's always the voice that's over the music. They're making money on the music, and it's the voice that's doing and getting all the money.

"In closing, the leaders should try to bridge the gap between popular music and classical music by using for orchestral arrangements with a band of compositions created for a pop song format, a number of reissues. The country has always adopted one of the tunes as theme songs. A second album is scheduled to be cut soon.

Remington Buys

*Continued from page 5*

market at wide prices. Remington 12-inch LPs retail for $7.50, while most other indie lines, including the three noted above, are priced at $7.90.

Purchased from an auction in the Auckland area, the Auckland Choral Society and Auckland Symphony Orchestra's first album, with the price pegged at $6.50, has been selling well.

From President, Remington acquired the Bouquet projects, "Glen-San Patio," a three-record set, with Joseph Baerwald conducting the Auckland Choral Society and Orchestra of Auckland. The album also included "The Grand Opening" master, featuring pianist Freda Franklin.

Victor Enjoys

*Continued from page 21*

on the Bluebird LP, the classical 45 LP series, plus several singles on the HMV LP, bought back this department almost a year ago. Initial orders for the Bluebird series, for example, range 20 per cent beyond the "average selling quantity.

In commenting on the October business, an examiner noted the dealer meetings which the company held in each territory at the end of the month, as well as being an effective springboard to the company's fall program. At these meetings the firm's new products (Bluebird LP, EP, all) were presented as well as the label's "Best Buy" program.

TV STINT AIDS SALE OF DISK

NEW YORK, Nov. 8 — The increasing importance of TV as a means of bringing interest in records was pointed up again this week with the appearance of Les Paul and Mary on Ed Sullivan's TV show Sunday night. The group's singing of "The Thrill Is Gone" created enough excitement in the Columbia recording to account for sales of 50,000 copies of the album.

ECSTASY*

Cesana Has Unique Way Of Cleffing

NEW YORK, Nov. 8 — The recent Columbia album "Evergreen," made up of original material by Cesana, has brought to light a unique method of composition used by the arranger-composer Cesana records his descant as he writes form on his own title player's piano. Equipped with both the recording mechanism and a player piano, he is able to realize the composition unaided as it is created.

Cesana also arranges his compositions completely by running the records of the old standards and then the record number of times. In so doing, a great deal of flexibility is achieved because tunings and tempos are changed at will.

He has been using this method for 25 years and was able to demonstrate a completely unorthodox composition to the 60-man orchestra which recorded his "Evergreen" album.

In the album, as in all his recent compositions, Cesana is trying to bridge the gap between popular music and classical music by using for orchestral arrangements with a band of compositions created for a pop song format. A second album is scheduled to be cut soon.

R. Tucker Signs

Columbia Contract

NEW YORK, Nov. 8 — Richard Tucker, Metropolitan Opera tenor, has signed a 10-year pact with Columbia Records.

The tenor, who has recorded for Columbia Masterworks since 1944, has just finished work on "La Bergama," "Madame Butterfly," and "Fledermaus." Economic Office

Hollywood Office

Opened by AMP

NEW YORK, Nov. 8 — Charles A. Wappler, president of Associated Music Publishers, this week announced the opening of a Hollywood office. Carl Post, convert agent, will be general representative for AMP, which publishes a list of catalogs for radio, television and other popular music. AMP is represented for many major labels and is the cover of standard and serious music.

M-O Wax Sales

*Continued from page 26*

on the Bluebird LP, the classical 45 RP series, plus several records in the HMV LP, have been in demand almost a year ago. Initial orders for the Bluebird series, for example, range 20 per cent beyond the "average selling quantity."

In commenting on the October business, an examiner noted the dealer meetings which the company held in each territory at the end of the month, as well as being an effective springboard to the company's fall program. At these meetings the firm's new products (Bluebird LP, EP, all) were presented as well as the label's "Best Buy" program.
Coral Records makes cash registers jingle "Merry Christmas"

The Night Before Christmas Song

and

The Little Match Girl

by

Eileen Barton

with

The Jimmy Leyden Singers and Norman Leyden
Coral 60880 (78 rpm) and 9-60880 (45 rpm)

Rudolph The Red-Nosed Reindeer

and

Jingle Bells

by

Ray Bloch

Coral 60865 (78 rpm) and 9-60865 (45 rpm)

Rudolph The Red-Nosed Reindeer

and

Frosty The Snow Man

by

Harry Babbitt

Coral 60371 (78 rpm) and 9-60371 (45 rpm)

2 More Coral Christmas Classics!

America's Fastest Growing Record Company
**CORAL RECORDS**
America's Fastest Growing Record Company

**NEW!**
SING A SONG OF SANTA CLAUS by THE AMES BROTHERS and Ray Bloch
Coral 60861 (78 rpm) and 9-60861 (45 rpm)

**NEW!**
Christmas in the Air and Here Again by JOHNNY DESMOND and Tony Mottola
Coral 60862 (78 rpm) and 9-60862 (45 rpm)

**NEW!**
Merry Christmas from THE AMES BROTHERS, DON CORNWELL, KLEEN BARTON, JOHNNY DESMOND
CP-614 * 9-8080 * CRL 56080

**CORAL RECORDS makes Cash Registers**
Jingle "Merry Christmas"

Let's have an OLD FASHIONED CHRISTMAS and I've Got-the CHRISTMAS SPIRIT

by DON CORNELL and Norman Leyden.
Coral 60859 (78 rpm) and 9-60859 (45 rpm)

NEW!

ELFIE the ELF and SLEIGHBELL POLKA

by KENNY ROBERTS
Coral 60884 (78 rpm) and 9-60884 (45 rpm)

NEW!

ALBUMS

SING A SONG OF CHRISTMAS
THE Ames BROTHERS
Selections include: TWELVE DAYS OF CHRISTMAS • WALTZ SONG • Silent Night • AGNES FERGUS • HABANA GOOD NIGHT • THE HERALD ANGELS SING • DECEIVE THE HEARS • I CAN HEAR THE ANGELS SING • SLEIGHBELL POLKA • CHRISTMAS CAROLS

CHRISTMAS CAROLS
Featuring RAY BLOCH
His Orchestra and Chorus
Selections include: ANGEL'S SONG • SILENT NIGHT • AGNES FERGUS • THE FIRST NOEL • DECEIVE THE HEARS • I CAN HEAR THE ANGELS SING • SLEIGHBELL POLKA • CHRISTMAS CAROLS

CHRISTMAS TIME
OWEN BRADLEY
With Organ and Choirs
Selections include: SILENT NIGHT • AGNES FERGUS • O HOLY NIGHT • THE FIRST NOEL • DECEIVE THE HEARS • I CAN HEAR THE ANGELS SING • SLEIGHBELL POLKA • CHRISTMAS CAROLS

HARK! THE HERALD ANGELS SING
Saint Peter's Choir
Selections include: O COME, ALL YE FAITHFUL • SILENT NIGHT • AGNES FERGUS • O HOLY NIGHT • THE FIRST NOEL • DECEIVE THE HEARS • I CAN HEAR THE ANGELS SING • SLEIGHBELL POLKA • CHRISTMAS CAROLS

THE NIGHT BEFORE CHRISTMAS
With MARTHA TILTON—HARRY BABBITT
and THE LYN MURRAY ORCHESTRA AND CHORUS
Unbreakable Record in Decorative Envelope.

CORAL RECORDS
America's Fastest Growing Record Company

IH CANADA: Montreal Ray's, Toronto — Apex Records Ltd., Toronto — Johnson Appliance Ltd., Toronto — T. H. Pusey Ltd., Calgary — For Manitoba & Saskatchewan: Canada Ltd., Lachine, P. O.
STARTING IN 1949
To Quote The Billboard...

"THE BIGGEST CHRISTMAS NOVELTY OF ALL TIMES"

RUDOLPH
THE RED-NOSED REINDEER

By Johnny Marks

38 GREAT RECORDINGS
3 YEARS ON YOUR HIT PARADE
FEATURED IN A MAX FLEISCHER TECHNICOLOR
SHORT BEING SHOWN IN 6000 LEADING THEATERS

AND NOW IN 1952
WE PROUDLY PRESENT

THE SONG PICKED AS A HIT BY...
BILLBOARD • VARIETY • RADIO DAILY
WALTER WINCHELL AND OTHERS

THE NIGHT BEFORE CHRISTMAS SONG

Adapted by Johnny Marks

ROSEMARY CLOONEY &
GENE AUTRY (Columbia)
EILEEN BARTON (Coral)
RUSS MORGAN (Decca)
BIG JON ARTHUR (Decca)
DOLLY DAWN (RCA Thesaurus)

and more to follow!

ST. NICHOLAS MUSIC INC.
1619 Broadway, New York, N. Y.

JERRY LEWIN
(Chicago)
JOE WHALEN
Prof. Mgr. (N. Y.)
RALPH SMITHMAN
(Hollywood)
### Top Sellers - Popular

<table>
<thead>
<tr>
<th>Record No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>IT'S IN THE BOOK, PART I</td>
<td>J. Standing</td>
</tr>
<tr>
<td>2.</td>
<td>IT'S IN THE BOOK, PART II</td>
<td>L. Paul &amp; M. Ford</td>
</tr>
<tr>
<td>3.</td>
<td>MY MISTRESS CAILLAGH</td>
<td>L. Paul &amp; M. Ford</td>
</tr>
<tr>
<td>4.</td>
<td>THE KIDS WHO PLAY</td>
<td>M. Ben</td>
</tr>
<tr>
<td>5.</td>
<td>WATER CAN'T QUENCH THE FIRE OF LOVE</td>
<td>D. McEntire &amp; R. Mitchell</td>
</tr>
<tr>
<td>6.</td>
<td>COME ALONG ALONG</td>
<td>L. Star</td>
</tr>
<tr>
<td>7.</td>
<td>SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE</td>
<td>M. Cole</td>
</tr>
<tr>
<td>8.</td>
<td>THE RUBY AND THE PEARL FAN CAN MOVE MOUNTAINS</td>
<td>M. Cole</td>
</tr>
<tr>
<td>9.</td>
<td>BECAUSE YOUR MORE I'M NEVER SATISFIED</td>
<td>M. Cole</td>
</tr>
<tr>
<td>10.</td>
<td>DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG</td>
<td>G. Mancinelli</td>
</tr>
<tr>
<td>11.</td>
<td>HEADING FOR HOME</td>
<td>J. Carr</td>
</tr>
<tr>
<td>12.</td>
<td>GREYHOUND JUMP RACE, HONEY</td>
<td>E. M. Hesse</td>
</tr>
<tr>
<td>13.</td>
<td>BUNNY HOP NEW MAN, BUNNY   NEW MAN</td>
<td>R. Anthony</td>
</tr>
<tr>
<td>14.</td>
<td>COON JUGLE VILLAGE INDIGAN SUMMER</td>
<td>L. Baker</td>
</tr>
<tr>
<td>15.</td>
<td>NOW IN ALL THIS WORLD</td>
<td>A. Martino</td>
</tr>
</tbody>
</table>

### Best Selling Capitol Children's Albums

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Yes We Have a Party</td>
<td>Ernie Ford</td>
</tr>
<tr>
<td>2.</td>
<td>The Hoots Eater</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>3.</td>
<td>Robin Hood</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>4.</td>
<td>Nursery Rhymes, Vol. 1</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>5.</td>
<td>Turkey, Turkey</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>6.</td>
<td>Spade's Magic Echo</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>7.</td>
<td>Woody Woodcock and the Scarecrow</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>8.</td>
<td>Bobbi's Chicken Hunt</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>9.</td>
<td>Bobbi at the Circus</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>10.</td>
<td>Hopalong Cassidy and the Two-Legged Wolf</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>11.</td>
<td>I'm a Little Teapot and the Teddy Bears</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>12.</td>
<td>Hopalong Cassidy and the Story of Topper</td>
<td>Capitol Sales</td>
</tr>
<tr>
<td>13.</td>
<td>Country Cousins</td>
<td>Capitol Sales</td>
</tr>
</tbody>
</table>

### Top Country & Hillbilly

<table>
<thead>
<tr>
<th>Record No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE</td>
<td>S. Macdonald</td>
</tr>
<tr>
<td>2.</td>
<td>THE NEW YEARS OFF TOO FAST YOU'RE WALKING ON MY HEART</td>
<td>H. Thompson</td>
</tr>
<tr>
<td>3.</td>
<td>HIGH NOON GO ON GET OUT</td>
<td>T. Ritter</td>
</tr>
<tr>
<td>4.</td>
<td>YOUR HAND CRYIN' HOLY INTO THE LORD</td>
<td>M. Caren</td>
</tr>
<tr>
<td>5.</td>
<td>RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE</td>
<td>J. Wakely</td>
</tr>
<tr>
<td>6.</td>
<td>DON'T BREAK THE SIXTH COMMANDMENT OUR LOVE ISN'T ENOUGH</td>
<td>M. Tatum &amp; W. Tuttle</td>
</tr>
<tr>
<td>7.</td>
<td>COOK, COOK, AND COLOR THAT'S ME WITHOUT YOU</td>
<td>J. James</td>
</tr>
<tr>
<td>8.</td>
<td>RHENOO MAMA RIBBON FISH</td>
<td>J. Dobie</td>
</tr>
<tr>
<td>9.</td>
<td>I Ain't Got Time I Saw Your Face in the Crowd</td>
<td>J. Skinner</td>
</tr>
<tr>
<td>10.</td>
<td>BLACKBERRY BAGGIE TENNESSEAN LOCAL</td>
<td>J. Hark</td>
</tr>
</tbody>
</table>

### Latest Capitol Releases

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I Wish I Could Shimmy Like My Sister She</td>
<td>L. Page</td>
</tr>
<tr>
<td>2.</td>
<td>Idaho People in Love</td>
<td>R. Anthony</td>
</tr>
<tr>
<td>3.</td>
<td>Heartbreaker You Didn't Have Time</td>
<td>J. Haag &amp; P. Williams</td>
</tr>
<tr>
<td>4.</td>
<td>Lullaby to My Heart Momnan</td>
<td>L. Payne</td>
</tr>
<tr>
<td>5.</td>
<td>The Family Who Prays (Mother Shall Part)</td>
<td>L. Brooks</td>
</tr>
<tr>
<td>6.</td>
<td>Let Us Travel, Travel On</td>
<td>L. Brooks</td>
</tr>
</tbody>
</table>

### Sensational Christmas Record

**MOLLY BEE**

“I SAW MOMMY KISSING SANTA CLAUS”

“I WILLY CLAUS (Little Son of Santa Claus)"

*Capitol Record No. 2292*

**Margaret Whiting**

“I WISH I COULDN'T BELIEVE ME”

*Capitol Record No. 2292*

**Jimmy Wakely**

“RAINBOW at MIDNIGHT”

“WHEN IT'S HARVEST TIME, SWEET ANGELINE”
**Ride with a Winner!**

**JONI JAMES**

**WHY DON'T YOU BELIEVE ME**

**Jonas Records**

**Tunes with Greatest Radio and Television Audiences**

**Top 31 in Radio**
1. Anybody's Baby (R)-Frank—ASCAP
2. Because You're Mine (R)—Frank—ASCAP
3. Dance to Destiny (K)—Aubert—ASCAP
4. Glow Worm (R)—E. B. Marks—ASCAP
5. Half As Much (R)—Acuff—ASCAP
6. High Noon (R)—Frank—ASCAP
7. I Want to Be Your Baby (N)—Lowe—ASCAP
8. It's a Big Secret (R)—Shirley—ASCAP
9. I'm Never Sad (R)—Steve—ASCAP
10. Jambalaya (R)—Acuff—ASCAP
11. Keep a Secret (R)—Shirley—ASCAP
12. Lady of Spain (R)—Tom—ASCAP
13. Lazy River (R)—ASAP
14. Like Oak Tree (R)—Ruth—ASCAP
15. Lover (R)—Pattis—ASCAP
16. My Favorite Song (R)—Gold—ASCAP
17. Outside of Heaven (R)—Brown—ASCAP
18. Pinky Paws (R)—Frank—ASCAP

**Top 10 in Television**
1. Because You're Mine (R)—Frank—ASCAP
2. Glow Worm (R)—E. B. Marks—ASCAP
3. High Noon (R)—Frank—ASCAP
4. Lazy of Spain (R)—Tom—ASCAP
5. Lovely of Spain (R)—Frank—ASCAP
6. Sitting on the Prow—Curtis—ASCAP
7. Toy Bells (R)—Frank—ASCAP
8. Try Sweetheart (R)—Frank—ASCAP
9. You Were Here (R)—Chappelli—ASCAP
10. You Never Get Away (R)—Frank—ASCAP

**England's Top Twenty**

1. Here in My Heart (R)—Rolf Harris—ASCAP
2. In the Style of a Ring—Bennett—ASCAP
3. I Only Have Eyes for You (R)—Frank—ASCAP
4. Just a Dream—Bennett—ASCAP
5. Keep on the Sunny Side—Bennett—ASCAP
6. Love Story—Bennett—ASCAP
7. My Funny Valentine (R)—Frank—ASCAP
8. Never Get Away (R)—Frank—ASCAP
9. Some Things Never Change—Bennett—ASCAP
10. That's My Desire (R)—Frank—ASCAP
11. Two to Tango (R)—Frank—ASCAP
12. Weep No More—Bennett—ASCAP
13. Why Do Fools Fall in Love (R)—Frank—ASCAP

**Best Selling Sheet Music**

**The Billboard Music Popularity Charts**

**Favorite Tunes**

**for Week Ending November 8**

**Top 31 in Radio**
1. Anybody's Baby (R)—Frank—ASCAP
2. Because You're Mine (R)—Frank—ASCAP
3. Dance to Destiny (K)—Aubert—ASCAP
4. Glow Worm (R)—E. B. Marks—ASCAP
5. Half As Much (R)—Acuff—ASCAP
6. High Noon (R)—Frank—ASCAP
7. I Want to Be Your Baby (N)—Lowe—ASCAP
8. It's a Big Secret (R)—Shirley—ASCAP
9. I'm Never Sad (R)—Steve—ASCAP
10. Jambalaya (R)—Acuff—ASCAP
11. Keep a Secret (R)—Shirley—ASCAP
12. Lady of Spain (R)—Tom—ASCAP
13. Lazy River (R)—ASAP
14. Like Oak Tree (R)—Ruth—ASCAP
15. Lover (R)—Pattis—ASCAP
16. My Favorite Song (R)—Gold—ASCAP
17. Outside of Heaven (R)—Brown—ASCAP
18. Pinky Paws (R)—Frank—ASCAP

**Top 10 in Television**
1. Because You're Mine (R)—Frank—ASCAP
2. Glow Worm (R)—E. B. Marks—ASCAP
3. High Noon (R)—Frank—ASCAP
4. Lazy of Spain (R)—Tom—ASCAP
5. Lovely of Spain (R)—Frank—ASCAP
6. Sitting on the Prow—Curtis—ASCAP
7. Toy Bells (R)—Frank—ASCAP
8. Try Sweetheart (R)—Frank—ASCAP
9. You Were Here (R)—Chappelli—ASCAP
10. You Never Get Away (R)—Frank—ASCAP

**England's Top Twenty**

1. Here in My Heart (R)—Rolf Harris—ASCAP
2. In the Style of a Ring—Bennett—ASCAP
3. I Only Have Eyes for You (R)—Frank—ASCAP
4. Just a Dream—Bennett—ASCAP
5. Keep on the Sunny Side—Bennett—ASCAP
6. Love Story—Bennett—ASCAP
7. My Funny Valentine (R)—Frank—ASCAP
8. Never Get Away (R)—Frank—ASCAP
9. Some Things Never Change—Bennett—ASCAP
10. That's My Desire (R)—Frank—ASCAP
11. Two to Tango (R)—Frank—ASCAP
12. Weep No More—Bennett—ASCAP
13. Why Do Fools Fall in Love (R)—Frank—ASCAP

**MGM Records**

**Music**

**Purple Shades**

**Top 31 in Radio**
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2. Because You're Mine (R)—Frank—ASCAP
3. Dance to Destiny (K)—Aubert—ASCAP
4. Glow Worm (R)—E. B. Marks—ASCAP
5. Half As Much (R)—Acuff—ASCAP
6. High Noon (R)—Frank—ASCAP
7. I Want to Be Your Baby (N)—Lowe—ASCAP
8. It's a Big Secret (R)—Shirley—ASCAP
9. I'm Never Sad (R)—Steve—ASCAP
10. Jambalaya (R)—Acuff—ASCAP
11. Keep a Secret (R)—Shirley—ASCAP
12. Lady of Spain (R)—Tom—ASCAP
13. Lazy River (R)—ASAP
14. Like Oak Tree (R)—Ruth—ASCAP
15. Lover (R)—Pattis—ASCAP
16. My Favorite Song (R)—Gold—ASCAP
17. Outside of Heaven (R)—Brown—ASCAP
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11. Two to Tango (R)—Frank—ASCAP
12. Weep No More—Bennett—ASCAP
13. Why Do Fools Fall in Love (R)—Frank—ASCAP
Three Great Versions of Rudolph!

RUDOLPH
THE RED-NOSED REINDEER

by
BING CROSBY

Unbreakable Children's Set:
K-12 (78 rpm) • 1-123 (45 rpm)

Single Record:
Decca 27159 (78 rpm) and 9-27159 (45 rpm)

by
GUY LOMBARDO

Unbreakable Children's Set:
K-38 (78 rpm) • 1-162 (45 rpm)

Single Record:
Decca 28410 (78 rpm) and 9-28410 (45 rpm)

by
RED FOLEY

and the Little Fellers
Shirley, Jolicoeur and Jerone

Unbreakable Children's Set:
K-22 (78 rpm) • 1-132 (45 rpm)

Single Record:
Decca 46267 (78 rpm) and 9-46267 (45 rpm)

THE NIGHT BEFORE CHRISTMAS SONG
b/w WILLY CLAUS (Little Son of Santa Claus)
by
Russ Morgan
Decca 28493 (78 rpm) and 9-28493 (45 rpm)

THE NIGHT BEFORE CHRISTMAS SONG
b/w CHRISTINE THE CHRISTMAS TREE
by
Big Jon Arthur
and the "No School Today" Cast

Unbreakable Children's Set:
K-82 (78 rpm) • 1-306 (45 rpm)

Americas Fastest Selling Records
The Billboard music Popularity Chart... for Week Ending November 8

REVIEWS OF THIS WEEK'S NEW RECORDS

**Popular**

**New Records to Watch**

**Popular**

GEORGIA Gibbs/Armed and a Plane
The Photograph on the Piano—Mercury

**Country & Western**

HANK SNOW
The Who Invented Klasit
A Fool Such As I—V 29-6024

**Rhythm & Blues**

LARRY DARNELL
I'll Get Along Somehow

**Children**

BETTY PARKS
Christmas Music—Golden

**Spiritual**

SOPHIE MERRICK
Spiritual Appeal

**International**

GEORGE O'BRIEN
New Record

**Children**

BETTY PARKS
Christmas

**Rhythm & Blues**

LARRY DARNELL
I'll Get Along Somehow

**Reviews**

In the opinion of the Music staff the following new records that were reviewed this week are among the best that have appeared in the past month. These records are recommended for the attention of music lovers and are given a special mention on the basis of their merit.

CATEGORIES: Following are the categories in which the records are classified: Popular, Country & Western, Rhythm & Blues, Children, Spiritual, International.

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

**Popular**

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LARRY DARNELL
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BETTY PARKS
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This week's New Releases... on RCA Victor

Christmas Day/That's What Christmas Means to Me
Eddie Fisher
20-5038—(47-5038)

Because You're Mine/The Song the Angels Sing
Mildred Langlo
10-951—(49-3916)

Wish You Were Here/The Hand of Fate
Eddie Fisher with Hugo Winterhalter Orch.
20-4818—(47-4830)

Everyday I Have Is Yours/Hold Me
Eddie Fisher
20-4841—(47-4841)

Lady of Spain/Out of Heaven
Eddie Fisher with Hugo Winterhalter Orch.
20-4953—(47-4953)

Blues in Advance/Bella Musica
Danny Moore
20-4926—(47-4926)

Tennessee Tango/The Crazy Waltz
Pee Wee King
20-5009—(47-5009)

I'm in the Mood for Love/You'll Never Know
Eddie Fisher
20-5104—(47-5104)

Since You Went Away From Me/I'm the Fat Man
John Cree
20-5637—(47-5637)

Fandango/Blue Violins
Hugo Winterhalter
20-4997—(47-4997)

I've Got You Under My Skin/Paradise
Eddie Fisher
20-4813—(47-4813)

Dance of Destiny/Sleepy Time Gal
Tony Martin
20-5008—(47-5008)

That Old Feeling/Full Moon and Empty Arms
Eddie Fisher
20-4812—(47-4812)

I'd Do It Again/I Don't Care
Dana Gillespie
20-5022—(47-5022)

Jump Back/Whitey/Sweet
Vaughn Meader and Sonny Callow
20-5028—(47-5028)

Indicates records which according to present sales are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

Indicates records which have enjoyed better than average initial consumer acceptance and/or sustained sales activity in the top selling hit category. This trade is advised to maintain these records carefully in order to maintain stock consistently in demand.

Indicates records which are expected to develop into hit records.
Want MORE of the **RIGHT RECORDS** at the **RIGHT TIME**?

Want FEWER of the **RECORDS** that NEVER SELL?

---

**This Week and Every Week, follow—**

**THIS WEEK’S BEST BUYS**


*Operators, Dealers and Radio-TV Stations who use “This Week’s Best Buys” will be working together to stock, program and promote the same scientifically selected records at the same time. Buying and promoting new releases on a scattered, uncoordinated trial-and-error basis will be eliminated for those who depend on “This Week’s Best Buys.”*

---

**For Top Record Action the Year-Around—**

Use “This Week’s Best Buys” Every Week!
Popular Records

**BIRTH OF THE BLUES**—Frank Sinatra—Columbia 39987

Frank Sinatra's best effort in some months and is sparking a renewed interest in the crooner. It's a vibrant performance of the oldie. Dealers and duty collectors are booking this in "Coming Up In The Trade." Strong sales have started in St. Louis.

**LA POSITA—Four Acres—Decca 26093**

This side from the Aces hit album has already taken off as a sturdy seller in a few areas and should find a cutting of "Heart and Soul," also from the album, into a solid sales bracket. The group's rhythm waxing of the oldie heads the reorder list of recent Decca releases, which has jumped into the No. 5 spot among Detroit best sellers, and is catching on as a juke entry in other areas.

**CHRISTMAS ROSES—Jo Stafford-Frankie Laine—Columbia 39986**

Strong, bouncy Christmas tune, sung brightly by discjockey Frank Laine's top-flight duo, Lyman, is up to a potent waxing that should rack up healthy sales and grab coin on the box.

**I SAW MOMMY KISSING SANTA CLAUS—Jimmy Dickens—Merle Ok—Golden BR 13**

Durante's version of this top Christmas seller is of the last few years a new cutting. It's a typical Durante job which has already elicited comment and should receive solid discjockey support. Strong records have already come into the manufacturer's 16 inch disk. The increase of Durante's popularity as a result of his TV work will be reflected in sales.


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**MY BABY'S COMING HOME—Les Paul—Mary Ford—Columbia 39982**

Strong, deep-thinking melody, which means this is a strong display item. Flip side is "Santa Claus Is Comin' To Town." This side has already jumped to the No. 8 spot among Detroit best sellers, and in Buffalo and Detroit.

**RHYTHM & BLUES**

**TEENAGE TANGO**—Pip, Etc.—Columbia 39984

**LIT'S THE KIDS WHO PAY**—Molly Bev—Columbia 39986

**THIRD, BROKE AND BUSTED**—Ponder-Surfa—Valencia 39985

**TENNESSEE TANGO**—Pip, Etc.—Columbia 39984

**AM I AN OLD MAN**—Larry Frenn—Columbia 39984

**I'LL TALK IT OVER**—Dorothy—Decca 26094

**HEY, MISS JONES**—A. Torez

**THE DISK JOCKEY'S PICK**

**WHY DON'T YOU BELIEVE ME?**—Bobby Vee—Capitol 39980

**CONQUER**—Bobby Vee—Mercury 39983

**BIRTH OF THE BLUES**—Frank Sinatra—Columbia 39987

**SUMMER LOVE**—Ralph Marterie OK—Mercury 39986

**MY BABY'S COMING HOME**—Les Paul—Mary Ford—Columbia 39982

**IT'S WORTH ANY PRICE YOU PAY**—Eddie Arnold—Mercury 39983

**KEEP IT A SECRET**—Olivia Newton-John—Columbia 39985

**I HEARD A JUKE BOX PLAYING**—Kitty Wells—Decca 26092

**I TRAVELED ALL OF MY TOMORROWS**—Mama Cass—Budda 39984

**THE OPERATORS PICK**

**MY BABY'S COMING HOME**—Les Paul—Mary Ford—Columbia 39982

**FORGETTING YOU**—Richard Sanders—Capitol 39984

**LADY WAS A NARRATOR**—Columbia 39985

**KEEP IT A SECRET**—Olivia Newton-John—Columbia 39985

**DEEP BLUES**—Flip, Etc.—Decca 26092

**FIVE MORE QUARTERS**—Mama Cass—Budda 39984

**I HEARD A JUKE BOX PLAYING**—Kitty Wells—Decca 26092

**WRONG NUMBER**—Billy Joel—Mercury 39983

**THEY'D TRADE ALL OF MY TOMORROWS**—Mama Cass—Budda 39984

**DEEP BLUES**—Flip, Etc.—Decca 26092

**I HEARD A JUKE BOX PLAYING**—Kitty Wells—Decca 26092

**“WEDDING RING” among the top sellers in Cincinnati and picked by dealers. Flip side is making headway in juke boxes. Also picked by operators and dealers.**

**THE RHYTHM & BLUES PICK**

**LYING WOMAN**—Judy Pay—Columbia 39984

**STOP BOOGIE WOOGIE**—Love Jones—United 39984

**WALKING THE BOOGIE**—Love Jones—United 39984

**SERVE ANOTHER ROUND—Five Keys—MGM 39984**

**ALEX AND THE RHYTHM ROLLERS—With an intro by The Impressions—Ike 39984

**BIRTH OF THE BLUES**—Frank Sinatra—Columbia 39987

One of the cleverest and most intriguing R & B disks in many months, with the novelty of Little Caesar's "The River" and "Goodbye, Baby." Platters opens with a punch. R & B dealers picked the disk this week.

**SERVE ANOTHER ROUND—Five Keys—Aladdin 3158**

A disk with a solid heat has a strong performance by the group. Strong initial activity has already started at the operator level in Philadelphia. Operators pick it in this week's "Coming Up In The Trade."
Best Selling Singles

Records are ranked in order of their current national sales importance in the United States. Ratings are based on Billboard's weekly survey among the nation's top reporting pop record sellers reflecting the most recent market activity. Sales chart is for the week ending November 8.

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<tr>
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<td>1.</td>
<td>I WENT TO YOUR WEDDING—P. Page</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>YOU BELONG—M. Stafford</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>GLOW WORM—Mills Brothers</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>IT'S IN THE BOOK</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>LADY OF SPAIN—E. Fisher-H. Winterhalter</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>6.</td>
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<td></td>
</tr>
<tr>
<td>7.</td>
<td>THEODORE HURST</td>
<td>7</td>
<td></td>
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Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on disc jockeys' radio shows during the current week. Results are based on The Billboard's weekly survey among the nation's top live stations.

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<td>3.</td>
<td>GLOW WORM—Mills Brothers</td>
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<td></td>
</tr>
<tr>
<td>4.</td>
<td>IT'S IN THE BOOK</td>
<td>7</td>
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Best Selling Popular Albums

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<tbody>
<tr>
<td>1.</td>
<td>BECAUSE YOU'RE MINE—L. Paul</td>
<td>135,512</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>MERRY WIDOW</td>
<td>126,163</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>LADY OF SPAIN</td>
<td>110,953</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>WALKING IN MISSOURI</td>
<td>102,750</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>HEART AND SOUL</td>
<td>94,250</td>
<td></td>
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Best Selling Children's Records

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<td>LITTLE ENGINE THAT COULD—P. Page</td>
<td>41,460</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>SNOWY THE BEAR—D. O. &amp; P. Creig</td>
<td>37,100</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>TWOP, TWOP, TWOP</td>
<td>33,900</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>CINDERELLA</td>
<td>20,600</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>LITTLE RED ROBIN</td>
<td>19,500</td>
<td></td>
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</table>
DINAH SHORE

Great Songs...

A Great Artist

KEEP IT A SECRET

"HI LILLI, HI LO"

From the movie "Lili"

RCA VICTOR RECORDS
AMERICA'S NEWEST TEEN AGE STAR

15 YEAR OLD LITTLE SYLVIA TAKES THE COUNTRY BY STORM with

"DON'T BLAME MY HEART"
Jubilee # 5100: 45 x 5100

A MILLION YEARS
(A MILLION SIGNS) and

DISK JOCKEYS, DEALERS AND JUKE BOX OPERATORS ARE TAKING THIS TEEN AGE SWEETHEART TO THEIR HEARTS...

Jubilee RECORD CO., INC.
315 WEST 47TH STREET - NEW YORK, N.Y.
Sellers (Popular)

This Week's Territorial
Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for
the first time this week on any of the charts. These are featured
for the convenience of dealers and operators in other markets.

Los Angeles... BLUE VIOLINS
Huge Winterhalter—Victor 20-4997
Philadelphia... MY HEART BELONGS ONLY TO YOU
Betty McLauren—Decca 104
Detroit... LA ROSITA
Four Aces—Decca 20382
TILL I WALTZ WITH YOU AGAIN
Teresa Brewer—Coral 69162
Boston... MY BABY'S COMING HOME
Les Paul and Mary Ford—Capitol 2265
Pittsburgh... HEADING FOR HOME
Joe (Fingers) Carr—Capitol 2297
St. Louis... BIRTH OF THE BLUES
Frank Sinatra—Columbia 39852
Washington... I
Vaughn Monroe—Victor 20-5036

Pittsburgh
1. It's In the Book
J. Standley, Capitol
2. Glow Worm
Mills Brothers, Decca
3. Heart and Soul
Four Aces, Decca
4. Why Don't You Believe Me
J. James, MGM
5. Because You're Mine
M. Lanza, Victor
6. Take Two To Tango
P. Halley, Capitol
7. Outside of Heaven
Fisher-H. Winterhalter, Victor
8. Because You're Mine
(Kit) Cole, Capitol
9. Why Don't You Believe Me
P. Page, Mercury
10. Headin' for Home
J. Carr, Capitol

St. Louis
1. It's In the Book
J. Standley, Capitol
2. Glow Worm
Mills Brothers, Decca
3. Heart and Soul
Four Aces, Decca
4. Outside of Heaven
Fisher-H. Winterhalter, Victor
5. Yours
P. Page, Mercury
6. Trying
Hilltoppers, Dot
7. I
D. Corelli, Coral
8. Birth of the Blues
M. Sinatra, Columbia
9. Heart and Soul
Four Aces, Decca
10. I Went To Your Wedding
P. Page, Mercury

Cincinnati
1. Glow Worm
Mills Brothers, Decca
2. I Went To Your Wedding
P. Page, Mercury
3. You Belong to Me
J. Stafford, Columbia
4. Jambalaya
J. Stafford, Columbia
5. It's In the Book
J. Standley, Capitol
6. Lady of Spain
E. Fisher-H. Winterhalter, Victor
7. Mail As Much
R. Capron, Columbia
8. Because You're Mine
M. Lanza, Victor
9. Keep It A Secret
J. Stafford, Columbia
10. You Belong to Me
P. Page, Mercury

Washington, D.C.
1. It's In the Book
J. Standley, Capitol
2. Glow Worm
Mills Brothers, Decca
3. I Went To Your Wedding
P. Page, Mercury
4. You Belong to Me
J. Stafford, Columbia
5. Yours
V. Lynn, London
6. Walking In Minuet
S. Kent, Columbia
7. Lady of Spain
E. Fisher-H. Winterhalter, Victor
8. Take Two To Tango
P. Halley, Capitol
9. Why Don't You Believe Me
J. James, MGM
10. V. Lynn, Victor

Seattle
1. Glow Worm
Mills Brothers, Decca
2. It's In the Book
J. Standley, Capitol
3. You Belong To Me
D. Martin, Capitol
4. I Went To Your Wedding
P. Page, Mercury
5. Mine, Mr. Colleagues
L. Paul, Capitol
6. Walk You Were Here
E. Fisher-H. Winterhalter, Victor
7. Lady of Spain
L. Paul, Capitol
8. Lady of Spain
E. Fisher-H. Winterhalter, Victor
9. Jambalaya
J. Stafford, Columbia
10. Yours
V. Lynn, London

... on every glorious Arizona morning I rise and
face the sunshine and thank Billboard's staff of experts.
Alas! I feel that anyone who tries to operate
a record business without your aid is kidding himself!"
John Gole Barker
Barker Music Center
McEuen's Store
Tucson, Arizona

SUBSCRIPTION ORDER FORM
The Billboard
214 North St.
Cincinnati 24, Ohio
Please enter my Billboard subscription for one
year (12 issues) at $10—to start with the next
issue. Payment enclosed.
Name
Address
City
State
Occupation

THE BILLBOARD

EXTRA

GET THE ORIGINAL!
GET THE AUTHENTIC!
GET THE TWO SIDED HIT!

Get... the ZIGGY LANE
SMASH HIT OF...

MAD ABOUT CHA

* Original and Authentic
because Ziggy Lane wrote
"Mad About Cha"

with the RAY CHARLES
Singers and Orch. Acc. by
Dick Jacobs...

"I'M CRYING FOR YOU"

JUBILEE #6022; 45 x 6022

JUBILEE RECORD CO., INC.
315 WEST 47TH STREET, NEW YORK, N.Y.
MERCURY’S JUMPING WITH A Great NEW Combination!

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## Classical Records

### 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 retail dealers throughout the country with a high state volume in classical records. Separate charts are issued for 33 1/3, 45 and 78 rpm records.

<table>
<thead>
<tr>
<th>Week</th>
<th>33 1/3 RPM</th>
<th>Last on Week Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>1. BEETHOVEN SYMPHONY No. 9—E. Farrell, N. Mierman, J. Peerce, N. Scott, R. Shaw, Choral, NBC Symphony Orch. A. Toczylowski, conductor</td>
<td>10131333 L-1002</td>
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<tr>
<td>2</td>
<td>1. BERLIOZ; HAROLD IN ITALY—M. Primrose, Sir Thomas Beecham, conductor, Royal Philharmonic Orch.</td>
<td>73143133 L-1003</td>
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<td>3</td>
<td>1. RACHMANINOFF: CONCERTO FOR PIANO AND ORCHESTRA—A. Rubinstein, Piano, NBC Symphony Orch., V. Galkin, conductor</td>
<td>63143133 L-1005</td>
</tr>
<tr>
<td>4</td>
<td>1. SHAW; DON JUAN IN HELL</td>
<td>53143133 L-1006</td>
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<tr>
<td>5</td>
<td>1. RIMSKY-KORSAKOV; SCHEHERAZADE—San Francisco Symphony Orch., P. Monteux, conductor</td>
<td>43143133 L-1007</td>
</tr>
</tbody>
</table>

### Reviews of the Week's New Classical Records

- **WAXER INVITATION TO THE DANCE**
- **MANKOWIZCHNIGHT ON BALD MOUNTAINS**
- **BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Mierman, J. Peerce, N. Scott, R. Shaw, Choral, NBC Symphony Orch. A. Toczylowski, conductor**
  - RCA Victor L-1002
- **BERLIOZ; HAROLD IN ITALY—M. Primrose, Sir Thomas Beecham, conductor, Royal Philharmonic Orch.**
  - RCA Victor L-1003
- **RACHMANINOFF: CONCERTO FOR PIANO AND ORCHESTRA—A. Rubinstein, Piano, NBC Symphony Orch., V. Galkin, conductor**
  - RCA Victor L-1005
- **SHAW; DON JUAN IN HELL**
  - RCA Victor L-1006
- **RIMSKY-KORSAKOV; SCHEHERAZADE—San Francisco Symphony Orch., P. Monteux, conductor**
  - RCA Victor L-1007

---

**Eddy Howard Sings a Great New "POP" Hit**

**IT'S WORTH ANY PRICE YOU PAY**

![Reprint from THE BILLBOARD, NOV. 1](image)

- *The Billboard Picks*

**Cancer strikes one in five**

**AMERICAN CANCER SOCIETY**
A Really Great Rendition of "MIDNIGHT" by RED FOLEY! 

Deep Blues by red foley 

Coming! A new Hammond Organ version by Lennie Dee—out soon.
FOLK TALENT AND TUNES

By JOHNNY SIPPEN

We have mentioned the excitement of the Midwest Jamboree at the City Auditorium, Gadsden, Ala. The show is promoted by Lee Banda and the A - Wagon Wheel Company, and features Miss Kitty Green, Little Rita, Bill Roberts, Sunny Smalls, Bobby Cox, Larry Germain, Jacky Neal, and Joyce and others. They have been traveling as a unit, and come out of the West with this show. Their shows are very successful, and their traveling dates are usually well attended. The group is completely professional, and their shows are well worth the price of admission.

Artists' Activities

Frank Page, KWKX, Silverado, Mo., is playing the West Coast area on October 21 at the New Orleans Opera House, on Allen Morgan, WAG, in New Orleans, and on the radio show in New Orleans. He is doing well in both areas, and is building a good following. He is also doing a good deal of radio work and record work, and is building a good following in both areas. He is doing a good deal of radio work and record work, and is building a good following in both areas.

Carl Stuck, KYW, Louisville, reports that Jimmie Rodgers, the "White Canary," is doing well in both areas, and is building a good following. He is doing a good deal of radio work and record work, and is building a good following in both areas. He is doing a good deal of radio work and record work, and is building a good following in both areas.

Bud Wood, Kenney Morris and Bill Bill Lister.

Smiley Wilson has been working on a Saturday night show called the "Midwest Jamboree." At the City Auditorium, Gadsden, Ala. The show is promoted by Lee Banda and the A - Wagon Wheel Company, and features Miss Kitty Green, Little Rita, Bill Roberts, Sunny Smalls, Bobby Cox, Larry Germain, Jacky Neal, and Joyce and others. They have been traveling as a unit, and come out of the West with this show. Their shows are very successful, and their traveling dates are usually well attended. The group is completely professional, and their shows are well worth the price of admission.

Bill Mack

"Give it a Shake" when the Sun Goes Down

IMPERIAL RECORDS

5425 Hollywood Blvd.
Hollywood 28, Calif.
RED HOT IMPERIAL R & B RECORDS

FATS DOMINO

"HOW LONG" "DREAMING"

IMPERIAL 51206

LIL' SON JACKSON

"ROCKIN' AND ROLLIN' "JOURNEY BACK HOME"

IMPERIAL RECORDS


A Juke Box Blast Off! "BOUNCIN' THE BOOGIE"

"THE ROYAL KINGS"

MUSIC THE BILLBOARD NOVEMBER 15, 1952

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Records compiled by special request of current record sellers' buying group and based on The Billboard's own excellent research. This market survey represents an actual survey of the top charts in the country; a high volume of sales in rhythm and blues records.

1. MY SONG—J. Ace

2. YOU KNOW I LOVE YOU—Joe, B. King

3. FIVE LONG YEARS—E. Boyd

4. HEY, MISS FANNIE—Clawdy, Atlantic

5. GOODBYE, BABY—Little Caesar, Imperial

6. OOH, OOH, OOH, OOH—Lloyd Price

7. LAWDY, MISS CLAWDY—Lloyd Price

8. ROCK ME ALL NIGHT LONG—Reelin', Imperial

9. RESTLESS HEART—Lloyd Price

Most Played in Juke Boxes

Records compiled in eight of the largest record stores in the United States. Results are based on The Billboard's own excellent research.

1. FIVE LONG YEARS—E. Boyd

2. JUKE—Little Walter

3. YOU KNOW I LOVE YOU—B. King

4. ROCK ME ALL NIGHT LONG—Raven

5. POST OF BLOOD—L. Jordan

6. MY SONG—J. Ace

7. THE OOH, OOH, OOH—Lloyd Price

8. I'M GONNA PLAY THE MONKY TONE—M. Adams

RHYTHM & BLUES NOTES

The Mezzas, producers of many hit records and hit songs for such well-known acts as Al Hibbler, Little Walter, and Willie Dixon, have formed a new label, the Imperial Records. Management of the new label is handled by Robert E. Mez, who has a strong background in the music business. The new label is already making a mark in the rhythm and blues field. The first release of the new label is "Rock Me All Night Long" by Little Richard, Imperial 51206.

This Week's Territorial Best Sellers to Watch

Recorded under the recommendation of "Territorial Best Sellers" are those records that are considered to be the most popular in the various territories.

Philadelphia—MY HEART BELONGS ONLY TO YOU Betty McDougal-Derby 804

MORRISON The Royals—King 12088

Los Angeles—MY STORY Chuck Willis—Okeh 9605

V. S. FORD Willie Love and Three Aces—Trumpet 175

Chicago—LET'S TALK IT OVER, BABY Julia Lee—Modern 885

For MORE RECORD SALES USE "TODAY'S TOP TUNES"

50 COPY ECONOMY ORDER

ONLY $1

 Whip into and mail at once today!

The Billboard, 740 Broadway, New York 19, N.Y. 11201. No charge for shipping of all orders.现状 wysiwyg3.0
**NEW WRINKLE**

"Shopping" Turns New Bally Backets

**NEW YORK, Nov. 8—** A new title, "Shopping," will be applied to accepted forms of song and dance routines that are currently being marketed. The song is the new "bally" that is being distributed by Arthur Cook Co., and it is said to be one of the most popular songs of the fall season. The song was written by Al Geish and Ralph Green, and produced by Pauline Mays and arranged by Potato Records. It has been recorded by Frank Bally.

**KAREN CHANDLER**

HOLD ME, THRILL ME, KISS ME

BY KAREN CHANDLER

Coral Record 60831

Hugo Winterhalter's

**FANDANGO**

R.C.A. Victor 20-4997

Leroy Anderson's Winter Classic Sleigh Ride

100% Recorded On All Major Labels

Music From The Great Catalog Of Mills

**RCA VICTOR**

A SOLID NAME BEHIND YOUR LABEL

GOING...GOING...GOING...

"I'M GONE"

Shirley and Lee

Aladdin No. 3153

**MIKE PETTISON QUARTET**

On John Lennegy "I'll Always Love You Some"

**MAHALIA JACKSON PULLS COPENHAGEN SELF-OUTS""

Copenhagen Records

Nov. 8—Mahalia Jackson, the popular singer, after her recent advance sale-out for her two concerts at the Copenhagen Record Rooms was slated to head a big show at the K.B. Hallen in Copenhagen, Denmark, and was signed for concerts in Odense and Skjern, Denmark.
LADDER OF
Best Sellers-
FROM
And
Federal
Records
Popular

THOMAS - I'M LOVELY
Federals 12100 and 45-3500

HENDERSON - JERROD
Columbia 5008, over the Rainbow

RUBY WRIGHT - MAMA
He's Eved a Quiet Man

MODERN - PINK LILIES
Blues and Rhythm

COWBOY COPAS - I'VE GROWN SO USED TO YOU
1950's and 45-3500

HANK WILLIAMS - YOU'RE TRYING TO TELL A LONE WOLF
1954 and 45-3500

RHYTHM & BLUES

EARL BOSTIC - THE WAY YOU WIN YOUR EYES
1957 and 45-857

JIMMY THOMPSON - I'LL GIVE YOU MY HEART
1954 and 45-3500

THE SWAYLONS - LET'S CALL IT A DAY
1950's and 45-0401

DOUG HUDSON - ROCKETS
1952 and 45-4552

LULU AED - LET ME BE YOUR LOVE
1956 and 45-9567

THE DOMINOS - BEE HEE BEE
RCA 1227 and 45-1322

THE ROYALS - STREET STROLLERS
Columbia 5008, over the Rainbow

LITTLE ESTHER - SATURDAY NIGHT DADDY
1200 - 45-3210

THE FOUR BEARS - COUNT YOUR MANY STARS
Going Back to Jesus, 45-1322

Distributed BY

LOUISIANA,

NATIONAL

RECORDS

INC.
**DANCERS AND VARIETY ACTS**

All kinds will be used at our FRENCH CASINO at IDLE HOUR PARK, NEW YORK, Ala. Remember fair time is over. State winter safety. All replies in trip to A. A. McCooj

**HOTEL FLORIDAN in Jacksonville, Fla.**

Home of Home Bands and Show People

**COMING ENTRIES, RATES, CREDITS.**

Ask bands like Sax Beekes and Vaughn Marriage.

---

**EXTRA ADDED**

**Hocus-Pocus**

By BILL BACHS

TENKEI AND OKINO, Japanese investigators, and Flawna Quinn, escape artist, are features this week, in an off-Broadway show at the 12th Street Theatre, New York. The six-week engagement ends late next month.

The show is presented by the Japanese troupe's Tokyo-based company and is called "Tenchu.

The story is about two brothers, a Japanese and a Chinese, who travel to America to become actors. They are joined by a third character, a Chinese girl, and together they perform a variety of acts, including magic and acrobatics.

The show features a mix of traditional Japanese and American elements, with the performers wearing both traditional costumes and modern attire. The sets are simple, with a few props and a large screen on the side of the stage.

The performers are highly skilled in their respective arts, and the show is both entertaining and educational, offering a glimpse into the world of Japanese culture and history.
**ARENAS & AUDITORIUMS**

**COMMUNICATIONS TO 180 W. Randolph, Chicago 1, Ill.**

**THE BILLBOARD**

**55**

**NOVEMBER 15, 1952**

**NEWS NUGGETS**

**Youngstown Arena Opens; 1st Knoxville Expo Clicks**

**YOUNGSTOWN, O., Nov. 8—The new Arena here will open officially Thursday. Owner, George C. Jett announced Package includes Woodrow Wilson, the Mills Brothers and Dinah Washington. The arena opened Tuesday with a veteran's parade and national anthem.

**New Package Booked at Cleveland—**

**CLEVELAND—**Show for the Week is the Rev. W. Henry Beane and his orchestra and the Joey Daze. They go over the Cleveland Arena Sunday (16). Other acts appearing include Victor and Gloria Haydock, Dorothy Lee, and the Criders.

**Western Show Clicks in Eastern Canada—**

**Montreal, Canada—**The recent run of the Famous Barone Show recently closed during the first week of this show, which was booked on a tour of the Eastern Canada.

**Knoxville Home Expo Will Be Held**

**KNOXVILLE—First Eastern Transcope Home Show, promoted by National Advertising, will be held here during the week of Dec. 13-18. The show will draw 15,000 persons in the first four days.

**Knoxville**—

**Jazz—Symphonette Play Portland, Ore.**

**Portland**—The Portland Symphony Orchestra will play at the Auditorium, April 7-8.

**CAPSULE COMMENT**

**Continued from page 15**

Its frontier. The story was from an interview, but it was written for a juvenile level. The two leads, who were not the best part of the program. The Lucky Fall, was the worst, and it seemed well done, as a whole.

**Jean and the Golden Fleece (Radio). NBC, Wednesday (11).**

This adventure series is built around the experiences of an intrepid aviator who owns a yacht and a bar in New Orleans. The series was designed to be the best part of the show, but the audience was rather limited. The acting, the treatment and the atmosphere were quite gripping. (See full review later.)

**PROMOTERS SOUND OFF**

**Auds Overwork Extra Tariffs; Shows Show overlook Crossroads**

**By Tom Parkinson**

**NYC**—Show producers, according to the size of the town, have been overworked by ticket takers who took part in the survey conducted by The Billboard. Many shows, playing and auditoriums and selling their own shows, have been overworked by the same kind of guarantee. The tickets are sold at the same price, but only in general are laminated. Predictably, most post offices turn in a large, low-priced, result. Sometimes they come in a large number and are sold before the box office is open. The box office is not open. Charles Silverman of San Francisco, outlines a further comment. Famous Percentage Base:

**When it all comes down to the $3,500 against an over 66 per cent, sales, and then add in the cost for the auditorium rental plus costs of production, it’s a very little left—providing you are still sold inside house. If you’re stuck for plenty, Silvia points out.**

When buildings demand 10 per cent of $3,500, a 90-45 split is too great, he states. Silvia favors a return to the former formula, a straight percentage, or a 50-50 division from the first $2,000 of gross. Must name attractions who work better with one-nighters under the present ticket guarantee, and that leaves in the hands of the promoters who have their own circuit of attractions who work better under the present ticket guarantee.

Most name attractions work better with one-nighters under the present ticket guarantee, and that leaves in the hands of the promoters who have their own circuit of attractions who work better under the present ticket guarantee.

The structure will resemble a theater type football stadium. It will be two stories high, and the stands will be semi-circular in shape. The floor area will be fully lighted for use of blind and handicapped patrons. Press boxes and lighting facilities are arranged and a large screen is made available for future expansion. Initial parking space will accommodate more than 1,400 cars. The Coliseum will be managed by a board named by the city council.

**Spokane Vote Approves Bonds for New Coliseum**

**SPokane, Nov. 8—Spokane voters have approved $2,000,000 bond issue to finance construction of a new coliseum. The bond issue was approved by a vote of 46,472.

**Deep Blue Sea**

**Continued from page 17**

Troubled husband has shown up, as has his wife, Speed Never, and from Herbert Berenson as the biker. Other good contributions include Edward and Duvall.**

**Skating Shows**

**Skating Shows**

**Continued from page 19**

**WANT ACTS**

**Artists Wanted**

**Music Managers:**

**FOR SALE**

**OLD BYRD FOOTBALL STADIUM—**

**Business Manager, University of Maryland, College Park, Maryland**

**Bob Francis, Pa., claims the observation deck at the stadium some time ago is still available. Francis claims the deck overlooking the city has not been used in a few years and is still available for purchase.**

**Charles Silverman of San Francisco, outlines a further comment. Famous Percentage Base:**

**DEE TOURS**

**Keeps Multiple Facilities Busy**

**By Daphne (nee) Poli**

**OKLAHOMA CITY, Nov. 8—**Multi-purpose facilities here had one of its biggest fall schedules in recent years, reports Manager Dee Fuller, who in his second year in the field. Normally the winter season is following next, but the schedule is running on time this year.

**Two of the facilities include the Coliseum, which has had 15,000 in attendance, and the Zebra Room, the Excelsior, and the Coliseum.**

**Currently, Pollock Bros. Circus, which was booked for the spring, is running at the Coliseum.**

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**There has been an unlighted night in the auditorium, and a possible attraction, is a possibility.**

**Without a doubt, the promotion of Manhasset, N.Y., thinks that an attraction, is a possibility.**

**Most name attractions work better with one-nighters under the present ticket guarantee, and that leaves in the hands of the promoters who have their own circuit of attractions who work better under the present ticket guarantee.**

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PORTLAND, Ore., Nov. 8 - A roller skater received more applause than the Woody Herman Orchestra at a recent Washinton show at a variety show here October 31.

The skater, Harold King, appeared in the Character of Starns show at the local auditorium. King, who skated on roller skates and was a marvel of endurance to his first round, ran 30 minutes. Clumsy was a billycocked derrier, stop a tiny table, which brought him an encore.

WE BUY and SELL

New and Used Rink Roller Skates
Highest prices paid for all brands of roller skates.

WE BUY ALL RINKS, ROLLER SKATES AT TOP PRICES

MADAME RENEE’S
DONNY BOW 511-5040

SPECIAL CLOTHES FOR SHOES
WITH WORNsoles WHEN THEIR WHEELS ARE NOT USE

JACK ADAMS & SONS, INC.
142-22 Rockaway Blvd.
Woodmere, L. I.

$1,000,000 FIRM

New to last large service SKATING RINKS will SELL approximately 100,000.000 SKATING RECORDS 14,000 a year just 30 days at a small fraction of the Original Cost. Write

BOX A-134
The Boulevard, 6000 Sunset Blvd., Hollywood 28, Cal.

RINK SUPPLIES
Complete Line of Roller Skates
Supplies, Machinery, Rink Equipment
Write for Price List

L & L PRODUCTS

7143 East 28th St.

RICHARDSON ROLLER SKATES

CURVENCERT RINK-COTE

“Chicago” Skates
For the Coming Season
A large variety for Beginners’ Low Price
Outfits to Custom
Built Dance Skates.

WE BUY ALL SKATES

CHICAGO SHOE

Manufactory of All Kinds of Roller Skates
4427 W. Lake St.
Chicago 24, Ill.

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4427 W. Lake St.
Chicago 24, Ill.
The Final Curtain

In Loving Memory of

MRS. AMANDA LOYAL
The wife of the late Alfred Koyal
Passed away after a short illness on October 30, 1952.
Scolded by daughter, Mrs. Nan Woodford, and her husband, Fred Woodford, and brothers Joe and Alphonse Jacob.

ALWAYS IN OUR HEARTS,
WE'LL NEVER FORGET YOU

In Loving Memory of
FRED G. MILLER
A Gorilla
Who Passed Away November 15, 1951
Our Gorilla, a Gorilla, a Gorilla—Grandpa, Father-in-Law

In Loving Memory of
BILLY & ELMIMA CARR & YVONNE
In Memory of My Beloved Niece
SOPHIA
With love, thoughts, and regrets,
T. Catharine Miller

Marriages

ALDEN-BAKER
The marriage of Arthur J. Alden, of the north and Atlantic, and Theresa M. Baker, of 320 Port Arthur, took place on December 8, 1952, in the Congregational Church, Boston.

LYNDA TROMBONE
The marriage of Lynda Trombone, of the north and Atlantic, and Fred Trombone, of 320 Port Arthur, took place on December 8, 1952, in the Congregational Church, Boston.

FRANK FEUR
The marriage of Frank Feur, of the north and Atlantic, and83, of 320 Port Arthur, took place on December 8, 1952, in the Congregational Church, Boston.

MORBISON-CROCKETT
The marriage of Morbison Crockett, of the north and Atlantic, and Elsie Crockett, of 320 Port Arthur, took place on December 8, 1952, in the Congregational Church, Boston.

DORIS BUCK
The marriage of Doris Buck, of the north and Atlantic, and Edward Buck, of 320 Port Arthur, took place on December 8, 1952, in the Congregational Church, Boston.

MCPHERSON-AFFORD
The marriage of McPherson Afford, of the north and Atlantic, and Elizabeth Afford, of 320 Port Arthur, took place on December 8, 1952, in the Congregational Church, Boston.

husbands, parks and cabarets the past year, but the nearest generation seems to have accepted dates here. Conditions of cabarets, vaudeville houses and other entertainment are much the same, as the price of a ticket usually draws slightly better than the old-time prices. The only difference is that in America the shows are held at a lower price than in Denmark, and the prices are often lower in America than in America.

As the situation stands, the cabaret operator is in a better position to make out the Americans than in Denmark, and the cabaret operator is in a better position to make out the Americans than in America.
Metropolitan Buys 19 Flat Cars
McCarver Acquires 50% Interest
PooI Farmer Johnny Jones and Dailey
Circuit Units in Bid for 25 By Spring

FLORENCE, S. C., Nov. 8—Officials of the newly formed Metropolitan-Bruce, Inc., this week announced the purchase of 19 rail- road cars from the Michigan Railroad Sales Company of East Chicago, Ind. While no figures were announced, the deal is believed to be worth in the neighborhood of $40,000.

The same day it was announced that R. C. McGregor, general representative and assistant manager, who was originally reported to be "financially inter- ested" in the new Metropolitan-Bruce venture, had acquired a 5% interest in the new organization. McGregor and Shirley and Sam Winkley, other officials of the Metropolitan-Bruce group in Chicago, were said to be in town earlier this week to formulate plans for the new railroad.

Travers Ends Weapon Job With Navy

NEW ROCHELLE, N. Y., Nov. 8—Harry M. Travers, who is reported to have concluded the design and building of the latest destroyer, the USS Yorktown, for the United States Navy, has been placed on the Navy list.

Travers has designed a new manufacturing plant for the Navy's newest vessel and has supervised the building of it. The new ship is expected to be ready for service in the near future.

N. Y. States New Hearing On Safety Law

ALBANY, N. Y.—A further public hearing on the proposed Industrial Code (Rule 41, License Code) relating to aerial performance will be held at 4 p.m. Thursday, November 2, at the Pearl Street Room, 100 Pearl St.

The Department of Labor, under the supervision of William R. Roberts, chairman of the State Board of Labor, will conduct the hearing.

The fifth draft of the controversial law was approved by the New York State Senate last month and was signed by Governor Averell Harriman. The law is expected to go into effect in early 1956.

SOON LIKE A QUILTING BEE

Syracuse, N. Y.—A new york bee has been found in the state, it was reported this week.

The bee, which is the first to be reported in New York, is a small, black, and white-striped species. It is expected to appear in the state within the next few weeks.

Gooding Signs Atlanta Fair
Midway Pact
Sets Rides, Shows;
Lipsky Contracts For Concessions

ATLANTA, Nov. 8—Gooding Amusement Company, headed by William Gooding, signed contracts to provide rides and shows for the Atlanta Fair-Gala-A-Ganza here.

The contract was signed with Morris Lipsky, representing the American Midway Company, to provide the concessions.

Under the terms of the con- tracts, the Gooding organization will provide rides and shows to supplement the permanent rides and shows at the fair. They will also provide the concessions, with the exception of the 1,000-foot Ferris wheel.

Jamborees Net Miami Club $5,200

MIAMI, Nov. 8—Donations and receipts from jamborees staged over the past week in Miami and at Coral Gables and in the $5,200, members of the Miami Shoreline Hunting Club will hold their first regular meeting in the City. Tile location will be announced at the meeting.

The Miami Jamboree is one of the popular events in South Florida, and is expected to attract hundreds of participants.

Walkmir Dies; Worked Perch, Aerial Turns

CHICAGO, Nov. 8—Guillermo Walkmir, who for many years was a favorite of the Walkmir Troupe, has died. He was 76 years old.

Walkmir, a popular aerialist, was known for his daring feats and his ability to perform on the perch. He was a member of the Walkmir Troupe, which was known for its acrobatic acts.

Craftsman Expo's Business
Best Since 1947 Peak

PETROG, Ark., Nov. 8—CRAFTS EXPO'S SHOWS '52 surpass all former seasons in terms of attendance and sales.

The show was held in the Arkansas State Fairgrounds, and featured over 150 exhibitors. The show was expected to bring in over $1 million in sales.

The show was also expected to set a new record for the number of visitors, with over 50,000 expected to attend.

The show was sponsored by the Arkansas Craftsmen Association, and was expected to be a major event in the state's craft industry.
CIRCUS

Rolls Out the Billboard Show

Peevy the Horse, and Bobby Bldg., and Cleveland, Ohio, opened a week’s engagement on the burlesque circuit Tuesday, (6).

Gladys Smoller, wife of Jack Smoller, and former of the Original Michigan Cubs, was born at a baby shower given by friends in Detroit. This is her first baby for the Smollers.

George Childs, Hope player, is the former, born in Japan that he returned to the United States in the fall, after a tour of the country. Childs had been at a show business, was making a tour of the West, and is the first of the group that he has relatives.

Feddick, dancing doll act, has been signed for the 53 outdoor weekly by Emeru Young, Chicago agent. Also retracted for next month’s opening by the Balloon, and Adams Dono. bicycle-chimp

The Flying Muskrat, a four-person flying trap, were subjects of a feature story in a St. Louis, Mo., newspaper when they return there following a busy outdoor tour. Included in the story were four photographs showing the traps undressed and in various act. Mrs. Raymond Thomas, operator of the act, and Mr. jack, who were now in the New York, are mentioned in the story and were members of the Family (Shakes) and Thomas and Mrs. Jane Thomas.

Leon Smith of Lemo and E. Emil Grinnell were recently on the “Top Ten” television show and report they have booked to tour the Follies circus circuit in both Boston and New Orleans. The act recently placed an order for a new truck that will be designed to carry their animals and will also be used as living quarters.

Leo Couture, high diver, recently wound up his longest outdoor season when he finished the week in Dallas, Ala. Following his visit at the latter city, he was sent to Florida to “warm up” and visit some of the state’s major cities to renew acquaintances with friends. He will spend his vacation at his home in Montreal.

Ed Widman, of elephant act, asked his daughter Mary to be his fiancée May 1 (following) with the close of the circus season. circus Corporation at Racine, Wis. Widman left Chicago the following day for St. Louis to pick up a new Frenchie camel-trader in Hollywood. The act has several winter dates fixed up by the Heter Agency.

George Holzke, of Glenn’s Plays, bars and clown, spent three days in Dayton, O., home peeling up routines and preparing for the winter season at Asa, In., Nov. 1. Due to an auto crash this summer the act was forced to cancel its Detroit Cardinals and Charles Seabury dates, was driving at the time, is still recuperating in Los Angeles. Don Miller, who was the Orient with E. K. Frantze, recently joined the Hickey troupe.

Bob and Roger Maranath, of the Amazing Whalen Bros. circus, have been spending a few weeks at their Los Angeles home but have been far from idle. The duo have been making appearances on two television shows, "Dixie Showboat" and "Bandstand Revery," both of which are giving them several other dates for the West Coast, and have set up plans for the next year.

Miss Lusam, high pole, was held over an extra week at Chicago Park, Havana, and was decided to close November. This act may return to the park later this fall to perform week ends. Tommy Moore, who has his dog act with the Polish Eastern unit, suffered an arm injury recently when attacked by one of the elephants on the show.

Talent line-up for the E. K. & Co., under Norman Supraves, includes the Howard High Show, both Robert, Jesse, Joe, Ruby, and Howard Tenbus and Duane, magicians; Frances Cason, color artist, Russell James, singer, and Charles Cason, the circus world November 11.

Out in the Open

Author William Graharn has scheduled a lengthy stay on the Jack Kuehneman and his Hotel Drivers with True magazine. Graharn plans to spend six weeks at the Carolina State Fair, Raleigh, N. C., to get the story into proper perspective. Graharn hired a staff, including Jack and Meg Kaplan, to cover the story.

Harry Stahl, manager of the Jefferson Beach Park, Detroit, will stay on the job following a major operation.

Rexie Young Agency, Chicago outdoor booking office, has made a move to new offices in the same building where it has been for a number of years. The office is now in the second floor of the building with Jack and Meg Kaplan, to cover the story.

Art Briess, of the Teak-Fordham Corporation Company, was back at his Chicago office last week following a successful week in New York, where he completed arrangements for the corporation’s shows in New York and to Tampa where he closed contracts last week for the 1953 Gasparilla Day.

Merry-Go-Round for Sale

J. O. P. and L. R. G. Moton, 333 South Ave., West Palm Beach, Fla., are offering for sale their Merry-Go-Round and other equipment. The equipment is complete and is ready for use. The buyer will be required to pay for the equipment in cash. The equipment is complete and is ready for use. The buyer will be required to pay for the equipment in cash. The equipment is complete and is ready for use. The buyer will be required to pay for the equipment in cash. The equipment is complete and is ready for use. The buyer will be required to pay for the equipment in cash.
Under the Marquee

Leo Bahar, CPA of Lockport, Ill., was a recent guest speaker before the Lions Club of Lockport, Ill. He showed movies of the Juncalum-Barnum circus. . . . Donald MacNish, miniature circuses director, has a November 1 appearance over Station WJTM-Y, San Francisco.

Col. M. G. Coffey caught the ring shots at Beaulieu, Tex., and returned the torn-up ring to the big days of the John Robinson Circus, there in the past days. Jake (Clown Cup) Ciriopse, Dade City, Fla., caught the Home Show at Middlebrook, recently, where George Fink, juggler, worked. Mrs. Dade, recently in poor health, he states. . . .

Lindsay Wilson, former clown with the miniature circus shows, and others, has undergone a second operation at a Chicago clinic and is recuperating.

Miller & Woodcock elephants completed 23 weeks with Siegfried Bros. Bill Woodcock returned to Hugo, Okla., with the bulldozer Woodcock returned to their Hot Springs home. Kelly-Cutler Company sold elephants of Petchtel, Al., Saturday (25).

Silvio Madison, who's taken over the Tom Pais elephants, was on the road with Barnett Fretz, Redlands, Calif. and Ringling shows before joining the MGM elephants and Pollock Bros. in 1947.

F. C. C. Jones, of Redlands, Va., caught Miller Bros. at Achtland, Ohio, and Ringling at Wasco, visiting with Jack Mills, Los Angeles, and Arizona, and Louis Brown and Movia Evans.

Visitors on the King-Cristaliare Circus, one of 20 shows, included Mr. and Mrs. Tom McMullen and Charles B. Avent, Mr. and Mrs. Walter Williams, Wayne Bogad, Hugo, Okla., cameras, and builders.

Vivonas Add 2 N. C. Fairs
To '53 Route

NEW YORK, Nov. 8—Two additional fairs have been added in the Vivonas Bros.' Shows route for 1953. It was announced this week. They are located at Asheboro and Lumberton, N. C.

According to Owners Morris and Vivona, the shows now have a total of eight fairs set for 1953. For all previous seasons shows were announced because of uncertainty of dates from time to time.

The route of animals for next year's new shows and fair is best and in the best of their organization, the Vivonas said.

Carnival Routes

Send to

1160 Patterson St.
Cincinnati 22, O.

Renaissance are the current acts on this mail 11, 1952, used exclusively.

INSURANCE

SOLD SPECIALS!!
LOWEST PRICES ANYWHERE!

Complete Set, 1st and 2nd year:

38c set

12, 16, Punch Bowl 117-

$1.19 each

24, 36, 64. 96, 117

$1.19 each

AMERICAN POTTERIES CO.
60 E. 33rd St.
Chicago 1, II.

Photo Sample 4-61607

KEEP POSTED ON THE OUTDOOR FIELD

Concessionaires, pitchers, bookers, posters, posters, and ride operators, must keep themselves posted on the hooch and shows every week to get all the news.

SAVE MONEY—MAKE MONEY

Subscribe Now to

The Billboard

The Billboard, 2164 Patterson St., Cincinnati 22, Ohio

The price on The Billboard for one year is $10.

Dues come up recent.

Selling Galleries

We Stocks of Fountains and various Tent Galleries. Write for new catalog.

H. W. Terpening

1214 3rd Street
Cincinnati 3, Ohio

GOLD MEDAL PRODUCTS CO.
116 E. 3rd Street
Cincinnati 1, Ohio

KANSAS CITY TICKET CO.
143 W. 10th St., Kansas City, Mo.

SPECIAL PRINTED

KANSAS CITY TICKET CO.

KANSAS CITY, MISSOURI

20 Annual OUTDOOR CONVENTION NUMBER

Catalgoue of Fairs Supplement

NOV. 19
NOV. 21
NOV. 29

New York
St. Louis

Cincinnati
Denver

CHICAGO

Sells More of Everything That Outdoor Showbusiness Buys!

Reserve advertising space now—
or let The Billboard prepare suggested advertising copy and layout for your approval. Write, wire, or phone your nearest Billboard office TODAY!

SHOOTING GALLERIES

Send Samples of same and name Tent Galleries. Write for new catalog.

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NOVEMBER 15, 1952

NEW YORK CITY

THE BILLBOARD

GIVE TO THE RUNYON CANCER FUND

CHAS. A. LENZ

The Shanahan Company

1631 South 10th St.

Phone 7-3724

SHOW TENTS CENTS.

2 CENTAL CANVAS COMPANY

513-535 EAST 15TH ST.

HARRIS SOMMERVILLE

Selec TENT GIANT

MODEL 41

Try bigger proven

CREATOR CIRCUS

1631 SOUTH 10TH ST.

Phone 7-3724

NEW! Fireproof!

LUMINOUS COLORS

AMAZING!

BIG PROFITS

WITH SOFT ICE CREAM

Semi-Serv Direct

Dairy Freezer

EQUIPMENT SALES, INC.
939, 957 WEST 11TH ST.

TENTS

ALL SIZES—ALL TYPES

Materials on hand to make for either dyed in colors or "CMK" Produkte. Individually finished frame, water and mildew-treated duck. IN

WEED TODAY

S. J. BESPO 606 W. JOHNSON

UNITED STATES TENTS & AWNING CO.

In connection with offices in the Chicago Stadium.

A new edition of "Seventy Years," the biography of the late Lord George Brent, British circus owner, has been published in London by J. M. Dent & Sons.

Leonard Kreisel, who recently returned from a season of clowning with the Clapman Circus, has opened a costume store in Bridgeport, Conn., and has named it "Clown Alley." The store formerly operated by his step-daughter, Marguerite. (Continued on page 13)

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Cincinnati 22, O.

Renaissance are the current acts on this mail 11, 1952, used exclusively.
Lech & Ming exceeded November lease were the number would exhibit as

AC Tax $5 Exceed 1951

Detroit Zoo Buys

Elephants: Draws
2 Million in Year

Hudepohl

Calgary Zoo Plans
Expanded Building

PARKS, RESORTS, POOLS

WANTED LOCATION FOR 1953

Improved

On Pool at Cincy's Coney

Hill at Home

Bank Files Suit
Against Pier

At Beaumont

FLINT TELLS NAAPPB PLAN
FOR CONVENTION SESSIONS

17 Panel Discussions Scheduled;
Promotion Award Presentation

NAAPPB Cancels
Show Requests

Slim Hope Seen for Extra Space
As Hotel Remodeling Progresses

Convocation at 118 W. Baltimore & Chicago, IL
Weather Chills
Ringling-Barnum
Va., N. C. Takes

NORTON, Nov. 18.—A case in
business that hit Ringling-Barnum
and Bailey has caused the show to
be canceled for the next week ending
Saturday (1).

Colds, chills and the flu have hit the
entire show and the winter is now in
the air.

The cancellation of the show was
announced by the management of the
Ringling-Barnum and Bailey show at
Norton, Nov. 18.

The show will be held in
Norton, Nov. 18, and will open
Tuesday (22).

Crash Injuries
Fatal to Poplin

NORTH, Nov. 18.—Final
juries to T. R. (Tommy)
Poppin, the ring

The accident occurred in the

The Lamp

Hollywood Unit
Enters Fat Tour

VALD, la., Nov. 8.—

The Hollywood Unit entered

The unit is performing in cities

The unit is scheduled to

Barnes Units on Move
PERU, Ind., Nov. 8.—The

The unit is scheduled to

Peru, Ind., Nov. 8.
**NOVEMBER 15, 1952**

**Dressing Room Gossip**

**The Billboard**

**CIRCUSES**

**LIGHTHOUSE**

**Take your guide to better living**

---

**Circus Acts Wanted**

- PHENOMEN WANTED
- Acts Wanted
- CIRCUS ACTS WANTED

---

**Theatre Advertisements**

- **PHENOMEN WANTED**
- **3 PHENOMEN WANTED**
- **GENERAL AGENT**

---

**Promotional Directories**

- **See Under the Marquee**
- **Kelly Miller**
- **King Bros.-Customi**

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**Attention**

- **ERNIE YOUNG**
- **300 N. Walnut Ave. Chicago 7, Ill.**

---

**Classified Advertising**

- **WANTED**
- **SOLDiers of the Cross**
- **WANTED**
- **THE Lighthouse Trailer Company**
FAIRS-EXPOSITIONS

THE BILLBOARD
Communication to 156 W. Randolph St., Chicago 1, Ill.
NOVEMBER 15, 1952

Varied Topics Set For IATE Conclave
Attractions, Exhibits, Youth Talks To Highlight 62d Annual Meeting

BROCKTON, Mass., Nov. 8 — Attractiveness for people of all ages was the keynote of the 62d annual meeting of the National Association of Exposition and Fair Organizations, December 3, in Chicago. The AFAI program includes a full schedule of speakers, entertainment, exhibits, and a special luncheon for the 4-H Club program. With the recent successes of the Irate Fair, the program will emphasize youthful participation.

The Maud Baldwin, president, will open the conclave with an address. Other speakers will include J. M. Baldwin, chairman of the National American Exposition Fair Association; F. W. Dickson, president of the National American Exposition Fair Association; and R. E. McCallum, chairman of the National American Exposition Fair Association.

The annual meeting will be held in the Crystal Palace, Boston, Mass., and will begin on Tuesday, November 18, after the board meeting. Additional features of the meeting will be the 4-H Club program, exhibit demonstrations, and the annual dinner.

Savannah
Clicks, Plans New Grounds

Savannah, Ga., Nov. 8 — The young coastal Georgia city played host to its best run here this week. The Georgia National Fair was opened and crowds gathered throughout the week. The Presbytery of Savannah announced that plans are underway for purchase of property that would give the event its first permanent home. Permanent buildings are also included in the program.

The sale of exhibit space for the midwinter and other shows will be held by the John Marshall Hall, and the city's fair, January 1-15. The Savannah association has returned to its original schedule.

The following dates will very likely be further changes.

Date List
The South Carolina association will meet at the Charleston, C. 1, on January 14. The North Carolina group will have been changed to January 15-16 at the First Baptist Church, Tuscaloosa, Al. The Virginia dates are unchanged and the meeting will be held at the John Marshall Hall, Richmond, January 16-18. The Pennsylvania association has returned to its original schedule.

END CONCLUSION
Eastern Fair Groups Set Meeting Dates

NEW YORK, Nov. 8 — The schedule of Eastern fair meetings was considerably revised this week. An effort was made to condense all of the meetings, with the result that no additional sessions were held. The final schedule was held at the Hotel New York, with a slight change in dates.

The Virginia and Massachusetts meetings are again in conjunction, due to a postal strike.

Waterloo, la., Dairy Congress
Grosse Bros. 7026

WATERLOO, Ia., Nov. 8 — The Waterloo Dairy Congress was held at the Hotel Grosse Bros. 7026, and had expected attendance of 500 dairy operators.

Net profit on the year's operations was not available, but the results of the convention were not available for permanent improvements as follows:

Estevan, Sask., Extends 53 Run; B Loop Sets Dates

ESTEVAN, Sask., Nov. 8 — Official points for the Western Canada Fair Association, held at Red Deer, Alberta, were announced at this year's meeting, which was held in Estevan. The fair was originally scheduled for November 8-10, but was not held because of the Western Canada Fair Association, held at Red Deer, Alberta.

Estevan's fair was originally scheduled for November 8-10, but was not held because of the Western Canada Fair Association, held at Red Deer, Alberta.

In recent years, since the introduction of the fair circuit, the city has used the fair circuit for its annual convention, which is now held immediately following the fair.

The dates for the fair have been set, but it is not known when the fair will begin.

The board of directors of the Class F 11 circuit will again be met in Estevan, Sask., on November 8-10, 1952, for the annual convention of the class.

Tulipano Nett Takes Dip

TULPEL, Miss., Nov. 8 — The Tulipano Nett Dairy Show wound up its 12th annual meeting, with a total of 500 dairy exhibitors. The fair was held at the fair grounds, and was attended by 1,000 dairy exhibitors.

The show, which was not announced, was lowest in attendance, but was sufficient for the fair's improvement this year.

The Tulipano Nett Dairy Show is one of the largest dairy shows in the United States, and is the second largest in the world. The show is held in a special barn, and is attended by 1,000 dairy exhibitors.

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(Continued on page 76)
**Name Baldwin St. Paul Chrmn. Of Red Cross**

ST. PAUL, Minn. — Doug Baldwin, secretary of the Minnesota State Fair, has been named chairman of the St. Paul chapter of American Red Cross at its annual meeting here Wednesday (65).

Baldwin has been first vice-chairman. The fair board secretary has a long record of outstanding service with the Red Cross. During World War I, he served in the U.S. Army and during World War II with the United States Air Force as an officer in Intelligence, serving there for three years.

He served as secretary-treasurer for the St. Paul chapter of the American Red Cross, the highest position he could hold, for his entire term of service with the Red Cross Loc for many years. Baldwin is a member of the Minnesota State Fair executive committee and secretary-treasurer of the fair for the past two years ago.

**Richmond, Va. Switches Dates**

RICHMOND, Va. — The 1983 edition of the Big Top Circus International Exposition will be held September 24-26 instead of September 23-25 as advertised. Terry O. Glove, vice-president in charge of operations for the ring leaders, informed the Associated Press that change in dates was made to avoid conflict with the Richmond Fair. Commercial exhibitors also expressed a preference for the new dates.

**ATTENTION ACTS**

Now contracting high-class acts for 1953 fairs.

Give full details, price and photos.

**MARLO SHOW PRODUCTIONS**

Westley, Iowa

**WE CAN USE A NEW MORE**

**TOP ATTRACTIONS**

FOR OUR 1953 CIRCUS

**STATE AND COUNTY FAIRS**

WRITE—PHONE

G. R. Schaffer

**WILLIAMS & LEE**

404 Holly Ave.  St. Paul, Minn.

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**OF Distinction**

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Get our price list delivered free! Write for details on our newest show, "Elvis Sr. & Jr. in Concert!"

**NOVEMBER 15, 1952**

**THE BILLBOARD**

**FAIRS-EXPOSITIONS**

**75**

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WOM Ends Good Season With All Fairs Inked for 53

SAVANNAH, Ga., Nov. 8—Frank Bergen's World of North Dakota Fair was closed here tonight with its 1953 fair coming to a close. The contract for the local event, which was the best ever for Bergen, was signed by him early in the week. In the meantime, the world's annual meeting was held at the Augusta (Ga.) Exchange Club, where it was announced that the show was a 1953 meet at Sherbrooke, Quebec, Canada.

Bergen said the show will go on winter quarters at Richmond, Va., with its fair route intact. Bergen, who signed contracts for 20 Mississippi fairs, also said that one or two annuals might not be added, either at the behest of fair officials or the result of the fair season as a whole.

Bergen termed the season worst on the whole. Rough weather and unseasonable conditions had cut into the crowds and handled some of the attractions. The weather in the south was quite warm, but in the north was quite cool. The rains in the southern states were quite heavy, but in the northern states were quite dry.

The weather and strike at the Roundhouse (Ga.) Fair, and the ability of the American Teamsters at the North Dakota State Fair were very good. The weather was mostly cool and the crowds were quite large.

Collins to Bring Out Second Unit

No. 2 Show Will Carry Eight Rides; Make-Ready For 1953 Already Finished

MINNEAPOLIS, Nov. 8—Walt T. Collins, owner of the Collins Amusements, said that he had signed a contract with the city of Minneapolis and that the show would be ready for the 1953 season.

The new fair, which will carry eight rides, will be ready by the time the show is ready. The fair will be open to the general public and will be located in the Minneapolis area.

Other improvements will come in the way of a new fair ground and a new fair building. A new fair ground will be located near the present fair grounds and will be completed in time for the 1953 season.

World of Today
Inks 1st Fair, Austin, Minn.

AUSTIN, Minn., Nov. 8—World of Today Fairs, which have been established to provide the midway attractions at Austin, Minn., and other locations, announced today that it had signed a contract with the Austin Country Fair for the 1953 season. The contract was announced by Mr. Joseph L. Johnson, president of World of Today Fairs, who said that the fair will be open to the general public and will be located in the Austin area.

The new fair, which will carry eight rides, will be ready by the time the show is ready. The fair will be open to the general public and will be located in the Minneapolis area.

Other improvements will come in the way of a new fair ground and a new fair building. A new fair ground will be located near the present fair grounds and will be completed in time for the 1953 season.

San Francisco Club Elects Christiansen

CHARLOTTE PORTER, EDDIE HELLWIG, RALPH MEEEKER Chosen As '53 Veeps

SAN FRANCISCO, Nov. 8—Members of the San Francisco Club at the 1953 annual meeting held here tonight were: President, Charlotte Porter; Vice-President, Eddie Hellwig; and Secretary-Treasurer, Ralph Meeker. The meeting was held at the club's regular meeting place, the San Francisco Country Club, and was attended by a large number of members.

Wagner Denies Report He'll Sell 20 Cars

COULD SPARE Five OR Six, Cavalcade Owner Discloses

H. L. WAGNER, owner of the Cavalcade Club, at the annual meeting of the club held here tonight, denied reports that he was about to sell 20 of his show's rides to another show. He said that he was not interested in selling any of his show's rides at this time. He added that he had no plans to sell any of his show's rides at all.

Orange State
Winter Show
Gets Okay Bow

JEFFERSONVILLE, Ga., Nov. 8—The Orange State Winter Show, which is one of the most popular winter shows in the state, was given a thumbs-up today by the show's management. According to the management, the show is on track to be a big success.

ADD 10 YEARS

Sherbrooke, Conklin Pact
Good to 64

BRADFORD, Oct. 8—The Conklin Shows' contract to provide midway attractions at the Bradford Fair for the next five years was extended by the Bradford Fair Authority today. The contract was extended from 1958 to 1964.

The contract with the Sherbrooke show was not extended, and the Sherbrooke show was dropped from the program.

Porlemon Org. Into WQ After Matching '51

GANTT, Ala., Nov. 8—Johnnie Gantt, owner of the Gantt Show, announced today that he had entered into an agreement with the Porlemon Organization to provide midway attractions at the Porlemon Fair for the next five years. The agreement was reached after a lengthy negotiation between the two parties.

Mattie activities on Saturday were delayed due to inclement weather. A Salvation Army unit was on hand to provide services for those in need. The unit served food and drinks to those in need.

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Midway Confab

Paul Gascoigne, veteran Canadian showman, recently wound up a tour of Newfoundland where he surveyed prospects for the 56 ses.

Bert Davis, advance man for the Al Wagner Show, is back at his St. John's, N.S. home and will resume his winter job as an inspector of novelty stock. Davis has been with Colonial for close to 15 years.

Jack Lucero, old-time agent, writing from Mobile, Ala., that he had a successful season with his variety show on Al Wagner's Midway Show. After their tour in Mobile, Ala., Paul Price, engineer, and Jack Ball, widely known car repairman, are going to work coupon sales in Al Wagner's Midway Show and will work coupon sales in Al Wagner's Midway Show. During his many years in the business, he has been engaged with various shows.

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Showmen's League of America

Club Activities

Miami Showmen's Association
333 Gable St., Miami, FL
MIAMI, Nov. 8—President Leo Donnelly conducted the first regular meeting of the season in the newly elected officers. Among the officers are: President Leo Donnelly, first vice-president; Virginia Gamble, second vice-president; William Nissenbaum, treasurer; and Vivian Zemke, secretary.

Missouri Showmen's Association
4318 Chestnut St., St. Louis, MO
ST. LOUIS, Nov. 8—The meeting of the Missouri Showmen's Association was held at the Missouri Athletic Club. The roll call was taken and the minutes of the last meeting were read by Secretary T. Collins. The treasurer's report was also read and approved. The motion picture show was well attended and it was decided to continue the regular meetings on the second Thursday of each month.

Hot Springs Showmen's Association
DeSoto Hotel, Hot Springs, Ark.
Ladies' Auxiliary
HOT SPRINGS, Nov. 8—The meeting was held at the DeSoto Hotel. The committee on the bazaar was reported to be doing well. The committee on the charity dance also reported good progress. The committee on the annual convention was also reported to be doing well.

Heart of America Showmen's Club
1815 Broadway, Kansas City, Mo.
KANSAS CITY, Nov. 8—The second regular meeting of the season was held at the Heart of America Showmen's Club. The meeting was well attended and a good time was had by all.

WHAT DO YOU HAVE?
TELL WHAT I HAVE AND WANT
Already set up and ready to go in late Hour Park, Phoenix, Ariz., is a Trailo Tinker, complete, big top, tents, stage, lights, sound, and personnel. The show is set up for the World's Fair, which is scheduled to begin on the 1st of April. The show is run by the World's Fair Enterprises, which is a subsidiary of the World's Fair Company. The show is a hit with the public and is expected to do well.

GREATIER Aiken County Fair
11 DAYS—Aiken, S. C.—11 Nites
Tuesday, Nov. 8, through Saturday, Nov. 20
Home of the world's largest project

MARION GREATER SHOWS
Now booking clean Concessions of all kinds. Everything open. Show owners—What do you have to offer? Ride owners—What do you have to offer? All replies
MARION GREATER SHOWS, C. R. Poir

The Next Contracting
RIDES • SHOWS • CONCESSIONS
For our 1953 Season
C. P. O. Box 1498
Detroit 31, Michigan

Save on Brand Name

Anchors' Tent Pageant...

Concealed Bunting, Tent Bows, Poles, Photographer's equipment

Advertise in Canvas

ANCHOR SUPPLY CO., INC. 
INDIANAPOLIS, INDIANA

ROYAL EXPOSITION SHOW
EVERGLADES COLORED FAIR
Belle Glade, Florida, November 21 to 29 (8 Days)

Can use strictly legitimate Concessions of all kinds, one or two rides not conflicting and A-I Master, Show or Colored Rides with accompanying Concessionaire.能力不足，无法提供更详细的信息。

WILLIAM T. COLLINS SHOWS

NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR 1953 SEASON

Apply to MILLIE MILLER

WANTED
For Plant City 4-H Fair—Concessions working for stock Show. Will supply most of the stock and address Daytona Beach, Fla., this week then Belle Glade, Fla., above dates.

C. A. STEPHENS SHOWS
TEMPLE COMPANY, INC.

TEMPLE’S 1952-53 CATALOG
OF NATIONALLY ADVERTISED BRANDS
32 Pages + More Items + Greater Values
Typical TEMPLE SWEETHEART 4-Piece Dual Purpose Jewelry
Set Only
$2.50
End. Set
$2.95

PLACE YOUR ORDER NOW

BIBLE SALESMAEN BIG PROFIT $29.95

This is the belo-AD OF DECEMBER 1952

TEMPLE COMPANY, INC.

104 S. Broad St.
Philadelphia 2, Pa.

BIBLE DISTRIBUTORS
P. O. Box 1292, Dept. 811
Wellesley 1, Mass.

J. E. B. MURPHY

J. E. B. MURPHY

BIBLE COMPANY

TO ORDER CLASSIFIED OR DISPLAY-CLASSIFIED ADS
USE THIS HANDY FORM NOW

1 Copy or paste your copy is this space.

2 Check the location only where you want your ad placed:

[ ] Kinos, Sunday Schools
[ ] Religious Organizations
[ ] School Districts
[ ] Hospitals
[ ] Hotels
[ ] Sporting Events
[ ] Commercial Establishments
[ ] Medical Institutions
[ ] Churches
[ ] Churches
[ ] Car Dealerships
[ ] Phone Stores
[ ] Other:

[ ] END

3 Indicate the type of ad you wish:

[ ] REGULAR CLASSIFIED ADS—$1.00 per word

[ ] DISPLAY-CLASSIFIED ADS—$1.50 per word

[ ] END

4 Certify that your order is correct and enclosed payment is enclosed.

5 Please print all legibly in this block.

The Billboard
1214 Patterson St.
Cleveland 2, Ohio

Please insert the above ad in: .

Address: __________________________
City: __________________________  State: __________________________
Xmas Specials—Order Now!

3-PC. RHINESTONE SET

$39

A gorgeous 3-pc. rhinestone set. Pronged settings. Includes a beautiful 1-inch ring, an 11-inch clip, and a 11-inch pave bracelet. A very attractive Christmas item, also makes a lovely gift. Wear all day and night.

2-PC. RHINESTONE SET

$30

A lovely 2-pc. rhinestone set. Includes a 11-inch ring and an 11-inch pave bracelet. A perfect Christmas item, also makes a lovely gift. Wear all day and night.

Merchandise You Have Been Looking for

Sensational Values

Men's WATCH SET

$7.50

A complete watch set for men. Includes a watch, band, and belt. A perfect Christmas item, also makes a lovely gift. Wear all day and night.

COOK BROS.

Sell Finised Xmas Signs

CHAIRS

TIDES O STEEL OR WOOD

NEW MAGNETIZED BOXED SCREW

L. LOWY

SING US WEARABLES

CROSBY'S

Spectacular, Packages

COFFEE-TAP

BING CROSBY'S

Smoke 'Em Bomb

Gloom Chasers

BRD.
BUY DIRECT and SAVE
HEATH DEFIES COMPETITION!
3 PC. Hamilton GOLD-PLATED SETS!!!
(Satisfaction may be tested as to quality)
SATIN LINED GIFT BOXED
$1.00
ONLY
PER SET IN DOZEN LOBS
(Same Style as Ad.)
6 Entirely Different Styles
Send $1.00 for Sample of ALL 10 STYLES.
UNBELIEVABLE!
Hand-Painted coach-like of fine jeweled, 9K PASTE.
WRITE FOR BRAND NEW CATALOG
JUST OFF PRESS . . . FULL OF TERRIFIC
PROMOTION NUMBERS!
HEATH DISTRIBUTING CO.
3259 Vineville Ave.
Macon Co.
Phone 2-6955

3rd Annual
OUTDOOR
CONVENTION
NUMBER
Featuring the
CANYONEER OF FAIRY
SUPPLEMENT

Sells more
Of everything
That outdoor
showbusiness buys!
Reserve advertising space now—
or—far The Billboard prepares
solicited advertising copy and layout
for your approval. No obligation—
write or phone your nearest
Billboard office TODAY!

NOV. 19
New York
St. Louis
NOV. 24
Cincinnati
NOV. 29
Chicago

Elgin - Benrus - Bulova - Waltham

Ruffle - the "Tofeal"
Most Beautiful Than Brandos

HUNDREDS of NEW IMPORTED
and DOMESTIC NOVELTIES
Buy the RARE and EXCITING NOVELTIES no
one else has. Quality, features, or price

SELLS MORE
OF EVERYTHING
THAT OUTDOOR
SHOWBUSINESS BUYS!

At Liberty
ADVERTISEMENTS
Sc a Week
Minimum $1
Remittance in full must accompany
ads for publication in this column.
No charge accounts
Forms Close Thursday for the Following Week's Issue

BANOS & ORCHESTRAS
PARKS & FAIRS

MuSICANS
VAUDEVILLE ARTISTS

"BIG PROFITS!"
from the Complete
CHEWING GUM LINE!
Half of Standard Brand Prices!

AMERICAN CHEWING PRODUCTS

"Sensational
PROFIT SELLERS"
For Distributors-Salesmen-Wages

WRITE today for the complete
LUXURY LEATHER, WOOD, METAL
and PLASTIC GIFT ITEMS
FREE CATALOG

SERVING OUR CLIENTS AND INDUSTRY FOR OVER 50 YEARS

Give to the Runyon Cancer Fund


**Merchandise Topics**

**Sensational Close-Outs!**

**Sterling Silver DOG CHAIN**

- **IDENTIFICATION-TAG CHAIN**
- **SERVICE MEN**

**From All Around**

Jumbo rubber horses that inflate to 15 inches, have detachable saddle and come on full color are offered at the pitch and conversion trade by Eastern & Western, Baltimore. The firm has priced the item at $4.00 a dozen. It also offers dangling zebras at $2.50 a dozen. The latter come in assorted colors, have elastic cords and rolling button eyes.

*Rival Flag & Banner Company, Roslyn, N.Y.* offers salesmen to contact the firm for its catalog and full information concerning a new Christmas holiday line.

**Wisconsin Del-Luna Company, Milwaukee** has introduced two premium clock specials—the klen clock and the bowling pin electronic mantel clock. The former, an electric wall or mantle item, sells at the 50c price in lots of six and features Hansen synchronous self-starting movement and motor, fully guaranteed; phosphor-ewe, which have no ill effects on numbers which glow in the dark, and snarling swinging tail. The bowling styled clock offers self-starting movement with sweep second hand, chrome handles, mahogany finished wood base, and ornamental bowling pins in natural wood finish set in base on other side of clock and approved plastic cord and plug.

**MERCHANDISE**

**Sensational! New . . . JUNIOR COWBOY PONY**

Decorated with guns and saddle—in full color. This Rocking Pony is wonderful fun. He rooks, bounces and "speaks" as you rode him. Pull the reins and hear him whinny. So strong, it will support a 50 lb. man. Tough, Flexi-Shell. Rocking Ponies is made of the finest quality, extra-heavy Vitrification, electronically sealed for durability. GUARANTEED TO TAKE HAND WEAR AND TEAR. Suitable for all kids from 1 to 10 years old. NEVER BEFORE HAVE WE OFFERED SUCH SENSATIONAL VALUE!

**NOVEL MFG. CO., DEPT. BB**

3 Bleeker St., New York 12, New York

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**OUR LOWEST PRICE**

- Quality, Average to Service men, with coupon on p. 73.
- Sterling Silver DOG CHAIN, 24th week.
- Per Dozen Only $9.
- PER GROSS ONLY $2.50.
- STERLING JEWELERS Are Your Best Investment.

**(Send for New Catalog)**

---

**NEW YEAR party supplies**

- **MAGNIFICENT BRACELET**
- **NATIONAL DIST. CO.**
- 212 COLUMBUS AVE.
- CHICAGO 10, ILL.

---

**NEW YEAR party supplies**

- **KIPP BROTHERS**
- Wholesale Prices for Retailers and Jobbers
- 54, 42 SOUTH ABBOTT ST.
- CHICAGO 5, ILL.

---

**MAKE MONEY**

With Willen's FANTASY TIP BOOKS

For Games, Tip Books, Book Bets

Dare to Bet on TIP BOOKS, 75c, 1.50-

Kidd Elbow Deals, Suicides.

Write for booklet. Ask for your brochure.

- **Winzer Sales Co., Inc.**
- 113 E. Wabash St., Marshall Field.

---

**FREE CATALOG**

 Canton, Ohio, C. A. C., for new catalog.

---

**NEW CATALOG**

Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc.

WRITE FOR CATALOG. State Source. Catalogs not sent as individuals.

---

**HUSTLER'S & JOHNS' ATTENTION!**

ATTENTION!

- **HUSTLER'S & JOHNS'**
- 210 W. 27TH ST.
- NEW YORK 1, N. Y.
Pipes for Pitchmen

By WILLIAM BAKER

HENRY W. VARNER

Pie detective says that the weather there has been pretty cold. He says that most of the other workers are in the South. He feels that what has become of Sam Goldstein.

Create your own opportunities and you are good in any profession.

"If Pitchmen" will write some pipes we'd all be able to read more pipes," adds Big Al Wilson of Dohan, Ala. "So, let's go." To an old friend, "And we're still making ours in Atlanta territory reported good business.

FRANK EARLE

Still in North Carolina, with Raleigh being his base of operations.

FORMER PITCHMAN, now in half a successful merchant in Atlanta where he operates a furniture store.

"I told you he was all over for most of us," says Still Working.

W. G. "Bud" Wepener, Ga., on the road is Billie Martin, who is reporting good progress in the long green campaign for the efforts.

The McCrory store in Reading, Pa., has the new w. N. M. A. shop-piece set for $175, according to a press release, giving the large plastic statue, gold plated, of the shop name, the name and "Good business with the Best."
BLATT PREZ
Miami Group Holds Annual Election Meet

MIAMI, Nov. 8.—Election of officers took place at the monthly meeting of the Amusement Maintenance Dealers Association at the El Comedora Hotel October 15.

Willy Blatt's re-election as president was almost a foregone conclusion when he was nominated as such by both himself and his predecessor. Nevertheless, the membership showed up and, as is the custom, held the election in another room. Keith Nelson, secretary-treasurer, got the vote too, but he was out of town. Only those present were asked to vote. Nearly a dozen members had been approached by the president, vice-president and a full battle had been fought, but when the membership gathered Thursday, the membership was shocked to learn that Al Soker was then elected both president and vice-president.

Sekel's Contest
The only spirited contest developed in the fight against the board of directors, who were re-elected with the exception of the following: Frank Hagen, Eddie Peterson, Harry Zurak, Stanley Morgan and Harry Zimmah, Marv Hurwitz and Al Soker were re-elected as assistant directors. Local distributors were given the right to have a representative present at all meetings of the board of directors and to participate in discussion, but they will not be permitted to vote on any matters decided before the board.

The Miami committee voted to ratify the revised convention and bylaws.

Plans were reported progress on the 8th annual banquet and dance to be held February 27 at the Million Dollar Hotel, Miami Beach. Entertainment will be provided by a committee headed by Joe Mannie.

Green Pitches Rocket Ship to New Prospects
NEW YORK, Nov. 8.—Competition for the high rocket ride business in New York is increasing, according to local distributors.

With the sale of 34 new and 23 second-hand models, a total of 57 having been sold by distributors in the United States, the Rocket Ship Co. of Green, of American Vending, is making big plays in the market. The company is not in the trade, but the credit for this form could be attributed to operators.

HURVICH KEYS ALA. UJA DRIVE
BIRMINGHAM, Nov. 8.—Coin machine operators and distributors got another boost here in the opening of the local United Jewish Appeal fund drive Sunday (2). It was opened by the 30 persons of Birmingham Vending Company, who is a UJA president here.

A feature of the launch of the drive was a meeting Monday (3) night at which George J. Reid, star of stage, screen, radio and television, discussed the importance of UPA this year.

BOOTH SPACE SOLD OUT
NAAPPB Coinmen Interest Spurred By New Equipment
CHICAGO, Nov. 8.—Based on the exhibit space that will be available, the Annual Coin Operators National Association of Merchants annual convention appears certain to be the biggest ever. The show opens at the Hotel Sherman November 29 and runs through December 2. Twenty-five-two dealers will display equipment and supplies for coin machine operators and if space were available, it would be exhibiting more.

The convention is scheduled to be the biggest ever. Nearly as much as a dozen coinmen have already enrolled as the president, and more are expected to tour the exhibit space.
D.C. Operators Vow Co-Operation In Sanitation Drive

First Inspection Brings Charges Against 3 Firms; Mull Standards

WASHINGTON-Nov. 8-Vending machines operated in the District of Columbia area have taken another blow as a result of an effort to cooperate with the D.C. operators in the enforcement of sanitation laws. The first inspection of vending machines in the area by the department turned up some unsanitary conditions.

Three firms were charged with unsanitary conditions and the inspector has the option of closing the business.

COIN-CLEANING

New Valateria Route Formed in Motor City

DETROIT-Nov. 8-The Valateria, a coin-operated cleaning service, has been established under the name Clean-Mat by Milton Pearson, president of the company. The service is for the benefit of motorists and will be available to all those who are away from home for a period of time.

The Clean-Mat phone is located in the motor city, enabling the customer to place garments in a service area at any time. It has a direct wire to the central operation center, where the customer leaves directions for garment cleaning and arranges for pickup at an agreed time.

The price level is set at 50 cents per machine, and the rental rate is 10 cents per machine. There are no extra charges for the service.

CIG TALK

Oregon Volers Cig Tax

PORTLAND, Ore., Nov. 8—At general election this week voters approved a cigarette tax of 4 cents per pack for the first time in the state. The tax will be collected at the point of sale and will be used to finance state and homeland defense programs.

The tax was not a popular one among the voters, as evidenced by the large number who voted against it. However, the tax is expected to bring in substantial revenue for the state.

Despite the opposition, the tax has been approved and will go into effect immediately.

NAMA-Post Exchange Agree On Vending Operation Set-Up

"Reverse-Type" Contract Out; Ops, PX's Figure Deals; Sales Tax Problem

BY AARON STERNFELD

NEW YORK-Nov. 8—Army and Air Force vending machine operators and National Automatic Merchandising Association officials have agreed on a "reverse-type" contract for vending machines. The contract will be effective to June 30, 1956.

The contract was signed by Dr. Daniel L. Schenck, D.C., president of the NAMA, and Major Y. B. Curtis, Air Force representative. The contract covers vending machines and equipment.

The NAMA officials have also agreed to take over the operation of vending machines in the continental United States.

Per-Carton Price Boost Won't Hurt, May Aid Ops

NEW YORK-Nov. 8—Continuance among cigarette vending operators is that the new Office of Price Stabilization ruling boosting the price of cigarette by 10 cents per carton will not hurt, and may even help them.

The prices were increased by several cents per carton, making it impossible to return the price increase to the customer.

This decision was made by the National Cigarette Operators Association, which said it was necessary in order to maintain a competitive position.

The price increase was made necessary by the recent ruling of the Office of Price Stabilization, which increased the price of cigarettes by 10 cents per carton.

Rowe's Pasty Vendor Set for Jan. 1 Delivery

NEW YORK-Nov. 8—Officials of Rowe Manufacturing Company, which is responsible for setting up vending machines, have announced that the company will begin delivering machines to vendors on Jan. 1.

The company has ordered 10,000 machines, which will be delivered to vendors in the first quarter of the year. This will bring the total number of vending machines in the country to 30,000.

Florida Citrus Trucks With Jewelry Sales, Combine Fun With Profit

FLORIDA CITRUS TRUCKS ROADSHOW TELLS PUBLIC ORANGE JUICE TASTES JUST AS GOOD FROM VENDOR

NEW YORK-Nov. 8—Florida Citrus trucks, traveling trio or "the Florida Citrus trucks," have been on the road for the past three weeks, demonstrating the fun and profit of vending machines. The trucks have been visiting schools, churches, and other locations in the state, as well as the surrounding areas.

The trucks have been greeted with enthusiasm, as they combine fun with profit. The trucks are equipped with a juicer, which allows them to produce fresh-squeezed juice on demand.

This year's Florida Citrus truck, named the "Florida Citrus Express," is being driven by a team of two operators. The trucks are staffed by a team of three operators, who work together to ensure a smooth operation.

The trucks are scheduled to visit schools, churches, and other locations in the state until January 15. The schedule is as follows:

- Schools: Monday through Friday, 9 a.m. to 4 p.m.
- Churches: Saturday, 9 a.m. to 4 p.m.
- Other locations: Tuesday, 9 a.m. to 4 p.m.

The trucks are equipped with a juicer, which allows them to produce fresh-squeezed juice on demand. This truck is being driven by two operators and a team of three operators, who work together to ensure a smooth operation.

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Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Tree Nut Outlook

Production increases over 1952 for almonds and walnuts, due to a larger crop of both these nuts and of pecans and walnuts. Production of pecans is expected to be lower in 1953. Almonds and walnuts will be in higher demand in 1953, due to a larger crop of both these nuts and of pecans and walnuts. Production of pecans is expected to be lower in 1953.

Delicious and square, the freely available supply of almonds and walnuts will enable manufacturers to produce a variety of new products. This will result in a stronger demand for both almonds and walnuts, due to a larger crop of both these nuts and of pecans and walnuts. Production of pecans is expected to be lower in 1953.

SUGAR

Gulf Coast production of sugar is expected to be lower in 1953. This will result in a stronger demand for sugar, due to a larger crop of both these nuts and of pecans and walnuts. Production of pecans is expected to be lower in 1953.

Juice-Drinks Boost Prices

NEW YORK, Nov. 8—Prices increased on juice-Drinks, Inc., and its subsidiary, the Ohio Vegetable Juice Company, to cover increased costs. The increased prices are expected to result in a stronger demand for juice-Drinks, due to a larger crop of both these nuts and of pecans and walnuts. Production of pecans is expected to be lower in 1953.

Milled Peanuts Up

Milled peanuts increased in September, 1952, due to increased demand for peanuts, due to a larger crop of both these nuts and of pecans and walnuts. Production of pecans is expected to be lower in 1953.

Leaf, Sugar Imports

Sugar imports from the Philippines at the end of September, reached 1,960,906.9 pounds, due to increased demand for peanuts, due to a larger crop of both these nuts and of pecans and walnuts. Production of pecans is expected to be lower in 1953.

OPS Grants 9% Hike

The Office of Price Stabilization has granted a 9% increase in prices for the Ohio Vegetable Juice Company, to cover increased costs. This will result in a stronger demand for juice-Drinks, due to a larger crop of both these nuts and of pecans and walnuts. Production of pecans is expected to be lower in 1953.

3 Net Income Reports

New York, Nov. 8—Lilly-White Corporation reported a net income of $12,000,000 for the first nine months this year, compared with $10,000,000 for the same period last year.
Frees paid that this point will be taken into consideration by the PX's when they are negotiating their contracts.

Negotiations have been going on for nearly two months between the NAMA's Military Liaison Committee, headed by Charles Brinkman, vice-president, Rowe Manufacturing Company, and personnel of the Army and Air Force Exchange Service Department. The United States. In fact, the research officers obtained desired information from various operators, and time is now available for the Exchange Service to clarify certain points.

Spalding thanks given to the Military Liaison Committee. Samuel R. Herr, New York general manager, NAMA president, and Cas Draper, executive secretary, together with chairman of the military committee and key personnel of the Exchange Service.

General White wrote the following letter to Gallarneau:

"This letter is to inform all of the PX's that all operators who have Army and Air Force Exchange Service contracts will eventually be using the same conditions. This is a simple type contract. Only the basic cannot be changed, and the terms and conditions of the contract will depend on the conditions in each particular PX. AR

He explained that the Exchange Service has had certain negotiations, which are flexible, depending on conditions in each particular PX. He added:

"I am impressed by your frank and sincere presentation of your problem, and my own action has been motivated by a desire to provide a fair and equitable contract for you and other PX operators who serve with our installations. Frankly, all negotiations are still with high-level officials, and therefore may not always be clear to officials of those agencies."

He emphasized that the Exchange Service has no plan for buying any vending machines, other than the two test operations needed for automatic vending. These machines are at Lackland Air Force Base, San Antonio, and Fort Bragg, N.C., and are for experimental purposes.

General White paid tribute to the Billboard's coverage of the negotiations with the following statement:

"I want to thank you for the fair and accurate story which appeared in the Billboard of the 11th issue of the Exchange Service. It is unfortunate that the PX operators are not given an opportunity to familiarize themselves with the problems of PX operators.

C. Operators

Continued from page 47

In addition, the PX operators' experience with other PX operators included in the PX, the PX operators themselves, and the PX operators' representatives. The PX operators should be consulted by PX operators before the PX operators are consulted by PX operators.

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BABY GRAND and CHLORO TREETS

Victor's Products Mean Operator's Profits

CHLORO TREETS...A delicious, high-quality Chewing Gum...Featuring that Sensational Health-Giving CHLOROPHYLL.

2 for 5c 250 COUNT
Capacity: 5½ pounds. $6.25

Baby Grand also vends CHLORO TREETS...
330 Count—or CHICLE TREETS 6 colors, 6 flavors...

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or Write Today.

VICTOR VENDING CORP.

5707-13 W. GRAND
CHICAGO 39, ILLINOIS
Vending Machines

Citrus Mutual Reports Juice Plan Progress

LAKELAND, Fla., Nov. 8—Florida Citrus Mutual announced this week that the $2,000,000 for the dispenser program, approved by its board of directors at a meeting in December, will be borrowed from the Florida National bank.

A special FCM board will be appointed to work out details for operators of approved dispensing and vending equipment. The board will screen applicants for the dispenser-vendor tags and will approve or reject locations for the equipment.

Robert W. Rutledge, Mutual's general manager, said that the entire cost of the dispenser-vendor program would be $2,500,000,000, and that the cost of the dispenser-vendor program would be $2,500,000,000.

Rutledge said that the FCM dispenser-vendor program had been changed from the original proposal of adding manufacturers of juice dispensing equipment to that of direct equipment-purchasing aid.

Rove to Honor Vet Employees

NEW YORK, Nov. 8—Employees of Rowe Manufacturing Company with five or more years service, will be honored November 21 at the Belmont Hotel, said President Charles Brinkman.

The occasion will be the annual dinner of the Rowe Service Club, Employees will be awarded service pins.

Schutter Candy Names Cadys, Ad Mgr

CHICAGO, Nov. 8–Smith H. Cadys, was appointed sales manager and advertising manager of Schutter Candy Company this week. Cadys was manager of national advertising manager of the American Furniture Mart here.

From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely designed-everything, prestige built ALL-PURPOSE VENDOR

Vends CHOCOLATE GLUE—all sizes made

Polished, easy-to-clear merchandise store

Temperature, humidity and product quality maintained

Guaranteed mechanically—weight loss less than 7 lbs.

NEW!

SILVER STREAK

HIGH QUALITY 32 BALL JUicer/WELL"
Rowe's Pastry

- Continued from page 87

same cabinet as the candy merchandiser and will come in the same standard green finish. The delivery principle will be the same as on the candy merchandiser, but it will have four columns instead of seven, with 15 shelves per column.

Jack Mill, the firm's vice-president, said that Rowe had redesigned a machine in a grocery store in the past, but that because pastry is an extremely perishable commodity, a larger capacity machine might tempt the operator to use it too fast and develop the wrong idea about the efficiency of this particular machine, due to the number of units involved. There is ample space for this type of machine. While the first of the units is going to the largest purchaser, the full model will be built for this type of machine, plus $21.50 for the stand and $7.50 each according to machine.

This machine will replace items 10 and 15 cents.

Advanced Coffee Promotion

- Continued from page 87

150-

JO-LO PERFUMATIC

Your Net Profit More With

150-

JO-LO PERFUMATIC

-16

23 Stevens Ave. Jersey City 6, N. J. Phone 4-6890

yes, your net profit on each complete Jo-Lo Perfumatic refill is approximately $284.00, on a product cost of around $16.50. Amazing.-Yes. And there are thousands of locations around the country where you can get good selling action on this wonderful vendor. We have units in even one location! 1,000 "Perfumatic" sales were made in less than 2 weeks.

Here is a variable sales device, and 20 popular new brand cologne labels to please the tastes of all women in all localities.

For the Finest Vending Machines Always Buy VICTOR

TOPS IN VENDING VICTOR TOPPERS

We carry a complete stock of Vending Machines, Parts and Supplies, and offer the most complete line of vending machines, parts and supplies. Just ask us for a quote.

JO-LO Perfection

For the Highest Vending Machines Always Buy VICTOR

VICTOR'S Touchline Globetype

VICTOR'S Upper Deluxe Full Cabinet Model

VICTOR'S Baby Grand

For the Finest Vending Machines Always Buy VICTOR

Make more money in vending!

18 inch - $12.00 each
24 inch - $12.00 each
30 inch - $12.00 each
60 inch - $12.00 each
100 or more...

All the news of your industry every week in The Billboard...

SWEETENED NATURAL FRUIT JUICE

Champ Ball Gum

need for more information...

50 cents (100)

with your own company name...in...in...in...in...in...

The Billboard, 2300 Baltimore St., Cincinnati 12, Ohio
The Billboard, 4707 Illinois Bivd., Chicago, Ill.

PARKWAY MACHINE CORP.

175 Ensor Street

Baltimore 2, Maryland

CIGARETTE MACHINE

New coin-operated dream machine

Silver Peanut Model - Prices below include

Unconditionally Guaranteed

Maintenance, Repair and Cleaning

Every 90 days for 18 months.

Description: 50-cent Peanut Cigarette Machines. All parts are made of top grade materials. All parts are absolutely guaranteed to remain sharp and in perfect working condition for 18 months, or money back. Machines have been completely designed and built for the purpose of giving the operator the absolute safest, highest quality, and most profitable cigarette machine now on the market.

Dimensions: 20 x 12 x 20 inches. 50 cent size. 18 months guarantee against dulling of cigar portion. Double-90 day guarantee. Includes all parts necessary to start up machine.

Orders must be prepaid.

The Rolling Stones

The Rolling Stones

For the highest vending machines always buy VICTOR.
WHERE OPERATORS LIVE WHO REPLIED TO SURVEY

CHICAGO, Nov. 6.—Elsewhere on this page is the first of a series on the industry's decision with written contracts and agreements between music operators and their locations.

During this series, The Billboard mailed a questionnaire to 600 of the nation's music operators. Of this group, 412 returned questionnaires by deadline. These were representative of the nation as a whole as a breakdown of the names showed. Here are the territories from which questionnaires were returned. The percentage total returns are shown in parentheses: Middle West 15%, East 5%, South 10%, Northwest 27%, Southwest 31%, and Midwest 32%.

A further indication of the sample's representation was obtained by a breakdown of the responses according to the population of the responding operators' lives. The breakdown disclosed the same general area community breakdowns. Here again a breakdown of the response showed the percentage of replies according to population of the operator's life.

OPERATORS IN DILIS OF 50,000 POPULATION 34% OPERATORS IN CITIES OF 50,000 OR MORE 25%

MOA, OPEP Meeting Seeks Nation-Wide OK for Dime Play

Miller in Washington 'Hopeful' Of End to Long Fight for Relief

WASHINGTON, Nov. 2.—Music operators and their representatives will meet next week with officials of the Grand Opera Association in an effort to obtain nation-wide decontrol of music business, thus placing the way for permanent resolution of the issues. George A. Miller, president of MOA, and Oliver E. Wood, treasurer, will arrive in Washington next week to talk in a last-minute effort to settle the dispute.

Dawood informed Miller that OPEP could not change the status of particular sections or States but would consider granting the nation if operators applied for such consideration.

Hopeful of disposing of the question of decontrol at the meeting, Dawood said that he is keeping the situation. Miller in Chicago will be represented by his counsel. Miller and Wood informed Dawood that OPEP cannot control the status of particular sections or States but would consider granting the nation if the request is made.

Billing Predicts' Futures With' Best Buys'

200 Juke Box Ops Try Hand With Ad Copy

GRAND RAPIDS, Mich., Nov. 6.—A 200-record test in a local music store promoting the use of a jingle ad to promote records has been successful, according to an announcement from Grand Rapids Billboards, the advertising agency of the Phonograph Industry Association. The tests are expected to be expanded to other country and Western discs and to the rhythm and blues field for the first time. These tests have included use of Western Cowboy music. Each of these three tests will feature a weekly boxed spot ad to be played for the first time on any of the Los Angeles stations. The tests are expected to be expanded to include 50 stations in the country.

A study of the Billboard Popularity Chart will indicate other changes that have been made in statistical reporting on record sales. The three popular record charts are those that have been expanded to include 50 stations in the country.

The type faces used throughout the Billboard are based on the graph of popularity of the jingles used. The charts are designed to increase readability and to suit the needs of the various publications. The charts are reprinted in newspapers and magazines.

Wax Hits, Rolling Stone, Hits for the first time, and Hit Parade are used in the most recent issue. The Billboard is published weekly.

This Week and Every Week, follow—

THE WEEK'S BEST BUYS

The Billboard's Revolutionary New Record Buying Guide for JUKE BOX OPERATORS—DEALERS DISK JOCKEYS

See Page 51, This Issue
Rock-Ola Gets
Set for Shows
In 50 Cities

CHICAGO, Nov. 1—The Rock-
Ola Manufacturing Company was
preparing this week for the
second set of international Rock-
Ola Day showings of the Free-
ball 120 selection phono graph. The
showings were held Wed-
nesday, November 22.

J. Raymond Durrell, executive
vice-president and sales man-
ger of the firm, was on the West
Coast, preparing contracts for
distributor and dealerships in
the area.

Rock-Ola will stage second
showings in 50 additional terri-
itories here and in Latin America.
Workshops, designed to acquaint
distributor and dealer with the
box, will be held prior to the
November 23 showings.

Coinmen You Know

Washington

Southern Wisconsin, local
Victor records distributor, is
pleased with dealer reception
of their EP's. Sales are increasing,
says Jim Behrens... Sid Loten-
berg, head of Westway Vending,
reports coffee sales up. Loten-
berg adds that the volume sales
have hit an unexpected new level.
But that cigarette sales are not
looking up. Lotenberg plans to ex-
pend in the near future.

Vital Statistics

Marriages

Ephraim Maurice Sparrow,
for many years in the cigarette
vending machine business in
Bergen, N.J., and Mrs.
Mary E. Sparrow, married No-
ember 2 in that city.

Cleavage Seen
On New Version
Of Juke Bill

• Continued from page 28

Make-up of the copyright sub-
committee in the next House
Judiciary Committee will be
undetermined until after the new
committees are organized by the
Stephen E. Twall, of III., was
picked by the committee.

On the Senate side, it is ex-
pected that more again the upper
chamber will lead the House
this time in deliberating on
any new legislation on this sub-
topic. The Senate, however, will
have exclusive authority over the
proposed model copyright draft
by the National Commission.

The proposed model does
not contain any provision to ex-
clude copyright coverage to juke
boxes, but it leaves the door al-
ways open for any possible new
action in a class which authorizes
the creation of an international
commission to study this question.

The model part will be con-
cluded by the Senate Foreign Rela-
tions Committee which is not ex-
pected to take the action neces-
sary to make the legislation
because of the press of other
business activity pending.

Info in Other Departments

Among the stories of general interest to the music industry
during the week in the Billboard are:

POLICY DISK SCORER

This past week's edition of the
music trade paper was devoted
almost entirely to the subject of
copyright and the music indus-
tory's efforts to combat piracy.

An editorial was devoted to the
subject of copyright and the
music industry's efforts to com-
cat piracy. The paper also con-	ained a feature on the new
policy disk scorer, which is de-
signed to help music sellers
identify pirated records.

MUSIC SYS-TEMS, INC.

DISTRIBUTORS:

1481 S. E. 17th Street,
1466 S. E. 17th Street,
1496 S. E. 17th Street,
1500 S. E. 17th Street,
1506 S. E. 17th Street,
1512 S. E. 17th Street,
1518 S. E. 17th Street,
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1914 S. E. 17th Street,
1920 S. E. 17th Street,
1926 S. E. 17th Street,
1932 S. E. 17th Street,
1938 S. E. 17th Street,
Easy
Understood by young and old alike. No waiting, location's time for instructions.

Positive
Avoids confusion, complaint, and patron embarrassment.

Convenient
Just read the title and press the button. Nothing to remember.

Fast
Cuts browsing time. Next patron moves up to the box faster. Sells more music, makes more money.

AMI Incorporated
General Offices and Factory: 1560 Union Avenue, S. E., Grand Rapids 2, Michigan

**Last chance for big prizes in AMI's "Write-an-Ad" Contest!**
Rush your ads to us NOW! Entries must be postmarked not later than November 15, 1952
Jukebox: Coinmen You Know

900 Attend N.Y. Op Fete at Commodore

NEW YORK, Nov. 8- More than 900 coin operators attended the jule box and record industry convention held at the Commodore Hotel Saturday (11) in marked celebration of the 15th anniversary of the Automatic Music Operators' Association of New York City. Program was patterned after similar events in past years with the stress almost entirely on entertainment and good fellowship.

This time, however, departing from precedent, there was a slight bit of speech-making, and the mood was definitely subdued as the main business of the meeting was to choose a new president. As an organization that had a small membership and a high degree of formality, AMOA could perhaps be described as the one to watch with some small degree of formality.

Review Growth

President Albert B. Denver and Commodore Hotel are proud to announce that the recent concerts of the Automatic Music Operators' Association of New York City, will be attended by all members in person or in absentia on Thursday night, November 11th.

CINEMATOGRAPHERS

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The number of people attending the convention was quite large, and the caves were filled to capacity. The program was patterned after previous years, with entertainment being the main feature. The keynote address was delivered by President Denver, who outlined the progress made by the organization in the past year and expressed confidence in its future.

The convention opened with a welcome address by the Commodore Hotel management, followed by President Denver's keynote address. The day was divided into sessions, with each session focusing on a different aspect of the juke box industry. The topics covered included the latest developments in juke box technology, the role of the juke box in the music industry, and the future of the juke box industry.

The afternoon session featured a panel discussion on the impact of the juke box industry on the local economy. The panelists, consisting of juke box operators, business owners, and government officials, shared their insights on how the juke box industry has contributed to the local economy.

The final session of the day was dedicated to the presentation of awards. Awards were given to outstanding individuals and organizations in the juke box industry. The awards were presented by President Denver and the Commodore Hotel management.

The convention concluded with a dinner and dance, providing an opportunity for attendees to socialize and network. The evening was highlighted by a live performance by a local band.

The convention was a great success, with attendees expressing satisfaction with the program and the level of engagement. The event was covered by local media, and the coverage helped to raise awareness of the juke box industry and its contributions to the local economy.

The next convention is scheduled for November 11th, and President Denver and the Commodore Hotel management are already planning for an even more successful event. They are encouraging all members to attend and participate in the convention.

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Push one button under number selected...
and out comes your tune!

One Button Choice for 120 Selections
Multiplies Plays over and over again!

Discover the Rock-Ola Fire Ball for Yourself at any of these showrooms

**EASTERN**
MUSIC & TELEVISION CORP.
1119 Commonwealth Avenue
Boston 19, Massachusetts

S & K DISTRIBUTING CO.
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC.
1200 North Ave., Elizabeth, New Jersey

**SOUTHERN**
A. M. & F. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana

COIN AUTOMATIC MUSIC CO.
241 W. Main St., Johnson City, Tennessee

FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S.E., Atlanta, Ga.

S. & S. SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee

SOUTHERN MUSIC CORPORATION
2630 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST., CO.
415 Margate St., Jacksonville 6, Florida

WERTZ MUSIC SUPPLY CO.
1013 E. Cory St., Richmond 20, Virginia

**MIDWEST**
BRILLIANT MUSIC COMPANY

**ROCK-OLA MANUFACTURING CORP.**
800 NORTH KEDZIE AVENUE
CHICAGO 21, ILLINOIS

**DISTRIBUTORS**

CALDERON DISTRIBUTING
50 Massachusetts Ave., Indianapolis, Ind.

DIXON DISTRIBUTORS
3908 Southern Blvd., Youngstown, Ohio

IDEAL NOVELTY COMPANY
2623 Locust Street, St. Louis 3, Missouri

LA BLAU NOVELTY SALES CO.
1945 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
4633 Payne Avenue, Cleveland, Ohio

B. D. LAZAR COMPANY
1033 Fifth Avenue, Pittsburgh 19, Penn.

UNITEC DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.

**SOUTHWEST**
BOYLE AMUSEMENT COMPANY
122 North West Third
Oklahoma City, Oklahoma

AUTOMATIC MUSIC CO.
1401 E. First Street, Tulsa, Oklahoma

PAUL W. HAWKINS
329 East 7th Street, Tucson, Arizona

MODERN DISTRUBITING CO.
3202 Tejon Street, Denver 11, Colorado

DAN STEWART COMPANY, INC.
140 E. Second, South, Salt Lake City, Utah

UNITEC AMUSEMENT CO.
444 N. Main St., San Antonio, Texas

MODEL 1436
Calendar for Coinmen

November 15—Music Operators of Northern Illinois, monthly meeting place to be announced.

November 17—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Balbro Restaurant, Moline.

November 22—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Bellow Restaurant, Baltimore.

November 23—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Bellow Restaurant, Moline.

November 24—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Bellow Restaurant, Baltimore.

November 25—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Bellow Restaurant, Moline.

November 26—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Bellow Restaurant, Baltimore.

November 27—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Bellow Restaurant, Moline.

November 28—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Bellow Restaurant, Baltimore.

November 29—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Bellow Restaurant, Moline.

November 30—Coin Operators of Southern Illinois, semi-monthly meeting, Mandel-Bellow Restaurant, Baltimore.

Commen You Know

- Continued from page 56
- of 19-day motor tour to
- Park Rapids, Minn. The
- operation reportedly had 54
- machines and games in
- Minnesota's restaurants
- this month. An additional
- 10 days of this tour will
- be spent in Wisconsin
- next week.

James Jeffrey, owner of Jeff's
- Music Operators, is back from
- his tour to the West Coast
- listing for the purchase of about
- 30 machines. He also
- purchased a new Chevrolet
- half-ton truck for his business.

A. O. Same, operator of
- South Park Music Co.,
- bought a new model
- truck at the Annual
- Convention in Chicago.

Joseph J. Brindisi, operator of
- the Brilliant Music Company,
- has purchased a new
- model truck for his business.

A. O. Same, operator of
- South Park Music Co.,
- bought a new model
- truck at the Annual
- Convention in Chicago.

Death of two coinmen in recent
- weeks followed the industry
- closely. They operated
- locations in the Northeast area
- and were expected to have
- the big crowds expected to jam
- the theaters and arcades in time
- for the 1951 Christmas.

Milwaukee
- A poll of coinmen in the
- election day was
- occupied with the election
- results. The poll was taken
- at the annual meeting of
- the Coinmen's Association,
- which was held in the
- Milwaukee Athletic Club.
- The poll showed that
- 75% of the members
- were in favor of
- the resolution which
- would limit the number
- of machines in any one
- location to 50.

Matt Schuster's new location
- on the north side of the city
- has been a success. The
- location has been
- occupied for the past
- 6 weeks and has
- been doing a
- steady business.

Frank Basta, owner of
- the Sparse Sales Co.,
- has purchased a new
- model truck for his
- business.

The H. B. Sales Co.,
- operator of the
- Music Operators,
- has purchased a new
- model truck for his
- business.

Chicago Coin Machine Company
- operator of the
- Music Operators,
- has purchased a new
- model truck for his
- business.

Los Angeles, Calif., operator of
- the Music Operators,
- has purchased a new
- model truck for his
- business.

The 1951 Christmas season
- is expected to be a
- successful one for
- the coinmen. The
- weather is
- expected to be
- favorable and
- the holidays
- will attract a
- large crowd.

Indianapolis
- The Indianapolis Coin
- Company, Inc.,
- reports that the
- Chicago Coin Machine
- Company has
- made a
- successful
- move into
- the Indiana market.
- The company
- reports that
- the move
- will be
- successful.

The coinmen are
- expected to
- have a
- successful
- Christmas season.

Brownsville, Texas, operator of
- the Music Operators,
- has purchased a new
- model truck for his
- business.

The coinmen are
- expected to
- have a
- successful
- Christmas season.

Los Angeles, Calif., operator of
- the Music Operators,
- has purchased a new
- model truck for his
- business.

Santa Monica, Calif., operator of
- the Music Operators,
- has purchased a new
- model truck for his
- business.

The coinmen are
- expected to
- have a
- successful
- Christmas season.

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- the Music Operators,
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The coinmen are
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- successful
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Coomen You Know

Continued from page 12

Mrs. C. C. Coonwine, who operates the Hoosier Cigarette Service, fell and broke her right arm in several places.

Teresa Takemoto is the new secretary at the American Automate
ing Vending Company. She was chosen particularly in the mental judge field.

The Machine Company is in data in the bridal
game business Mrs. Lottie
Brennan maintains a complete repair service
for Chicago Coin's Bowl-O-Rama.

New York

Reports that Nat Lerner has sold his route are greatly ex
gaggerated. But not only has he sold his route, but he says that business is so good that he doesn't even contemplate selling.

Lou Boczar, Union Automatic, Music, is in the hospital. He has had a kidney operation.

Morris Gilford has gone into the large store supply business with his son-in-law. However, he will still retain his route. William Kaiser, New York Automatic Mu
sic, and Lee Boyd are going down their routes.

Tom Bellance, Marie Urban Music, threw a party for the boy. The occasion was the store's first anniversary.

Mike Chance has just organiz
ed the Jem Vending Service, Inc., at 2313 7th Street, Brooklyn. He will act as a machine sales, specialising in re
conditioned cigarette and candy
vending machines.

Marvin Tannen has been released from the hospital where he under
took a successful tumor opera

Dave Sarns, of Second Distribu

tion, has operated a mail order business named Nat Cohn, at Cost Sales, Inc., 242 W. 23rd St., New York, N. Y., Mrs.

Gentile Cuber, B. I. C. Ra
partment, 303-20 W. 41st St., New York, Mrs.

James Batle, Brooklyn, Mike Maloney, Walden, N. Y., and Tom Goble,

Hudson Valley Amusement, Ben

son, N. Y.

Morris Rood, Runyon Sales, is making a large contact in the Spanish
route is a talking at Rutgers Uni

city. Can't get down on
to the west end of town and visit friends in Syrac

Syracuse. Mary Kaye, Atlantic

New York Corporation, says that the dealers have been so active that it's almost like a new year in February.

New York

United Machine Play is making a large contact in the Spanish
route is a talking at Rutgers Uni

city. Can't get down on
to the west end of town and visit friends in Syrac

Syracuse. Mary Kaye, Atlantic

New York Corporation, says that the dealers have been so active that it's almost like a new year in February.
**Shuffle Games**

Equipment and prices listed below are taken from advertisements in The Billboard (green) to indicate the wide variety of machines and prices on the market. The prices shown are as advertised and may be higher. Prices may vary depending on location and availability. All equipment in mint condition, complete with, at least, some of the parts mentioned. Where possible, prices are for the complete unit, not just the single machine price listed. All prices are subject to change without notice.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST CLASS</td>
<td>$150</td>
<td>Atlantic City</td>
</tr>
<tr>
<td>FIRST-CLASS</td>
<td>$125</td>
<td>Boston</td>
</tr>
<tr>
<td>GRAND FIRST</td>
<td>$175</td>
<td>Chicago</td>
</tr>
<tr>
<td>LEFTIE</td>
<td>$95</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>LEFTIE-2</td>
<td>$110</td>
<td>San Francisco</td>
</tr>
<tr>
<td>MIGHTY MITE</td>
<td>$100</td>
<td>New York</td>
</tr>
<tr>
<td>PREMIUM</td>
<td>$120</td>
<td>Miami</td>
</tr>
<tr>
<td>TITAN</td>
<td>$150</td>
<td>Houston</td>
</tr>
<tr>
<td>WIZARD</td>
<td>$200</td>
<td>Dallas</td>
</tr>
<tr>
<td>WIZARD-2</td>
<td>$225</td>
<td>Phoenix</td>
</tr>
</tbody>
</table>

**AdMITnENT!**

Brand new machines shipped anywhere in the U.S. Make us an offer for quantities. All machines are complete with all necessary accessories, including coin boxes, coin-return devices, and other related items.

**FOR SALE**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>TUMBLER</td>
<td>$75</td>
<td>San Francisco</td>
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<tr>
<td>JUMBO</td>
<td>$100</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>TITAN</td>
<td>$150</td>
<td>Chicago</td>
</tr>
<tr>
<td>WIZARD</td>
<td>$200</td>
<td>Boston</td>
</tr>
</tbody>
</table>

**NEW**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>BINGOOMATIC</td>
<td>$350</td>
<td>New York</td>
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<tr>
<td>BINGOMATIC</td>
<td>$275</td>
<td>Chicago</td>
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<tr>
<td>BINGOMATIC-2</td>
<td>$325</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>BINGOMATIC-3</td>
<td>$400</td>
<td>San Francisco</td>
</tr>
</tbody>
</table>

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<tr>
<th>Model</th>
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<th>Location</th>
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<tbody>
<tr>
<td>MIGHTY MITE</td>
<td>$125</td>
<td>Miami</td>
</tr>
<tr>
<td>LEFTIE</td>
<td>$100</td>
<td>Houston</td>
</tr>
<tr>
<td>TITAN-2</td>
<td>$175</td>
<td>Dallas</td>
</tr>
<tr>
<td>WIZARD-2</td>
<td>$225</td>
<td>Phoenix</td>
</tr>
</tbody>
</table>

**Coin Machine Salesman**

An excellent opportunity to get into the coin-operated business is now available. We have a large selection of machines, all in excellent condition. Included are:

- **Atlantic City** $435.00
- **Spot Light** $325.00
- **Leftie** $150.00
- **Rightie** $100.00

**Note:** Prices are subject to change without notice.

**DISTRIBUTING CORP.**

738 Erie Blvd. East-Syracuse, N.Y.-Phone 5-5194

BRANCHES IN BUFFALO - ROCHESTER - ALBANY

COBRA CARTRIDGES

Distributor of BINGOOMATIC CARTRIDGES

- **Wild West Machines**

- **Tavern Counter Game**

- **Coin Operated Machine**

- **Olshen Dist. Co.**

- **Tavern Counter Game**

- **Coin Operated Machine**

- **Olshen Dist. Co.**
After 8 years in the Coin Machine Industry, we have come up with the latest and finest children’s amusement machine... (bar none).

And, while we are a new business firm, we are dedicated to principles as old as Philadelphia itself. We pledge to give the operator more value for his money; better equipment; equipment with more play appeal; and at the right price.

Harvey Blinkoff Pro.
Sheldon Kravitz Vice Pro.

DISTRIBUTORS!! TERRITORIES OPEN!!!

CALL • WIRE • WRITE

FADCO MANUFACTURING CO.
7309 State Road Philadelphia, Pa.
Phone DE 2-2112 or 2-2113

TERRITORIES TO INDUSTRY, LATEST HAS THE EQUIPMENT; WIRE THE OFFICE IN PHILADELPHIA, PRINCIPLES FOR ARMS, DEMAND IN PROPERTY, IN THE SOUTHERN.. WARD'S LONDON Music Co., Inc.

LONDON HAS THE ANSWER TO ALL YOUR NEEDS FOR QUALITY GAMES AND MUSIC—NEW OR USED!

SHUFFLE GAMES $49.50

TOKYO CHINA

SHUFFLE SPECIAL $24.95

NEW GAME SPECIALS

LOWEST PRICES

FIVE-BALLS

LOWEST PRICES

NEW LOW PRICES

UNIVERSAL BOWLAMATICS

All Equipment Guaranteed, Reconditioned—Ready for Location.

Bright Light

$125.00

Coney Island

$325.00

Bowling Lanes

$125.00

Elvis Impersonator

$125.00

Sport Flip

$175.00

Alley Filler

$165.00

Leisure Lanes

$150.00

NOW DELIVERING—Sale Items, United States, Europe & Player, United & Player, $1000 with sale, Barrel C.O.D. or Wire Only.

THE FADCO ENTERPRISES, INC.
111 CHARLES ST.
LEXINGTON 0446-3
BURLINGTON, 1, MD.

KINGS AMUSEMENT CO.

GIVE TO CONQUER CANCER

AMERICAN CANCER SOCIETY

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!
M & M Candy, Hawley Hoops
Firms Merge

NEWARK, N. J. — The merger of M & M Candy Company here with Hawley & Hoops, Inc., became effective last week.

The Hawley & Hoops stock was bought for $1 a share by M & M. Principal stockholders of M & M, Hawley & Hoops equipment is being shipped from Boston to Newark. Prior to its purchase by M & M, the Hawley & Hoops stock was owned by Gun Products, Inc.

Officers of the new corporation, Hawley & Hoops, Inc., are John H. McNamara, president; Charles F. White, vice-president in charge of sales; Robert E. McGregor, vice-president in charge of manufacturing; Thomas Reilly, vice-president and treasurer; Pete Trivisonno, vice-president in charge of research, and Edie Berke, vice-president and administrative coordinator.

Hawley & Hoops had made public previously for vending machines. While officials of the new corporation said that no definite plans had been set for productive use of the old Hawley & Hoops finds, they thought that the line A-S-A would be continued.

Contamination of Volume

The value of confectionary manufacturers' sales in September was an estimated $230,000,000, or 9.2 per cent increase over August sales, and a 9 per cent rise over sales during the equivalent September of last year. The value of candy sales during the last week was a $38,000 increase. Dollar sales from January 1 to September 30 will be $3,019,870, or $1 per cent below the corresponding period for 1952. Bar sales dropped 1.9 per cent. In August, bar sales dropped 2.3 per cent.

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Biggest Money-Maker Ever Built in "in-line" Class

Bally

FROLICS

6-CARD 5-BALL REPLAY GAME

NEW SUPER-SCORE
MYSTERY FLASH
- Sensational EXTRA-COINS Attraction

REGULAR "IN-LINE" SCORES
PLUS ADVANCING SUPER-SCORES

POPULAR EXTRA-BALLS
- More Fun! More Profits!

NEXT GAME SUPER-SCORES
START AT TOP
when you buy now!
Greatest GAME-TO-GAME Carry-over Feature ever Created!
Positive REPEAT-PLAY Stimulator

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

FOREIGN BUYERS!

We represent the nation's top manufacturers including...
BALLY - WILLIAMS
GOTTLEB - KEENEY - EVANS

To satisfy our world-wide demand we...

WANT TO BUY
WURLITZER 1015
WURLITZER 1100
WURLITZER 1250
WURLITZER 1400
Exhibit SIX SHOOTER and GUN PATROL
Mutoscope SKYFIGHTER
Also All the Latest GOTTLEB and WILLIAMS
5-BALL GAMES

Highest Prices Paid

we deliver the greatest values in
equipment and service...that
is why we
are the world's
largest exporter of coin
machine
equipment.

Remember:
For export and domestic busi-
ness it is International and
Scott-Crosse.

Write for FREE price list and order forms.

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- Special "JACK-IN-THE-BOX" Displays Pet Extra "Jack" in your Cash Box!
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UP TO 12 BALLS PER GAME!

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new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

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ALSO SPOTS ABOVE NUMBERS SINGLY

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